

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Linguistic landscapes are often found in the surrounding community. But some people don't realize what they see and read, maybe they don't know what the purpose of people posting it on the streets or in certain places is. For example, food advertisements refer to those who like snacks or these foods, but they don't know who made the advertisement and it raises questions for them. Language in written form is often found on the streets and in public spaces. Claus (2002), makes clear the direct economic value of a sign, which can also be understood as the market value sign.

In this research the author discovered phenomena that are currently occurring, especially in Bukittinggi. People think English is a cool language because English comes from outside and is influenced by the era of globalization. This means that those who are good at the language are respected as educated people and have a big influence in society compared to those who don't master it. This is an interesting and important study because the phenomenon of using English as a foreign language in the linguistic landscape in shopping centers in Bukittinggi is very influential because it is able to reach a wider target market, and also the appearance of the shop looks modern, this makes it easier for tourists to visit the shop. The linguistic landscape in the city of Bukittinggi is a tourist city. There is no doubt that many foreign tourists visit Bukittinggi, with various relics of colonialism from the Dutch and Japanese eras such as Fort de Kock, Japanese

holes and other buildings. There are notice boards and directional signs around tourist attractions to make it easier for visitors to recognize them.

Linguistics Landscape (LL) is a branch of linguistics that examines the relationship between language and space and place. LL can also be a basic framework for knowing the influence of foreign languages in a place. It can be seen that some Indonesians prefer to use English names, for example for shop names, brand names, place names, signs and even price tags. Because it looks more modern and contemporary in accordance with the current changes in globalization.

However, defined by (Puzey, 2016) LL is defined as an interdisciplinary study of the emergence of various language issues that interact with other languages in the public sphere. LL has two functions: an informational function and a symbolic function. In the informational function, the meaning of the signifier distinguishes the geographical area of the population who shares the language in the name of the place. In the symbolic function, the appearance or absence of a group's language on a road board, for example, affects the feeling of belonging to that group.

Landry and Bourhis, (1997) define 'linguistic landscape' as all linguistic tokens 'which mark the public sphere, including road signs, names of sites, streets, buildings, places and institutions as well as advertising billboards, commercials and even personal visit cards'. Large cosmopolitan urban centers are often culturally and linguistically diverse, composed of separate and identifiable neighborhoods, each with its own linguistic culture, that is 'the set of behaviors,

assumptions cultural forms, prejudices, folk belief systems, attitudes, stereotypes, ways of thinking about language, and religion historical circumstances associated with a particular language' (Schiffman, 1996).

This linguistic landscape is included in modern Sociolinguistics. According to in an article entitled 'Is Linguistic Landscape Necessary?' (2016), Nash explains that the linguistic landscape is actually language research that connects language with space, time, semiotics, mobility, and social interaction in a place. Apart from that, the linguistic landscape can also be a basis for observing the influence of foreign languages in a place. It can also determine whether bilingualism or multilingualism in society is strong or weak.

In the linguistic landscape, these signs are considered as real and concrete writing that can be read, photographed, and researched. The linguistic landscape is an interesting topic because people can find many billboards on the streets. In fact, traffic signs can also be studied from a linguistic landscape perspective. In Indonesia, a number of linguistic landscape studies have been carried out. For example, Widiyanto (2020) researched language use at Solo Balapan Station, Surakarta.

1.2 Scope and Limitation of the Study

In this study, the author focuses on discussing the linguistic landscape: the use of English the first floor of *Plaza Ramayana*. Based on this, it is known that almost everyone likes fashion, starting from children, adults to the elderly. The research focused on English language shop names located in shopping centers in Bukittinggi.

1.3 Problems of the Study

Based on the background above, the author discusses the Linguistic View of English on the first floor of *Plaza Ramayana* shopping center in Bukittinggi.

There are two questions that will be the focus of this research, namely:

1. What are the types of linguistic landscape use in shopping centers in Bukittinggi?
2. What are the motives for using English in the linguistic landscape of shopping centers in Bukittinggi?

1.4 Purposes of the Study

In general, the objectives of this research include:

1. To find out the types linguistic landscape use in the shopping centers in Bukittinggi.
2. To find out the motives for using linguistic landscape of shopping areas in Bukittinggi.