

# **CHAPTER I**

## **INTRODUCTION**

### **A. The Background of the Study**

Public area is where people from different places meet together. It means one will be exposed by others language or in reverse, this due to the diversity of people's language origin. A public area such an airport is a good place to look up how language to another language made contact. The contact here not only in verbal form but is also by the textual form. Many signs, poster, billboards and advertisement in the public area, especially in airport use bilingual information as the main topic in their signs. What does it mean? Who makes it? For whom is it? These questions maybe arise since people realize the presence of it on public. This bilingual information is the product of language contact made by people who need to be informed and people who need to inform.

Everybody can see what they read, but few understands it. People may know what organization or company posts it, but never know who actually write it. As an example, advertisement of cigarette may refer to the smoker, but sometimes it also contains a daily issue which makes us wonder who has made it. This language situation would picture how language is relevant to an area. The language represented by the language being displayed in the area, and it will be considered as the linguistic landscapes of the area itself.

The language in public area recently discussed and being studied by many scholars all over the world in a terminology of Linguistic Landscape. Ryan (2011) says that a very early study was conducted by Spolsky & Cooper (1991) which

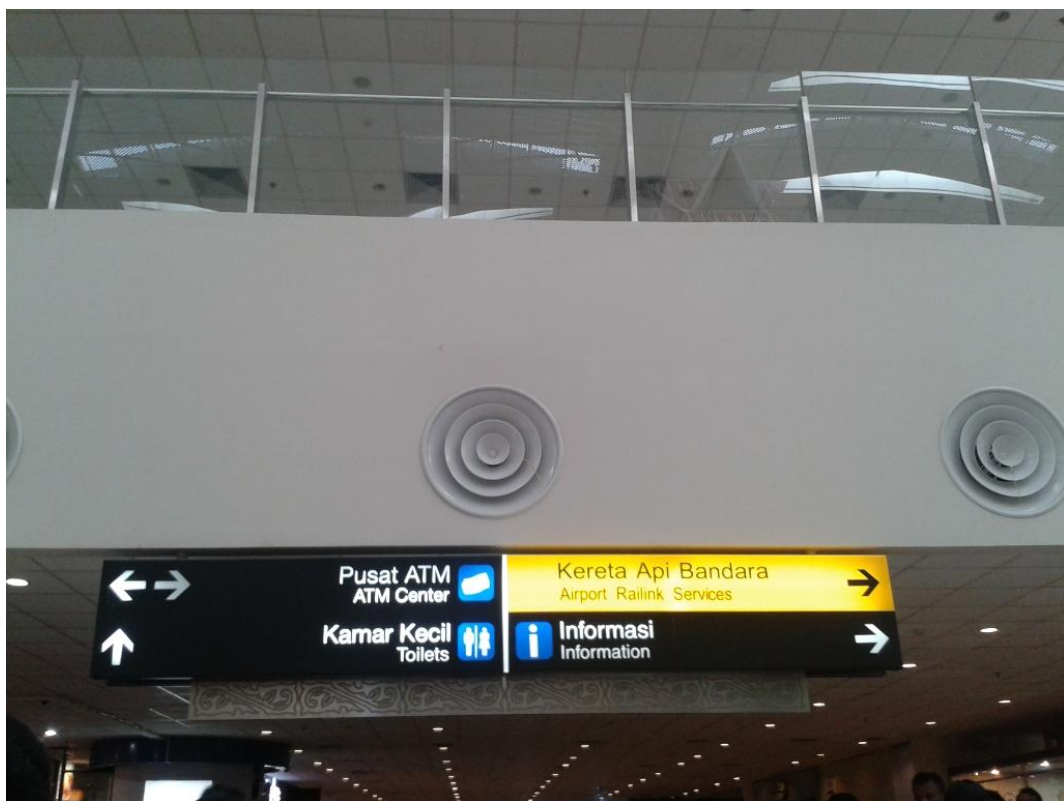
bears the basic hallmarks of what would become to be known as Linguistic Landscape. A landmark study was conducted by Landry and Bourhis (1997) which contained the first usage of the term ‘Linguistic Landscape’, originally defined as “the language of public road signs, advertising billboards, place names, street names, commercial shop signs and public signs on government buildings, of a given territory, region or urban agglomeration. The linguistic landscape of a territory can serve two basic functions: an informational function and a symbolic function.”

Stating linguistic landscape in the title, the writer aims to discover what linguistic landscape is appeared in the Kualanamu International Airport at this recent time. The linguistic landscape shows language interaction and priority in the place where it becomes its landscape. Interaction and contact in language are the main effects to shape the language priority in a place. The priority itself indicates which speakers of language are dominant. The interaction and contact here are static since the language being used is in textual form which means there are no direct feedback among the language’s users. In bilingual information, the interaction of language is made by two languages. It means every two languages being displayed together could be considered as bilingual information.

Discovering linguistic landscape could give a contribution to construct a sociolinguistic context in an area. As the reason why it is important, Cenoz and Gorter (2006) say that “the linguistic landscape contributes to the construction of the sociolinguistic context because people process the visual information that comes to them, and the language in which signs are written can certainly influence their perception of the status of the different languages and even affect their own

linguistic behaviour. The linguistic landscape or parts of the linguistic landscape can have an influence on language use.” For example, people in Indonesia prefer to use the word ‘supermarket’ rather than ‘swalayan’ since every shop or department store dominantly uses the word ‘supermarket’ behind their company name. This is a simple effect of linguistic landscape.

