

**A STUDY OF LINGUISTIC LANDSCAPE IN KAMPUNG
BATIK KLAMPAR PAMEKASAN**

THESIS



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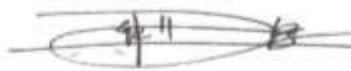
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ABSTRACT

Hanuniyah, A. (2021). *A Study of Linguistic Landscape in Kampung Batik Klampar Pamekasan*. English Department, UIN Sunan Ampel Surabaya.
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Keywords: linguistic landscape, sign, kampung batik klampar.

This research aims to analyze the linguistic landscape in Kampung Batik Klampar, Pamekasan. In analyzing this study, the researcher used findings based on Landry and Bourhis (1997), Gorter (2007), and Spolsky (1991). There are three problem formulations in this study, the first is the language used in the signs in Kampung Batik Klampar, the second is the type of sign used in the linguistic landscape, and the last is the function of the linguistic landscape.

This research uses a descriptive qualitative approach because the data is presented by analyzing and explaining detailed information about LL in Kampung Batik Klampar. To clarify the description, the study was aided by quantification of the data, which shows the percentage of the data. The results of the study are described qualitatively. Data collection is done with observation and documentation. Observation and documentation is carried out in Pamekasan which is famous for Kampung Batik Klampar.

As the results, 182 signs discovered in Kampung Batik Klampar. These signs display the language used in the sign and the number of languages (monolingual, bilingual, multilingual). The languages displayed on the sign include Indonesian, Arabic, English, Madurese, Korean, and Chinese. The researcher found several types of signs used in linguistic landscapes to answer the formulation of the second problem, such as directional signs, slogans, building names, command and prohibition signs, informative signs, and advertising signs. The researcher also found the function of the language displayed on the sign in Kampung Batik Klampar consisting of six functions; for economic purposes, show the direction, show the place's identity, preserve the regional language, prohibition and warning, and advertise the distribution function.

ABSTRAK

Hanuniyah, A. (2021). *Kajian Lanskap Linguistik di Kampung Batik klampar Pamekasan*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Roudlotul Jannah, M. App. Ling.

Kata Kunci: lanskap linguistik, tanda, kampung batik klampar.

Penelitian ini bertujuan untuk menganalisis lanskap linguistik yang ada di Kampung Batik Klampar, Pamekasan. Dalam menganalisis penelitian ini, peneliti menggunakan temuan berdasarkan Landry dan Bourhis (1997), Gorter (2007), dan Spolsky (1991). Ada tiga rumusan masalah dalam penelitian ini yang pertama adalah bahasa yang digunakan dalam tanda yang ada di Kampung Batik Klampar, yang kedua yaitu jenis tanda yang digunakan di lanskap linguistik, dan yang terakhir yaitu fungsi dari lanskap linguistik.

Penelitian ini menggunakan pendekatan kualitatif deskriptif karena data disajikan dengan cara menganalisis dan menjelaskan informasi rinci tentang LL di Kampung Batik Klampar. Untuk memperjelas deskripsi, penelitian ini dibantu dengan kuantifikasi data, yang menunjukkan persentase data. Hasil penelitian dideskripsikan secara kualitatif. Pengumpulan data dilakukan dengan observasi dan dokumentasi. Observasi dan dokumentasi dilakukan di Desa Klampar yang terkenal dengan kampung batik klampar.

Hasilnya, 182 tanda ditemukan di Kampung Batik Klampar. Tanda-tanda ini menampilkan bahasa yang digunakan dalam tanda dan jumlah bahasa (monolingual, dwibahasa, multibahasa). Bahasa yang ditampilkan pada tanda tersebut antara lain bahasa Indonesia, Arab, Inggris, Madura, Korea, dan China. Peneliti menemukan beberapa jenis rambu yang digunakan dalam lanskap linguistik untuk menjawab rumusan masalah kedua, seperti rambu arah, slogan, nama bangunan, rambu perintah dan larangan, rambu informatif, dan rambu iklan. Peneliti juga menemukan fungsi bahasa yang ditampilkan pada tanda di kampung batik klampar yang terdiri dari enam fungsi; untuk kepentingan ekonomi, menunjukkan arah, menunjukkan identitas tempat, melestarikan bahasa daerah, larangan dan peringatan. Dan mengiklankan fungsi distribusi.

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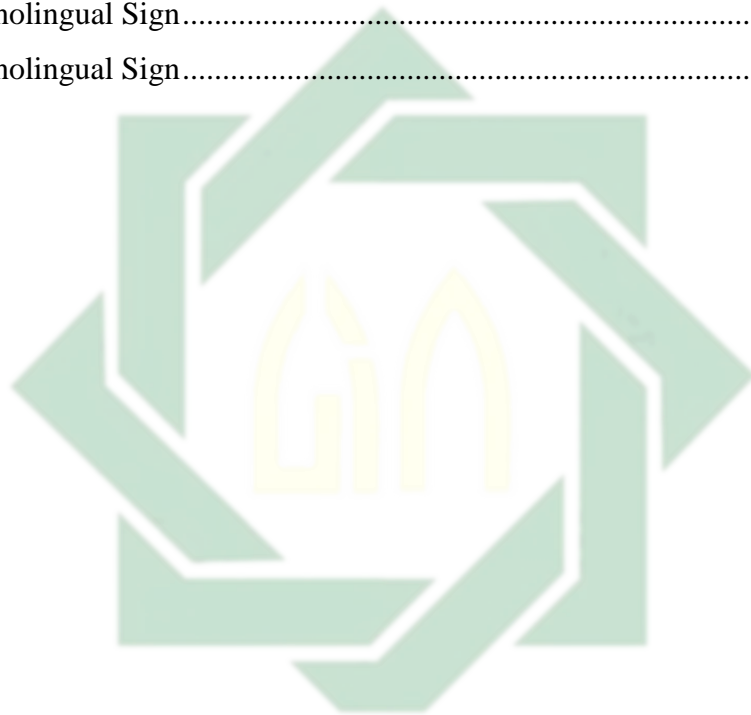


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CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, research problems, the significance of the study, scope, and limitation, and definition of key terms.

1.1 Background of the Study

Linguistic landscape (LL) has piqued the interest of numerous researchers as a current trend in linguistic research. It depicts visible signage in public spaces that serve informative and symbolic purposes (Landry & Bourhis, 1997). LL research focuses on the written record of language signs in a particular area (Gorter & Cenoz, 2007). Landry and Bourhis define LL as the language used on public road signs, advertising billboards, street names, place names, commercial store signs, and general signs on government buildings, all of which contribute to the formation of the linguistic landscape in a given territory, region, or urban group (1997: 25). The definition of Landry and Bourhis clarifies that the languages of public signs are the focus of research in studying the linguistic landscape. This point is emphasized in a current state by Gorter (2006, p. 2), who states that the linguistic landscape study focused on "the use of language in its written form in the public space." It refers to "the languages that are visible in a specific area, more precisely, the languages that can be found in cities, shops, indoor markets, schools, campuses, government and large corporation offices, moving buses, beaches, and so on" (Gorter & Shohamy, 2009).

