

**A LINGUISTIC LANDSCAPE OF TWO INSTITUTIONS IN
KAMPUNG INGGRIS PARE-KEDIRI: MAHESA INSTITUTE
AND BRILLIANT ENGLISH COURSE**

THESIS



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ABSTRACT

Mariska, Putri Ayu. (2021). *A Linguistic Landscape of two Institutions in Kampung Inggris Pare-Kediri*. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. Zuliati Rohmah, M.Pd.

Keywords: linguistic landscape, signs, Kampung Inggris, Mahesa Institute, Brilliant English Course.

This study analyzed two Institutions' linguistic landscape in Pare-Kediri, East Java; Mahesa Institute and Brilliant English Course. The language environment will be analyzed through two sides, namely the use of language and its function. This study was conducted to address four aspects of the linguistic landscape in the Institutions: what are the languages used in Mahesa Institute and Brilliant English Course, how are the types of language displayed in Mahesa Institute and Brilliant English Course, what are the functions of the signs in Mahesa Institute and Brilliant English Course, and how are the students' perceptions and attitude towards the signs they see in Mahesa Institute and Brilliant English Course Pare-Kediri.

To investigate the research data, the researcher chose to analyze the data using qualitative and quantitative methods. The data collection steps were to take photos, interviews, and distribute questionnaires to all students in the two Institutes. The next process of analyzing the data is done by classifying, making transcripts, calculating the data, and finally drawing conclusions.

The results showed that the Mahesa Institute and the Brilliant English Course had similarities in the choice of languages that appeared the most. English occupies the most emerging language, followed by Indonesian, Arabic, and the last one that appears the least is French. The two institutes' signs cover building name signs, orders & prohibition signs, slogans, information signs, and learning media signs. Besides their own function, these signs were used as media for language learning for students at the Mahesa Institute and the Brilliant English Course, according to the CEOs' information. Lastly, The Google form calculation regarding the student's perceptions towards the signs seen in Mahesa Institute and Brilliant English Course shows > 60% average percentage in responding to the foreign language used in public signs. This informs that students from both institutions have a positive attitude towards foreign languages in the Institution's public signs.

ABSTRAK

Mariska, Putri Ayu. (2021). *Studi Lanskap Linguistik di dua Lembaga Kursus di Kampung Inggris Pare-Kediri*. Program Studi Sastra Inggris UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. Zuliati Rohmah, M.Pd.

Kata Kunci: lanskap linguistik, tanda, Kampung Inggris, Mahesa Institute, Brilliant English Course.

Penelitian ini menganalisis tentang linguistik lanskap dari dua lembaga kursus bahasa inggris di pare-kediri jawa timur; Mahesa Institute dan Brilliant English Course. Lanskap linguistik dianalisis melalui dua sisi konsep yaitu sisi penggunaan bahasa dan juga fungsinya dengan menggunakan konsep ruang oleh Spolsky and Cooper (1991). Studi ini dilakukan dengan tujuan untuk menjawab empat aspek dari lanskap linguistik di tempat kursus: bahasa apa saja yang digunakan dalam lanskap linguistik Mahesa Institute dan Brilliant English Course pare-kediri, bagaimana jenis lanskap linguistik yang ditampilkan di Mahesa Institute dan Brilliant English Course, apa fungsi dari rambu-rambu di Mahesa Institute dan Brilliant English Course, dan bagaimana pengaruhnya terhadap persepsi dan sikap siswa terhadap tanda-tanda yang mereka lihat di Mahesa Institute dan Brilliant English Course Pare-Kediri.

Untuk menginvestigasi data penelitian, Peneliti memilih menganalisa data menggunakan kualitatif dan kuantitatif. Langkah-langkah pengumpulan datanya melalui proses pengambilan foto, interview dan juga penyebaran kuesioner kepada seluruh siswa di dua Intsitute. Kemudian, proses menganalisa data selanjutnya yaitu dilakukan dengan cara pengklasifikasian, pembuatan transkrip dan juga perhitungan data dan yang terakhir menarik kesimpulan.

Hasil penelitian menunjukkan bahwa diantara Mahesa Institute dan Brilliant English Course memiliki kesamaan dalam pemilihan bahasa yang paling banyak muncul. Bahasa Inggris menempati bahasa yang paling banyak muncul, diikuti oleh bahasa Indonesia, bahasa Arab, dan yang terakhir paling sedikit muncul adalah bahasa Prancis. Kategori-kategori plakat yang ada di kedua lembaga tersebut meliputi plakat nama bangunan, plakat perintah & larangan, slogan, plakat informasi, dan plakat media pembelajaran. Selain memiliki fungsi tersendiri, plakat-plakat tersebut juga digunakan sebagai media pembelajaran bahasa bagi siswa di Mahesa Institute dan Brilliant English Course menurut informasi dari masing-masing CEO. Terakhir yaitu perhitungan Google form mengenai perilaku pembaca terhadap papan petunjuk di Mahesa Institute dan Brilliant English Course menunjukkan >60% rata-rata presentase dalam merespon penggunaan bahasa asing dipapan petunjuk umum. Hal ini menginforasi bahwa siswa dari kedua istitute memiliki perilaku yang positif terhadap penggunaan bahasa asing dipapan petunjuk umum.

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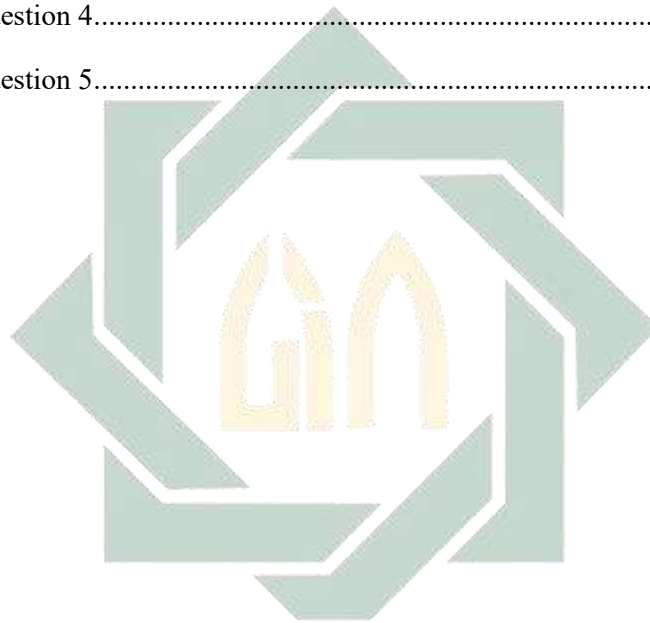


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