Consider the following example:



*Picture 1. 1 Sign*

Language displayed in the sign uses bilingual information to inform people with an ability of understanding either both languages or one of each languages. The languages displayed here are Bahasa Indonesia and English. People could clearly see which language is dominant. Bahasa Indonesia occurs in 8 words on the sign while English is only 5 words. Although it is equally translated one

another but the relative importance appears in the way languages being displayed on the sign. In the sign, Bahasa Indonesia comes as the first language and using bigger size of letter than English. It is obvious that Bahasa Indonesia is dominant in this area. A research needed to analysis this problem to give better understanding on language being displayed and the linguistic landscape in Kualanamu International Airport area. Since this airport has much more area which is needed to be analyzed to discover how sociolinguistic through linguistic landscape plays roles on this area.

This kind of problem is now being discussed widely all over the world, since urban-life and urban-society arise in many part of the world. Urban-life connects people from different background, which means that they could also use many different languages. From this phenomenon many people take part on its development, as people now realize there are many languages surrounding them in textual form. This is supported by Gorter (2006) who says Language is all around us in textual form as it is displayed on shop windows, commercial signs, posters, official notices, traffic signs, etc. Most of the time people do not pay much attention to the 'linguistic landscape' that surrounds them. However, in recent years an increasing number of researchers have started to take a closer look and study the language texts that are present in public space.

Many of researchers describe linguistic landscape study in various way. A researcher of linguistic landscape may connect the issue to an area, custom and culture, even the visibility of language after the country declare their independence. Wang (2015) describe how linguistic landscape occurs in campus as one of example to study linguistic landscape in an area. The case study

conducted on Kyushu University, Japan. The research uses linguistic landscape by investigating signs from three different perspectives, a physical dimension, a political dimension and an experiential dimension.

Custom and culture are also discussed by researcher in linguistic landscapes. One of example can be taken from Maly and Blommaert (2014). Their study use Wondelgemastraat, the central shopping street of Rabot Neighborhood as the field of study. It described as a rapidly developed area after the half of 19<sup>th</sup> century. This area then grows as a densely populated and predominantly working-class neighborhood. Their study using ELLA (Ethnographic Linguistic Landscape Analysis) to identify with a very high degree of accuracy the demography of the neighborhood and also the particular dynamic and complex features of the social fabric of a super diverse neighborhood.

Linguistic landscape also describes the visibility of language in an area. One of the most exciting topic to this is the visibility of a language after their declaration of independence. Shibliyev (2014) describes how a visibility of language occurs in post-Soviet Baku. Shibliyev (2014) says “The fact that language reflects the processes in the country, it can be assumed that the cardinal changes taken place inevitably influence the language balance. Therefore, it would be interesting to internalize these changes. Moreover, Baku, as a multilingual city with the representatives of indigenous and non-indigenous peoples, can serve as a laboratory to focus on how different forces conflict or coordinate their attitudes.” In conclusion, the researcher of this study also says “It should also be mentioned that Turkish is very strong in such domains as catering and clothing. This implies that Turkish is in the way to establish its status as an

influential language. What concerns the place of Russian in the public signs, Russian has completely lost its traditionally strong position. Even in instances when Russian is used in signs, it has subsidiary functions. Traditional Azerbaijani-Russian bilingualism in public signs has been replaced with Azerbaijani-English paradigm.”

Being realized of language surrounding us, this paper aims to analyze the linguistic landscape of an airport named Kualanamu International Airport. This place is chosen as it is the open door of people to come to Medan. Since people cannot resist themselves to travel, it force people to communicate to foreigner. Airport is the best place to see this situation since it is the place where people communicate due to the traveling needs. The communication tools to be studied and discussed are the textual communication tools such as signs, poster, billboards and advertisement. It would discover the linguistic landscape of Kualanamu International Airport, it may reveal the language priority, the language function and how language distributed across the area.

## **B. The Problems of the Study**

Concerning about the theories and data that used in this study, the problems that were formulated to be solved were:

1. How is the linguistic landscape of Kualanamu International Airport?
2. What are the characteristics of bilingual information being displayed in Kualanamu International Airport?

## **C. The Objectives of the Study**

The Objectives of the study were intended to:

1. Find out the linguistic landscape of Kualanamu International Airport

2. Find out the characteristics of bilingual information being displayed in  
Kualanamu International Airport.

#### **D. The Scope of the Study**

The study focuses on finding linguistic landscapes of bilingual information in the area of Kualanamu International Airport. The analysis will be conducted on the languages being displayed in form of signs, advertisement billboards and commercial shop signs in the area of Kualanamu International Airport. The languages being displayed as the data in this study are bilingual.

#### **E. The Significance of the Study**

The results of the study are expected to be relevant and significant theoretically and practically. The results would give some contributions to all the readers who are concerned with this field.

Theoretically, this study is expected to contribute on the development of sociolinguistic study, precisely on the linguistic landscape of an area using a bilingual information.

Practically, the usefulness of the results is described as the following:

1. Readers and students of English and Literature to be well-informed about  
Linguistic Landscape of bilingual information in the area of Kualanamu  
International Airport.
2. People of Indonesia especially in Medan to help them maintain the local  
languages being contained in such era.
3. Researchers and scholars that are going to conduct a further study on linguistic  
landscape in a multilingual society.