The public space area is defined in the initial concept as street names, traffic signs, billboards, place names, cafes, restaurants, stalls and government buildings, all of which serve as a study in the linguistic landscape. It is styled in a variety of languages. Some are monolingual, bilingual, or multilingual. For instance, there is Kampung Batik Klampar in Pamekasan. This location is the oldest batik craftsman and is frequently visited by community members interested in learning about and purchasing Pamekasan batik clothing. As the name implies, Kampung Batik Klampar is one of Pamekasan's business districts. There are numerous expanding businesses, including culinary, health clinics, beauty, and cultural tourism. Those establishments must have used signage to advertise their services.

Numerous studies have been conducted on LL in specific cities and countries worldwide to analyze the linguistic landscape and establish the language's significance in those countries. Durk Gorter (2007) summarizes and analyzes LL in Rome. Gorter describes and investigates the multilingualism and diversity of Rome. This study aims to ascertain the distinctions and characteristics of bilingual and multilingual signs in four distinct LL neighborhoods. The purpose of this study is to gain a better understanding of Rome's ethnic and cultural diversity. This study employs a descriptive approach and quantifies language diversity in a sociolinguistic context.

Backhaus (2006) examines multilingual signs in Tokyo, Japan's capital. Japan is well-known for its uniformity. A sign in this study was defined as any segment of written text contained within a spatially definable frame. He tallied nearly 12,000 signs, 19.6 percent of which are classified as multilingual,

indicating that they have at least one additional or substitute language for Japanese. The researcher examined these multilingual signs in greater detail. According to the study, 98 percent of multilingual signs are written in English, 72% Japanese, 3% Chinese, and 2% Korean. Additionally, less than 1% of multilingual signs display eleven additional languages.

Previous studies have focused on the analysis of the linguistic landscape such as Mu'in (2018), Hurrotul Firdausiyah (2019), Fakhroh and Rohmah (2018), Oktaviani (2019), Putra (2019). Among the studies are Hurrotul Firdausiyah (2019). The researcher examines language usage, language formation, and language functions in Pondok Pesantren Putri Mambaus Sholihin, Gresik. Additionally, this study collects quantitative data and classifies it. As a result of the duplicate type, monolingualism, bilingualism, and multilingualism are achieved. In Ponpes, the use of language in signs serves two purposes: informative and symbolic functions, with the category of signs serving as a medium for language learning. The purpose of including language in this sign is to serve as a reminder to students and to add aesthetic value.

Mu'in (2018) discusses the multilingual signs found in Malang City. These signs are from the official multilingual sign. To reveal the difference, the researcher uses three stages of analysis: reciprocal translation, direct translation, and ideas of power and solidarity source of this research data are on Soekarno-Hatta street, Malang City. The data obtained totaled 364 multilingual signs composed of 30 official and 334 unofficial characters. The most widely used language code on this road is English because Soekarno-Hatta street is a business

district in Malang City. This research shows that English is the primary language in the region.

Rohmah & Fakhroh (2018) discuss the visual language and proportion of top-down and bottom-up signs in Sidoarjo city. The data collected was taken from signs in several public places along the Sidoarjo city road. The results showed that Indonesian dominates the linguistic landscape. In addition, other foreign languages are Asian languages, such as Chinese, Japanese, Thailand, and Korean, are most widely displayed in restaurants in Sidoarjo city. In addition to the nameplate on the store, Rohmah and Fakhroh also examined the sign's function in Sidoarjo City, such as information and regulation, preserving regional languages, and symbols for economic purposes, and welcoming foreign visitors.

Oktaviani (2019) also discusses the linguistic landscape that focuses on store signage at GKB, Gresik. The method used by researchers uses quantitative and qualitative. The researcher conducts interviews and surveys of visitors to ascertain the language attitude toward naming establishments and the motivations of store owners. Additionally, they are photographing the names of these establishments, which number up to 214. Indonesia is the most often used shop name in Gresik. Foreign languages such as English, Arabic, Spanish, Italian, and Japanese are taught alongside Indonesian. It is available in monolingual, bilingual, and multilingual signs.

Putra (2019) examines bilingualism on traffic signs. The researcher found data in five areas of Surabaya and one arterial road. The results showed that Indonesian-English is more dominant in central Surabaya than in other regions.

There are 36 road signs, including the data. The research method used by researchers is to use quantitative and mathematical approaches. This study aims to uncover English and why such language is in traffic signs.

The linguistic landscape has a wide range of public places from previous research. However, some studies investigate LL in tourist attractions, schools, and others. The data source for this study is a kampung batik location known as Kampung Batik Klampar, which is still popular among tourists and locals alike. The researcher selected Kampung Batik in Klampar village proper subdistrict as the best batik results in Pamekasan, used as souvenirs or clothing outside the City. As a result, the researcher chose Kampung Batik Klampar in the Proppo sub-district because it was different from another Kampung Batik in Pamekasan that had not yet developed.

Previous studies have shown an interest in the linguistic landscape used in public spaces. There is a lot of research on linguistic landscape used in specific locations. However, this research focuses primarily on language variations and language functions in Kampung Batik Klampar. The researcher was interested in using kampung batik in Pamekasan because this place is already famous and often visited by many people. Furthermore, there has been no previous research that has researched this place. In this study, the researcher analyzed language signs used in public space, categories of signs, and knew the function in the linguistic landscape.

1.2 Problems of the Study

1. What languages are used in the linguistic landscape Kampung Batik Klampar?
2. What are the categories of signs used in Kampung Batik Klampar?
3. What are the functions of the linguistic landscape in Kampung Batik Klampar?

1.3 Significance of the Study

This research contributes to the development and use of language in signage in Pamekasan, particularly in Kampung Batik in Klampar village, Proppo sub-district. Theoretically, this research on the use of language in signage in Kampung Batik Klampar can guide further research that wants to study linguistic landscapes. Practically, in this study is to inform readers about the different types of language used. In this research, the researcher will likely motivate the researcher to delve deeper into the research feature.

1.4 Scope and Limitation

The scope and limitations of this research is linguistic landscape in Kampung Batik Klampar. This research aims to examine the linguistic landscape in Kampung Batik Klampar. The study focuses on the language used in the sign and the number of languages represented in the sign (monolingual signs, bilingual signs, and multilingual signs), the sign categories, and the language function defined by LL signs in Kampung Batik Klampar. Additionally, data collection and processing take five months.

