LINGUISTIC LANDSCAPE OF EUROPEAN ZONE OF KOTA LAMA SURABAYA: FROM LANGUAGE AS AN IDENTITY TO LANGUAGE COMMODIFICATION

THESIS

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ABSTRACT

Rochmah, M. (2024). *Linguistic Landscape of European Zone of Kota Lama Surabaya: From Language as an Identity to Language Commodification.* English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Endratno Pilih Swasono, M.Pd.

This study aims to explore the linguistic landscape of the European Zone, a notable area within Kota Lama Surabaya recognized for its rich Dutch history and heritage. The research addresses three primary questions: (1) How is the linguistic landscape presented in the European Zone? (2) How are top-down and bottom-up linguistic elements represented in the European Zone? (3) What are the functions of the linguistic landscape within the European Zone?

This research employs an explanatory sequential mixed-method approach to identify the dominant language, analyze top-down and bottom-up linguistic elements, and interpret interview findings. Data were collected through both observation and interviews. The researcher observed and documented public signs, including street names, shop names, places names, road signs, advertisement billboards, and information boards within the European Zone. To determine language dominance, these signs were categorized as monolingual, bilingual, or multilingual. The analysis proceeded by examining the top-down and bottom-up linguistic elements, further categorizing them into monolingual, bilingual, or multilingual groups. Additionally, transcripts from interviews with various stakeholders—including tour guides, jeep and Tourwagen officers, information center staff, visitors, and traders—were analyzed to gather reliable insights into the factors influencing language diversity in the European Zone.

The study identified 273 public signs with the specification that information boards (30%) is in the first position and advertisement billboard (6%) in the last position. The European Zone of Kota Lama Surabaya also presented Indonesian, English, Dutch, Tionghoa, Japanese, Javanese, and Madurese. Indonesian emerged as the dominant monolingual language, accounting for (55%) of the signs. For bilingual signs, Indonesian-Dutch and Indonesian-English were equally prominent, each representing (14%). Among multilingual signs, Javanese-Dutch-Indonesian appeared most frequently, comprising (2%) of the total. The analysis revealed 187 top-down signs, with Indonesian (47%), Indonesian-Dutch (20%), and Javanese-Indonesian-Dutch (3%) occupying the top positions. Conversely, 86 bottom-up signs were identified, with Indonesian dominating at (72%), Indonesian-English at (6%), and Dutch-Javanese-Indonesian-English being the sole multilingual combination, representing (1%). The study also uncovered five primary functions of language diversity in the European Zone: showcasing identity, promoting multilingualism, providing historical education, facilitating language commodification, and preserving language, heritage, and history.

Keywords: linguistic landscape, language diversity, the European Zone of Kota Lama Surabaya

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ABSTRAK

Rochmah, M. 2024. *Lanskap Linguistik di Zona Eropa Kota Lama Surabaya: Dari Bahasa Sebagai Identitas Hingga Komodifikasi Bahasa* . Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Endratno Pilih Swasono, M.Pd.

Penelitian bertujuan untuk bertujuan untuk mengidentifikasi lanskap linguistik di Zona Eropa. Zona Eropa merupakan salah satu area Kota Lama Surabaya yang dibranding menjadi area yang memiliki banyak sejarah dan peninggalan Belanda. Karena itulah dalam studi ini penulis akan menjawab rumusan masalah dalam penelitian ini yaitu (1) bagaimana lanskap linguistik yang ditampilkan di Zona Eropa; (2) bagaimana elemen top-down dan bottom-up yang ditampilkan di Zona Eropa; dan (3) apa fungsi dari lanskap linguistik yang ditampilkan di Zona Eropa.

Penelitian ini menggunakan metode campuran berurutan eksplanatori untuk mengidentifikasi bahasa yang paling dominan, menganalisis elemen top-down dan bottom-up, serta menginterpretasikan hasil wawancara. Data dikumpulkan melalui observasi dan wawancara. Peneliti melakukan observasi dan mendokumentasikan tanda-tanda publik yang terdapat di nama jalan, nama tempat, nama toko, rambu jalan, papan iklan, dan papan informasi di Zona Eropa. Data tersebut kemudian dihitung untuk menentukan dominasi bahasa dan dikategorikan ke dalam tiga kelompok: monolingual, bilingual, dan multilingual. Analisis dilanjutkan dengan mengevaluasi elemen top-down dan bottom-up, yang juga diklasifikasikan ke dalam kategori monolingual, bilingual, dan multilingual. Selain itu, transkrip wawancara dengan pemandu jalan, petugas jeep dan Tourwagen, petugas pusat informasi, pengunjung, serta pedagang digunakan untuk memperoleh data yang valid terkait motif di balik keragaman bahasa yang ditampilkan.

Hasil penelitian menunjukkan terdapat 273 tanda publik dengan papan informasi (30%) berada di posisi pertama dan papan iklan (6%) berada di posisi terakhir. Zona Eropa juga menampilkan bahasa Indonesia, Inggris, Belanda, Tionghoa, Jepang, Jawa, dan Madura. Bahasa Indonesia (55%) menempati posisi tertinggi dalam kategori monolingual, sementara bahasa Indonesia-Belanda dan bahasa Indonesia-Inggris (masing-masing 14%) berbagi posisi sebagai bahasa dominan dalam kategori bilingual. Untuk kategori multilingual, kombinasi bahasa Jawa-Belanda-Indonesia (2%) adalah yang paling sering muncul. Penelitian ini juga menemukan 187 tanda top-down, dengan rincian bahasa Indonesia (47%), bahasa Indonesia-Belanda (20%), dan bahasa Jawa-Belanda-Indonesia (3%) menempati posisi teratas. Di sisi lain, terdapat 86 tanda bottom-up, di mana bahasa Indonesia mendominasi (72%), diikuti oleh bahasa Indonesia-Inggris (6%) sebagai bahasa yang paling sering digunakan, dan kombinasi bahasa Belanda-Jawa-Indonesia-Inggris (1%) menjadi satu-satunya dalam kategori multilingual. Selain itu, studi ini mengidentifikasi lima fungsi utama dari keragaman bahasa, yaitu menunjukkan identitas, mempromosikan multilingualisme, memberikan pendidikan sejarah, komodifikasi bahasa, serta pelestarian bahasa, warisan, dan sejarah.

Kata Kunci: lanskap linguistik, keberagaman bahasa, Zona Eropa Kota Lama Surabaya

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