1.5 Definition of Key Terms

1. Linguistic landscapes: a sociolinguistic study that examines language in the public space in text or image.
2. Sign: is any written text, ranging from a small handwritten sticker on a lamppost to a massive commercial billboard outside a department store.
3. Pamekasan: is a regency and a subdistrict in one district in Madura, famous for Batik Khas Madura.
4. Kampung Batik Klampar: One of the oldest batik craftsmen places deliberately provided by the Pamekasan City government to invite foreign and domestic tourists to look around batik.



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CHAPTER II

REVIEW OF LITERATURE

This chapter provides some critical theories related to the topic of this study. This chapter aims to support the background of this study.

2.1 Linguistic Landscape

The study of language signs in public spaces is the linguistic landscape. Landry and Bourhis define linguistic landscape as the language displayed on street signs, billboards, street names, area names, shop names, and general instructions on government buildings (1997). According to this definition, the linguistic landscape is concerned with the language displayed in public space. Language signs in public places can be monolingual, bilingual, or multilingual.

The linguistic landscape focuses on the visibility and significance of written languages used in the public domain. According to Gorter (2006), the linguistic landscape is a studies of language displayed in shop windows, commercial signs, posters, official notices, traffic signs, etc. The sign disseminates public messages such as instructions, information, and warnings. This sign is also frequently seen in commercial contexts such as advertising and marketing (Backhaus, 2007). LL is a portrait of the linguistic situation in public space (usually involving a country or City) of typical patterns of language use, language policy, language attitudes, and the consequences of long-term language contact.

Furthermore, Puzey (2016) defines LL as studying various languages that interact with other languages in the public sphere. We can trace the symbolic

construction of space and language in mediating social and political relations through the interaction of speech in public space. Shohamy and Gorter (2008) conveyed a broader understanding of the LL concept, stating that "...language in the environment, words and images displayed and exposed in public spaces, that is the center of attention in this rapidly growing area...". According to Shohamy and Gorter (2008), LL includes language in the form of words and images that appear in public spaces. Visuals The words and pictures in LL command attention and entice readers to read them. The above definition persuades us that LL encompasses language in an environment that includes words in public spaces in Kampung Batik Klampar.

The language displayed in public places is a text that can be read and photographed. The language displayed is intended to convey a general message to the public in information, instructions, and warnings. Linguistic landscapes in public spaces will significantly impact language teaching, multilingualism, language awareness, and communication. Furthermore, understanding regional/maternal languages, official languages, and foreign languages can be aided by studying the linguistic landscape. Typical language examples are store names, posters, billboards, building names, and ad names.

Many previous researchers analyzed the linguistic landscape and studied various languages through public signs. Unwittingly we often see linguistic signs such as language signs on the street, in shops, buildings, and schools. The signs are in the city center, especially on public roads or commercial areas. The text on these signs is in one language and two or more languages. In addition, the

linguistic landscape provides essential insights into multilingual awareness. The linguistic landscape in this study looked at how the use of language had in-store signage, traffic signs, notifications, advertising signs, building names, and others in public spaces of Kampung Batik Klampar. From these texts will be known language variations and the most widely used language in the public areas of Pamekasan City.

2.2 Sign

Backhaus (2007, p. 66) defines a sign as "any piece of written text, including stickers, small handwriting attached to a large billboard lamppost outside the department store." A sign can define as any writing displayed in a language used in a public space, even if it is just a sticker or a small word. The function of the sign is to convey public messages, instructions, information, directions, and warnings (Backhaus, 2007, p. 5).

The linguistic landscape does not refer to only one language; instead, multilingualism focuses on linguistic landscape studies (Gorter, 2006). The linguistic landscape regarding textual formatted language is in public spaces (Gorter, 2006). The textual formatted language includes the use of language on various signs. Bloomaert (2013) proposed three sign categories. The third category is permanent signs that are long-term, such as street names, shop names, road signs, and so on; temporary (event-related) signs that are for a relatively short period, such as police lines, road repair signs, and so on.

2.3 Monolingual Sign

The factors that influence monolingualism in society are only one language without variations and can use for all purposes. Monolinguals only know one language, especially if the language concept is very narrow. This situation is only possible in primitive or remote communities, which are currently difficult to find (Fishman in Chair and Agustina, 2004, p. 118).

Monolingual is a language sign used to convey information, knowledge, and communicate with others. Monolingual refers to speaking or using only one language or language code. A monolingual is someone who possesses passive knowledge but continues to be monolingual. Monolingual signs use when the reader understands one of the languages used in the sign but not the other to clarify the sign's message. They found in areas without tourists.

2.4 Bilingual & Multilingual Sign

Bilingual is a society that has more than one language. In general, bilingualism uses two or more languages of a speaker in association with others in turn. Bilingual initially occurs in monolingual societies (only mastering one language). It then is continuously exposed to a second language, making them master both languages with the same or different levels of mastery. Generally, bilingual people have a local language as a foreign mother tongue from the standard language as their national language, so they must be fluent in both.

Multilingualism uses more than one language by an individual or a community. In addition to bilingual signs, multilingual signs are also used in more than two languages by a person interacting with other people alternately.

Wardhaugh (2006, p. 96) mentions that multilingualism, among others, can be

caused by the transfer of population (immigration), visitors to a place, marriage between two people with different languages/codes, education, trade, and international relations. Multilingualism is closely related to the study of the linguistic landscape. Multilingualism occurs due to the reciprocal relationship between the speaker's role, the form of the language, and the function. In terms of who communicates with them, multilingual communities have language communication with the surrounding community.

2.5 Categories of Sign

Language is in two sign categories in LL areas: the 'top-down' and 'bottom-up' signage. The first and second Categories show how formal and unofficial the language was worn, such as Ben-Rafael, Shohamy, Amara, and Trumper-Hecht (2006, p. 10). Top-down types include using language on public signage created by government agencies or agencies, public institutions dealing with religious, governmental, health, education, cultural issues, road signs, and public notices. At the same time, the bottom-up category includes language used by shop/store owners (clothing, food, jewelry), offices/factories/private agents, personal notices (rent/sell cars/houses), including job advertisements.

In linguistics landscape studies, the researcher sometimes talks about signs. Gorter (2006) says that many different things make up a sign. These things include how the language is in the sign, where the sign is, what font size is used, how many languages are in the sign, how important each language is, etc. Spolsky and Cooper (1991) also put the signs into different groups. Examples of signs are road signs, advertising signs, warnings, building names, informational signs,

warning signs, object-labeling signs, graffiti, etc. They are all based on their function and use. b) The markings are based on the materials used to make signs or their physical characteristics, like tiles, posters, or wood, and how they look. According to which language is used and how many languages are in the sign, they can be monolingual, bilingual, or even more.

2.6 Function of Sign

There are two main functions of the linguistic landscape, according to Landry and Bourhis (1997), namely the information function and the symbolic function.

- a) The informational function is a text language function in a public space that includes information from the government (non-commercial tokens) and statements by a particular person or group, such as advertising (commercial sign). A non-commercial sign is a sign made by a specific government or agency to provide information about something without any purpose for profit. An individual or company causes the commercial movement to attract readers' interest with the intent or orientation of profit.
- b) The symbolic function of linguistic studies is the emergence of a feeling over sure language signs by a community. A group feels represented by language signs in the public space. Symbolic function is also closely related to the representation of ethnic identity. Thus, a symbolic function is the function of language markings in the landscape of public spaces by certain groups that associate with existing language signs. That proves that

linguistic landscapes have a part to represent a particular group.

The information function is also known as the explicit message delivery function. As a result, the LL information function is aimed at the reader to understand the information on LL in public spaces, which includes the language of the LL kampong batik klampar. On the other hand, the symbolic function denotes a community group's power, value, and ideology. Symbolic functions of language use in public spaces usually have an implicit meaning. Symbolic functions in LL can be seen in the shape and size of the letters, coloring, prominence (salience), and others that the reader understands implicitly.

2.7 Pamekasan

Pamekasan is a subdistrict located in Pamekasan Regency, East Javaprovince, Indonesia. Pamekasan is a district located in the middle of Madura Island. This district is also the capital of the Pamekasan regency. Pamekasan Regency is divided 12 sub-districts: Pamekasan, Proppo, Tlanakan, Galis, Larangan, Pademawu, Pagantenan, Waru, Batumarmar, Pasean, Palengaan, and Katur. In addition to the Indonesian language, the language widely used is Madurese. Madurese dialects include Kangean, Sumenep, Pamekasan, Bangkalan, Probolinggo, Bondowoso, and Situbondo. Its application The Madurese language has three levels: Enja'iya (coarse language), Enghi-enten (middle language), and Enghi-button (fine language) (acceptable language).

The use of English, Indonesian, and other languages as the language of instruction in education causes the younger generation of Madura to give up their native language, which impacts the extinction of the Madurese language.

However, Pamekasan people continue to value their native language, as evidenced by the naming of a shop and a building.

2.8 Kampung Batik Klampar

Kampung Batik Klampar is one of the oldest batik places deliberately provided by the Pamekasan city government to invite foreign and domestic tourists to look around batik. The daily language used by residents is Madura. But for the creation of signs such as shop names etc., also use foreign languages such as English, Arabic, etc. Kampung Batik Klampar village is one of the villages whose citizens maintain batik cultural traditions passed down through generations. The priority of the people there is to work as batik craftsmen for most women other than farmers. The rule regarding batik cloth-embedded quite strongly among the people has made the culture of batik and wearing batik cloth well maintained in Klampar Village.

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CHAPTER III

RESEARCH METHODS

In this chapter, the researcher discusses how to conduct this research. This chapter consists of research design, data collection, and data analysis.

3.1 Research Design

This study used the descriptive qualitative method. The researcher employs qualitative descriptive writing to convey information about the research problems. To conduct this study, the researcher observed and documented all signs in Kampung Batik Klampar and the language used in the signs. Then, qualitative research aids in the analysis, description, explanation, interpretation, and validation of the findings regarding the type of language used, sign categories, and function in the Kampung Batik Klampar. The quantitative method of calculating the amount of data collected and the percentage of final results will aid in resolving the study's problem formulation. Additionally, quantitative methods estimate the discovered data to arrive at the result.

3.2 Research Instrument

In this study, the researcher serve as research instrument. The researcher act as planner, conducting field observations, collecting data, analyzing data, and reporting research results. The researcher took LL signs in Kampung Batik Klampar, Pamekasan. The following Instrument gathers data using a mobile phone. It was a common feature used by most current LL research to obtain digital picture signs. On the other hand, the researcher used a mobile phone camera

because it was simpler and lighter. In addition to being very useful for taking pictures that appeared to be numerous and were not limited to the signs in the chosen location. As a result, mobile phone cameras were able to assist the researcher.

3.3 Data and Data Source

The data in this research were words and signs found in Kampung Batik Klampar, Pamekasan. To answer the first research question, the researcher took a picture of signs in Kampung Batik Klampar, specifically on the Proppo sub-district, Pamekasan. The language observed of that signs was analyzed to determine which was included in monolingual, bilingual, and multilingual signs. The picture also assisted the researcher in answering the second research question, which investigated the classification of signs based on their function and use (information signs, building names, slogans, command and prohibition signs, directional signs, and advertising signs). It was based on Spolsky and Cooper's theory (1991). The third research question found out the function of linguistic landscape in Kampung Batik Klampar, Pamekasan.

3.4 Data Collection

In this study, the researcher collected the data by applying a few stages to acquire substantial information. The few stages were as follows: observation and documentation. The observation method used is self-observation, which means that the person who is doing this study plans, acts, and collects data through this method. The researcher used observations to get data by going to the field and

looking at the object of this study, which was the linguistic landscape in Kampung Batik Klampar in Pamekasan City. For observation, the researcher went to the batik center in Pamekasan, which many people and tourists visit. The researcher took data for analysis that was relevant to the study. In October 2021, the researcher did four observations simultaneously every Sunday morning.

In addition, researcher also collect data with documentation. The documentation was in pictures of signs observed in public spaces along the road or locations related to the research conducted in Kampung Batik Klampar, Propposub-district, Pamekasan, and collected this documentation during the research process. The researcher photographed a variety of different sorts of signage, including posters, billboards, and signboards. The researcher should be categorised as monolingual, bilingual, or multilingual for the purposes of the first research question. The researcher next classifies the signs in response to the second research question as building names, instructional signs, directions signs, prohibition and command signs, advertising signs, slogans, and advertisements. Smartphones and notebooks were used as the documentation tools in this research.

3.5 Data Analysis

The researcher presented data analysis in several steps to answer the research questions. The following were the steps to answer the first research question.

- a) The data had been classified; the data was analyzed and calculated based on the language used in the signs.
- b) The percentage of data classification is presented in the form of a table to

make it easy to understand.

Table 3.1. Kinds of Language

Groups	Language	Number of Sign	Percentage
Monolingual			
Bilingual			
Multilingual			
Total			

- c) The data was analyzed, interpreted, and described based on the kinds of language.

The following were to answer the second research question about the sign category in Kampung Batik Klampar, Pamekasan.

- a) The data obtained was analyzed based on the category of signs.
 b) According to Gorter's and Spolsky, and Cooper's theories, the data was categorized based on the sign function.

Table 3.2. The Types of Sign

Categories	Number of signs	Percentage (%)
Directional signs		
Slogan signs		
Prohibitions and order Signs		
Building names		
Informative signs		
Advertising signs		

- c) The analysis was presented in description, interpretation, and explanation about each category of signs shown as the data.

The final research question focused on language use in the linguistic landscape, particularly in the Kampung Batik Klampar. To answer that question,

the researcher applied the following steps:

- a) The signs were observed in the public areas of Kampung Batik Klampar, Pamekasan.
- b) The researcher looked into these functions and observed how the sign was suitable.
- c) The researcher analyzed, interpreted, and described the data by looking at the researcher's notes.



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CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the findings of the study and the suggestion for future studies.

4.1 Findings

After collecting the data, the researcher classified the data by language type in the public places of Kampung Batik Klampar. The relates to answering the first research question about the different languages used in signs. On the other hand, the second point researcher categorizes the signs into one group based on their function and use; directions, slogans, command and prohibition signs, informative signs, building names (room names), and advertising signs (promotions). And the third point, the researcher describes a research question regarding the function of signs displayed in Kampung Batik Klampar.

4.1.1 The Language Displayed in Kampung Batik Klampar

The researcher described the results of the language used in Kampung Batik Klampar. The study used observations to determine the language used on signs in public places. The study collected data from 182 photographed signs. There are featured several languages in the study: Indonesian, English, Javanese, Arabic, and Korean. The researcher used qualitative research methods which aimed to describe the type of language realized in the public places of Kampung Batik Klampar. The Indonesian language has a higher percentage than Madurese because the Indonesian language is more official to include in a business sign. The

researcher categorizes the total number of signs discovered into monolingual, bilingual, and multilingual to demonstrate the existence of the language displayed at Kampung Batik Klampar. The detailed results are in the table below.

Table 4.1. The Language Displayed in Kampung Batik Klampar

Groups	Language	Number	Percentage
Monolingual	Indonesian	116	84%
	English	15	10%
	Madurese	4	2%
	Javanese	2	1%
Bilingual	Indonesian-English	30	71%
	Indonesian-Madurese	6	14%
	Indonesian-Javanese	4	9%
	Indonesian-Arabic	2	4%
Multilingual	Korean-Indonesian-English	2	66%
	Chinese-English-Indonesian	1	44%

Based on table 4.1, there are more monolingual signs than bilingual and multilingual signs. The total monolingual signs found 137, which included Madurese (2.91%), English (10.94%), Indonesia (84.67%), Javanese (1.45%). The existence of Indonesian as the national language of the Republic of Indonesia dominates other languages. The second-highest number is English. As for the number of bilingual signs found, 42 signs included Indonesian-English (71.4%), Indonesian-Madurese (14.2%), Indonesian-Javanese (9.52%), and Indonesian-Arabic (4.76%). Indonesian-English is the most in this Kampung Batik Klampar. Furthermore, only found two multilingual signs using Korean-Indonesian-English (66.6%) and Chinese-English-Indonesian (33.3%).

4.1.1.1 Monolingual

The Indonesian language is in many places, including informative signs, warnings, and directions outside the building. 136 signs only use one language, Indonesian, English, and Madurese. There is an example of a monolingual sign found in Kampung Batik Klampar. Based on the researchers' findings, it can be concluded that this sign has a more significant percentage than bilingual and multilingual signs. 136 signs only use Indonesian, English, and the Madurese language. There is an example of a monolingual sign found in kampung batik klampar. Based on the researchers' findings, it can conclude that this sign has a more significant percentage than bilingual and multilingual signs.

According to observations, monolingual signs in Indonesian are visible and quickly found on Kampung Batik Klampar. This sign (Figure 4.1) is an advertisement sign. The researcher wrote this sign in Indonesian because the target audience for the advertisement on the sign was the local community. This advertisement promotes Sampoerna cigarettes in Indonesian, which is the regional language. This advertisement was placed on public streets by a private party to encourage its cigarettes. The font size and style are also different, enticing visitors to read and see the advertisement on this sign.



Figure 4.1: A Monolingual Sign in the Indonesian Language

“Pasebhan Pangghelar Bhatek” means “Paseban Penggelar Batik.” The sign is in a village famous for its unique batik Pamekasan. This sign has the same size and font as the others because it uses only one language. However, there is one difference in the monolingual sign: this sign uses Madurese (without translation) and is the first language. This sign is used in batik village because this place is a place that will use batik every day, etc. Therefore, it is reasonable to conclude that this sign uses the Madurese language to introduce that this batik village provides a special place as a batik show, especially in Pamekasan.



Figure 4.2: A Monolingual Sign in the Madurese Language

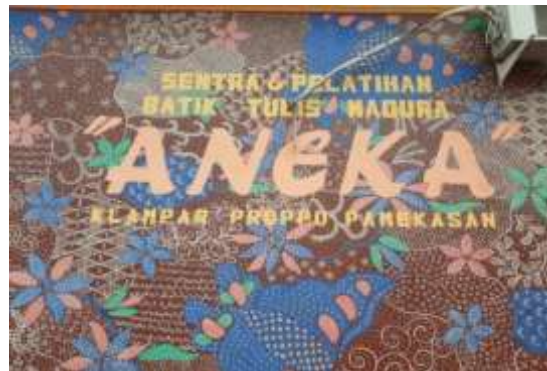


Figure 4.3: A Monolingual Sign in the Indonesian Language

Figure 4.3 is an example of an Indonesian language sign aimed at a general audience. According to the Backhaus agreement (2007, p. 66), a sign is any part of the written text, including stickers and tiny handwriting. Like the example above, the language sign reads about "Sentra and Batik Training Write Madura "Aneka" Klampar Proppo Pamekasan. The sign naming "Aneka" uses the Indonesian language to describe many kinds of batik craftsmen. The background in the sign is batik images that aim to attract visitors. According to the data, Indonesian was the most commonly used language in the monolingual sign. Because this sign only used one language, there was no need for translation, text size, or text font. Although the signs varied in size, they were all used in the same language.

4.1.1.2 Bilingual

The sub-chapter that follows is bilingual. The use of two languages or two language codes is bilingualism (Chaer and Leonie, 1995, p. 112). There are 42 bilingual signs, with 30 of them being Indonesian-English, 6 being Arabic-Indonesian, 4 being Indonesian-Maduran, and two being Indonesian-Javanese.

Compared to the monolingual group, bilingual language use grew to be the largest, accounting for 30.4 percent.

This sign is in two languages, Indonesian and English language. This sign is used in Indonesian and English because the shop owner has made provisions. The use of English and Indonesian in this sign is intended to maintain the unity of the Indonesian language. As we all know, business owners provide writing that does not depend on one language to keep up with current trends



Figure 4.4: Indonesian-English Sign **Figure 4.5: Indonesian-English Sign**

This sign (Figure 4.5) used Indonesian and English languages, but the language placement differed from the first bilingual example. This is due to the sign's location outside the store, allowing outsiders to view and understand the sign information by looking at the first language displayed. This distinction was evident in this sign, which used English first, followed by Indonesian.



Figure 4.6: Indonesian-Madurese Sign

Figure 4.6 shows the name of the clothing store "Raddhin." The shop's name that uses the Madurese language is the region's language. Under the shop's name, there is an inscription in the Indonesian "Batik Bangsawan Madura." The word Indonesian asserted that in the store "Raddhin" only sells typical Madura batik clothes that are many kinds. Furthermore, the use of Madura language in the word "Raddhin," which means "Beautiful," attracts readers and buyers.



Figure 4.7: Javanese-Indonesian Sign

The sign is dominated by Javanese, as shown in Figure 4.7. The slogan "Ceker Opo Cetak," which translates as "Foot or Head," was created to provide readers with options. The phrase "Ceker Opo Cetak" is printed in capital letters at the top of the sign. A slogan with that word might hope to catch the attention of a passerby. Another Indonesian phrase, displayed with an exclamation point, affirms "Pedas Manis Cocok!!!". Even if it is not in capital letters as the top sign, the term "Pedas Manis Cocok" emphasized in red prints easily attracts the attention of passersby.



Figure 4.8: Arabic-Indonesian Sign

The sign above is bilingual since it comprises two languages, Arabic as the first and Indonesian as the second. The sign's meaning to introduce the place name is the tomb of "Syeh Zainal Abidin Sunan Cendana Kwanyar". The resident make this sign using two languages because not only Madurese people who visit are also out of town, etc. The use of Arabic because this place is a religious tour in the kampung batik klampar. The Arabic and Indonesian are not translations but only made in one intent: syeh Zainal Abidin Sunan Cendana kwanyar.



Figure 4.9: English-Indonesian Sign



Figure 4.10: Indonesian-English Sign

Examples shown in Figure 4.9 show the road plaque of convex mangrove ecotourism. In a tour, the use of two languages, English and Indonesian, is widely found. The use of English in the first language in sign to information tourists who want to visit them. Residents make this sign to attract visitors. Under the road's name, there is a 20km inscription and arrows upwards to facilitate tourists be it citizens or foreigners who want to visit this mangrove ecotourism.

The next bilingual sign is an evacuation sign installed in a public place. Evacuation routes in a public place should function based on evacuation procedures by providing convenience to people who read them. The use of two languages, Indonesian and English, makes it easier for readers to understand the existence of the sign.



Figure 4.11: Indonesian-English Sign

Indonesian is a regional language in many public places, so many people understand Indonesian. Indonesian and English bilinguals are in public areas such as store names. The use of two languages in the store "CV. Bintang Abadi Collection" does use two languages so that foreigners who visit batik villages know the store. Batik decoration in the sign symbolizes that the store sells a variety of batik typical of Madura Pamekasan. The use of Indonesian in the bottom

writing "Batik Tulis Asli Madura" confirms to readers and the people of Klampar village that this shop only sells batik.



Figure 4.12: Thailand-English Sign

The sign was also unique, as it used both Thai and English languages. The Thai language had a larger size than the English language. It was evident that this sign makes by a restaurant serving traditional Thai cuisine from Bangkok, Thailand, so it's no surprise that the Thai language is more displayed than the English language. Because the private sector of the restaurant created it and the bottom-up sign, this sign was also classified as a commercial shop mark. It concluded that the sign had a reason to use Thai and English because it served traditional Thai cuisine and was a Thai restaurant. Another reason for using this language was that it served as an economic necessity in marketing. The researcher would then examine the linguistic landscape feature on the Bilingual sign in greater detail.

4.1.1.3 Multilingual

Multilingualism refers to using more than two, three, four, or even five languages simultaneously. The amount of data in the multilingual sign obtained from all of the data obtained from the five roads is three language signs out of 182

signs. This study examines the classification of the multilingual sign after discussing the monolingual and bilingual signs.

The first data analyzed is the multilingual sign found on kampung batik klampar contains only three pieces of the multilingual sign. The sign uses a combination of three languages with perfect functions between them, which means that sentences used in one language are the same as sentences used in another without meaning. All three demonstrate the use of Indonesian, English, and Korean.



Figure 4.13: Korean-Indonesian-English



Figure 4.14: Korean-Indonesian-English

Nowadays, multilingual signs have used some shops to attract customers easily. The presence of multilingual signs in Indonesian, Chinese, and English is the role of English as an international language.

Figure 4.13 depicts the multilingual signs provided by two outlets on a public road combined as one sign. The sign is in black, white, and red. The outlet on the left is "NEBULA," which serves a typical Korean drink, boba, labeled in English as "The Authentic Taste of Boba Drink." And the outlet on the right is "KORNER," which sells Asian specialties that are described in English as "Asian Street Food in Town." People don't have to travel far to enjoy Korean food and beverages, so just come and buy them. So people don't have to travel far to enjoy Korean food and drinks; simply come to this outlet and purchase them. According to the owner, combining these two locations makes it easier for customers to find the drinks and food.

Furthermore, the sign text above reads "We Are Open" by giving instructions to the reader that this shop has opened. The Korean language symbolizes that the drinks sold are Korean. In Arabic, a Halal logo explains that this drink is halal even though it comes from abroad. The Indonesian language used in this data is written above under the Korean text "NEBULA, and the recorded English mentions a slogan for the beverage product, namely "The Authentic Taste of Boba Drink."



Figure 4.15: Chinese-Indonesian-English

The use of Chinese in LL Pamekasan is less than in other languages, even though it is in Indonesia, particularly among teenagers. Sign above the visitor to welcome teenage customers who enjoy Chinese culture and try Chinese specialties. The sign is written in two styles: Chinese script and Latin alphabet. The meaning of Chinese characters and the Latin alphabet written in Chinese is "Thank you." The sign's function is economical. Chinese characters in the sign name will entice customers to purchase the drink. The Chinese script is on the right, followed by Indonesian and drink menus. This writing aims to attract many people to come and see it, particularly those who want Chinese drinks.

4.1.2 Categories of Sign

The researcher categorizes and analyzes the signs in this section using Spolsky and Cooper's sign taxonomies. After the researcher analyzes the data, the signs are seven categories. Examples are building names, informative signs, direction signs, prohibitions and orders, advertising signs, slogans, and learning media. In the table below, the researcher presents the detailed results of the data about the sign categories in Kampung Batik Klampar.

Table 4.2. The Number of Sign Categories in Kampung Batik

Categories	Number of signs	Percentage	Total
Building names	10	18%	56
Informative signs	7	12%	
Direction Sign	13	23%	
Advertising signs	15	27%	
Warning notices and prohibitions	6	11%	
Slogan	5	9%	

According to the table above, building names have the most (17.8%) of the other sign categories in kampung batik. The direction signs category has the second-highest number of signs (23.2%). The advertising signs category has the third-highest number of entries (26.7%). Warning notice and prohibition are in fourth place (10.7%), informative signs are scarce (12.5%), and slogan (8.9%) due to the presence of only five signs in this district.

4.1.2.1 Building Names

Based on observations made in the Kampung batik klampar buildings (see figure 4.18 & 4.19). There are ten signs (17.8%), including all signs in Kampung batik klampar buildings. The sign displayed the names of rooms or specific locations in the Kampung batik klampar building names.



Figure 4.16: The Bilingual Sign of Building Names



Figure 4.17: The Monolingual Sign of Building Names

English on the building's signage is an exciting point to note in the picture above. Almost (17.8%) of the building names are in Indonesian. The presence of Indonesian in the name of the building indicates that Kampung Batik Klapar mainly uses local languages. The company of English and Arabic in the batik village aims to equip the community with knowledge of various languages in the future.

Furthermore, of the ten building name signs, four signs are written in monolingual Indonesian languages and two English languages, followed by two written in bilingual Indonesian-Arabic and two in Indonesian-English languages.

4.1.2.2 Direction Signs

At Kampung Batik Klampar Pamekasan, there are 13 signs indicating directions, street and place. There can find this type of sign-on on public roads and in buildings. Figures 4.18 and 4.19 show examples. The eighteen signs of the twenty-three sign are in Indonesian only, while the other five are in English and Indonesian.



Figure 4.18: The Monolingual Direction Sign



Figure 4.19: The Bilingual Direction Sign

4.1.2.3 Informative Sign

The official language appears to be the majority in the informative signs. In other words, the informational signs are in Indonesian. It indicates that the primary function of the sign is to provide information. The presence of the Indonesian language in informative signs suggests that those signs are general public in Kampung Batik Klampar. As a result, the informative signs are in Indonesian, the official language.



Figure 4.20: The Monolingual Informative Sign



Figure 4.21: The Monolingual Informative Sign

4.1.2.4 Warning Notices and Prohibitions

The Indonesian language is still commonplace in warning notices and prohibition signs. 10.7 percent of the order and prohibition signs are written in Indonesian. This sign category is used in public places such as parks and roadsides. Warning notices and prohibitions in Indonesian predominate their existence in this research over other types of signs and languages.



Figure 4.22: The Monolingual Warning Notices and Prohibitions

4.1.2.5 Slogan

The following sign is a slogan. Slogan signs include a motto and a quotation from a famous person to remind and influence people to maintain good behavior and attitudes. The majority of the Indonesian language is the slogan signs. A total of 8.92 percent of the slogan signs are in Indonesian. In Kampung Batik Klampar, there is no slogan sign in English. Those slogan signs are from Indonesian quotations, and their purpose is to remind people to maintain a positive attitude and behavior.



Figure 4.23: A Monolingual Slogan Sign



Figure 4.24: A Monolingual Slogan Sign

4.1.2.6 Advertising Sign

The last type of sign found in this research is an advertising sign. Advertising Signs denote that a portion of the prescribed signs contains an

advertisement that the following Agreement has approved; advertising signs promote products or services or encourage people to attend events, as shown in Figures 4.25 and 4.26 below. There is only one advertisement sign (26.7%).



Figure 4.25: A Monolingual Sign



Figure 4.26: A Monolingual Sign

4.1.3 Function of Sign

To answer the final research question about the function of linguistic landscape in public space, the researcher went there without conducting an interview or realizing the linguistic landscape at that location. From the observations, the researcher gets the function of the linguistic landscape stated by Spolsky (1991). The linguistic landscape found in the public areas of Kampung batik klampar has significantly provided five informative tasks. It can see from the following data:

- a. For economic purposes



Figure 4.27: Bilingual Sign

Figure 4.28: Monolingual Sign

The first function is to promote the product. The informative function in the name of batik shops is listed on the naming of linguistic landscapes. The goal is to inform about the top products offered in the store, namely batik cloth, clothing, and uniform orders. For example, in figure 4.28, the naming of the store has named the product "CV.Bintang Abadi Collectin" with the explanation below providing goods sold to inform the store sells batik products in the form of cloth, etc.

Similar to the above function, the information function in the food store's name on the naming of the linguistic landscape. For example, in figure 4.29, the store named "Chicken Mania" informs that the store sells only chicken food. The goal is to tell about the main food menu offered in the store, chicken mania.

- b. To show directions function

The information guide function shows essential information, maps/plans, advanced modes of transportation, and directions to help visitors find their destination. Examples of these functions can be seen in the image below.



Figure 4.29: Monolingual Sign



Figure 4.30: Monolingual Sign

For example, in figure 4.29, the sign is given a service reading to inform the store's electronic service. The goal is to tell about the service place offered by the store in the form of fans, TV, refrigerators, washing machines, etc.

For example, in figure 4.30, the use of a motorcycle parking sign has a function to indicate the direction of bicycle parking. The use of the sign "P" logo that people do not park and only motorcycles.

c. To show place identity

The function of building signs and minimarket buildings is used as an identity in the Kampung Batik Klampar to provide information about a place to readers according to its use. Like the picture below.



Figure 4.31: Monolingual Sign



Figure 4.32: Monolingual Sign

A sign in Kampung Batik Klampar (figure 4.31) written in bilingual form is Indonesian and English. This sign introduces batik shops located in Klampar villages. The naming of "kampung batik mart" is made by village devices that sell various needs of residents. For English, the goal is to give an attractive impression to visitors.

Arabic language script to inform the reader that this place symbolizes a place of worship. Furthermore, the sign naming a mosque uses one language, Arabic. The use of Arabic without being followed by other languages because most of the people there are in the scope of pesantren, so learning Arabic is simple.

d. To preserve the regional language

Madurese language writing "Sakalangkong Estoh," tells readers that this food court also uses regional language, which means thank you very much. The function of this information can be seen in figure 4.34, the naming of food court stores. This sign is in bilingual form, i.e., English and Madurese language.

Although written bilingually, Madurese language highlights the reader when he sees this sign.



Figure 4.33: Bilingual Sign

e. The prohibition and warning functions

The prohibition and warning functions notify the prohibitions and warnings not to be done in Pamekasan. This function can be seen in the image below.



Figure 4.34: Monolingual Sign

The above sign can indicate that the Pamekasan government uses more Indonesian language to understand the reader. This sign is to maintain the channel by not littering in the river. The sign is addressed to all residents of Klampar village to keep the clean lines of the river.

f. To advertising distribution function

The advertising distribution function is to disseminate public and commercial service advertisements. The distribution is deliberately carried out in a public space to attract the attention and interest of readers. That is to influence

visitors to follow government advice, such as implementing health protocols in preventing the transmission of Covid-19 and using services or buying products offered by commercial parties. This function can be look in the image below.



Figure 4.35: Monolingual Sign



Figure 4.36: Monolingual Sign

Based on the analysis of these functions, it can see that the dominant function in the linguistic landscape in Kampung Batik Klampar is to be a function of information clues that can almost find throughout the public area.

4.2 Discussions

This report discusses the goals of three research questions concerning the linguistic landscape in Kampung Batik Klampar. This discussion is three research questions: a) to learn about the various languages in Kampung Batik Klampar, b) to investigate how the LL categories at Kampung Batik Klampar and c) to determine the function of LL in the Kampung Batik Klampar.

The first question is about different languages used in Kampung Batik Klampar. Spolsky and Cooper (1991) discovered that the language used in the sign related (monolingual signs, bilingual signs, multilingual signs). The languages displayed in Kampung Batik Klampar are; Madurese, English,

Javanese, and Indonesian. From a total of 182 signs, the languages are monolingual (137 signs), bilingual (42 signs), and multilingual (3 signs). In monolingual signs, Indonesian appears to be the dominant language. The researcher concludes that the bilingual and multilingual types displayed in the Pamekasan LL are translation signs, where the language used in the sign has the same meaning and information. The exact words are translated into different languages to create bilingual and multilingual signs. The results of this study support Gorter's (2007) that multilingualism, bilingualism impact language diversity in LL. As a result, the researchers classified all types of languages in the study's findings as monolingual, bilingual, or multilingual. Klampar is a bilingual environment, according to the results of language use in Kampung Batik Klampar. The only languages spoken in Kampung Batik Klampar are Indonesian and English. Kampung Batik Klampar speak languages other than Indonesian and English. However, the diversity of languages is represented by Madura, Javanese, Arabic, Korean, and Thai. As described in Gorter's (2017) report, the study of language landscapes aims to improve understanding of multilingualism by focusing on language choice.

The category of signs is the second research question. The researcher uses Spolsky and Cooper's sign taxonomies to categorize signs based on their function and use. The researcher discovers that informative signs, building names, slogans, order and prohibition signs, direction signs, and advertising signs are the categories of signs that correspond to all of the data. In the linguistic landscape, advertising signs are common and dominant. And slogan signs were the least

common type of sign to be discovered. The research results are in line with what has been stated by Landry and Bourhis (1997) that the linguistic landscape describes the signs seen in public areas that have an informational function and a symbolic function. Many ads contain messages that convince us to buy a particular product. In addition, the advertising category is the highest position in Kampung Batik Klampar. The line with Cenoz and Gorter (2009) showed that these signs could tell us the store's location or the types of products that can purchase at that location.

The researcher discovered six functions to answer the function of linguistic landscape: to economic purposes, to show directions function, to showplace identity, to preserve the regional language, to prohibition and warning functions, and to advertise distribution function. The last is the third research problem based on Spolsky's (1991) that the linguistic landscape's function to provide information to the reader. The researcher collects data from his observations to solve the third research problem. Based on the above results, Kampung Batik Klampar in this study allows LL to provide an informative function. Gorter & Cenoz (2007) suggest that LL research focuses on investigating available written information about domain-specific linguistic symbols.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

In this chapter, the researcher concludes the result of this research and the suggestions for the following researchers.

5.1 Conclusions

After analyzing the data, the researcher found 182 signs in Kampung Batik Klampar, Pamekasan. These signs were 137 monolingual signs (71%), 42 bilingual signs (25%), and three multilingual signs (4%). The languages of the monolingual sign were Indonesian, Madurese, and English. The wording of the bilingual sign was Indonesian-Arabic, Indonesian-English, Indonesian-Madurese, and Indonesian-Chinese. The languages in multilingual signs were Indonesian-Chinese-English and Korean-English-Indonesian. Indonesian and English were the most common languages used in monolingual signs because most of the signs used had similar languages and were easier to understand. However, some signs also used Madurese, Arabic, and Korean languages. The bilingual and multilingual types used in Kampung Batik Klampar were the types of translation signs, where the language used in the sign has the same meaning and information.

The second is the types of signs. The researcher categorizes signs based on the function and use of these signs using Spolsky and Cooper's signs taxonomies. The researcher found the sign classification as follows: 7 data of informative sign (12%), 10 data of building name sign (17%), 5 data of slogan (8%), 6 data of signpost and prohibition (10%), 13 data of directional sign (23%),

and 15 data of advertising sign (26%). The advertising sign was the most common type of sign in the Kampung Batik Klampar, Pamekasan.

The researcher also analyzed the sign function in this research. The signs at Kampung Batik Klampar were used as a source of information. There are six functions found in signs. The first function was for economic purposes. This sign function aims to promote or sell a product, whether food, drink, or clothing. The second function was to show the direction, which aims to inform the guide function to show the important information, such as maps/plans, advanced modes of transportation, or suggestions, to help the visitors find their destination. The third function was to show the place's identity. The function of building sign was used as an identity in the Kampung Batik Klampar to provide information about that place. The fourth function was to preserve the regional language. The fifth function was to prohibit and warn about something that should not do in Kampung Batik Klampar, Pamekasan. The last function was to advertise the distribution function.

To get a complete understanding as to why Indonesian and English are used more often than Madurese, Arabic, and Javanese, the research future can use interviews or questionnaires as tools to collect more qualitative data, which will enrich LL research.

5.2 Suggestions

This research can serve as a guide for future researchers interested in conducting LL research. It would be more interesting if the Pamekasan city government added promotional advertisements in posters or billboards to pique visitors'

interest and demonstrate why the village is referred to as Kampung Batik. Additionally, future researchers can investigate the rationale for the placement of LL signs in specific locations. The researcher will also analyze the sign's fonts, sizes, colours, and other design elements. However, this LL research will be complete if the researcher conducts it at each tourist attraction in Pamekasan.



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