

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The language use occurs in private and public spaces. According to Carmona, public spaces is area that can access by anyone and guaranteed freedom of activity. The children, teenagers, and adult can do anything in public space like meeting, exercise, holiday, work, etc. Public space can fulfill our needs in the form of physical design and their management because that is as a receptacle of human activities. Humans as users of public space can build connections between space and their lives and the wider world (Fatmahwati A, 2019).

The use of a language in public spaces cannot be denied in daily life. Language is a tool to communicate with the others, state the idea or anything. In addition, information is conveyed by using the language. There are information acquisition and a process of meaning in the public space. The humans will accept information and interpret it. The information conveyed through language. The use of language in public spaces has been regulated in Law Number 24 in 2009 about flag, language, state symbol, and national song. These regulations should be the basis for the use of language in public spaces. Its legislation number 2 about national language is Indonesian as official national language in Indonesia. Language use in public space especially non official uses the other language too namely foreign language (Fatmahwati A, 2019; Wijaya & Savitri, 2021).

Indonesian people tend to be disrespect to the national language because they are more proud to use foreign languages. They feel cool when use English Language. The use of English language can be seen in the social media. The users write English Language caption. On the other hand, people mix foreign languages into Indonesian or local language. It happens by groups, companies or institutions, and also individuals (Damayanti, 2019).

English is the first international language used to communicate in various aspects of life. Education, economy, politics and culture field in the international realm use English language. The presence of English language in Indonesia has a high prestige and value. English as a scientific language and is used in the field of science and technology. In its historical context, the cause of existence is urgency. It is social, cultural, political, and economic urgency.

The use of language in the part of economic field namely business is same. Name of cafes, food, beauty products, and elite places tend to use English language. The use of English in business aims to increase sale and create business motivation for consumers. In addition, the businessman use English language to attract the attention of customers (Sahril et al., 2019). The name of product is show on the sign in the public space.

The existence of signs in public space is closely related to the study of linguistic landscapes (LL). LL is a new study of sociolinguistic and applied linguistics (Wijaya & Savitri, 2021; Yendra & Artawa, 2020). Sociolinguistic is study about language in society. Applied linguistic is a field of study that looks at how linguistics can help understand real-life problems in areas. So, the correlation

of it in this study is understands about language used in public space. LL claim sign in the landscape namely text that can be read, take the picture, and researched linguistically and culturally (Sahril et al., 2019). The topic was introduced by Landry and Bourhis for the first time in 1997. The study describes language use in public space whether monolingual, bilingual, or multilingual and the language variety. Simply, LL is a language mapping in the public space (Sahril et al., 2019; Yendra & Artawa, 2020). The example of sign is label name on stationary shop, food, drink or coffee.

The history of coffee in Indonesia explains why drinking coffee in Indonesia has become mainstreams and enjoyed by most people. The existence of coffee in Indonesia was *Brought* through colonialism. Kesma stated Dutch colonialism means Culture Stelsel. At the same time, coffee beans were first *Brought* to Java from Malabar, India, in 1696. The Dutch sent various coffee beans from Java to all over the world. Mocha coffee from Yaman became the dominant coffee market in the world. Then, there was a transition to coffee from Java. The coffee was then introduced to Europe as Java Coffee. Java coffee is famous and become a favorite coffee (Taufani, 2020).

In the era of consumerism, coffee beans were a product associated with colonialism. After Indonesia's independence, coffee production is recognized by Indonesia. There are 3 eras of coffee development in Indonesia according to Hamdan. The first era was marked by the presence of packaged coffee in the era of 1890 to 1960. There were two types of packaging that were famous in that era, namely cans and sachets. There are mass production and practicality. However, in

this era, many criticize the quality of the coffee served. The second era from 1960 to 1992 answered people's concerns about the quality of coffee that was less authentic. There is introduction of *Espresso* machines during this period and coffee shops grow up. The third era is an era where consumer awareness is higher. In this era, coffee culture arises in a very different way from the previous era (Taufani, 2020).

Drinking coffee is a tradition in Indonesian society. One of the clues, that is the uniqueness of making Indonesian coffee namely *Kopi Tubruk*. *Kopi Tubruk* is a favorite of Indonesian people. Coffee has been drinking by them for 300 years. The concept of drinking coffee has changed (Hendranto, 2022).

Drinking coffee is a modern phenomenon that has become part of the lifestyle and culture of Indonesian urban society. This is indicated by the presence of coffee shops and cafes such as Starbucks and The Coffee Bean & Tea Leaf, making drinking coffee not only a drink, but also a consumer culture. From a critical point of view, visitors to urban cafes and such cafes must present themselves as members of certain social groups, not just coming for coffee (Hendranto, 2022).

People can consume coffee at anytime and anywhere. In addition, many meetings between family and co-workers are held in coffee shops. This phenomenon can be proven by the existence of coffee connoisseurs in cafes carrying laptops or paper leaflets. The meetings and discussion taking place in cafes with some of the coffee they have ordered (Zahra et al., 2021).

Based on the statement above, there are two different meanings of a coffee

shop. People came to the coffee shop just to drink some coffee. Nowadays, some people come to drink coffee and the other purposes. Its existence is no longer to drink or eat. Most person who come to coffee shops to listen, write, share stories, channel their hobbies, or share knowledge, as well as a place to get new ideas. The existence of a changing meaning is one proof that this object is unique and interesting to this study.

The design of a coffee shop that is interested by teenagers is a result of the influence of social media. Currently, social media is very attached to teenagers and adults. Social media users especially the upper class often post or create stories on their accounts while hanging out. The majority of hangout places today serve coffee with their own uniqueness namely serving coffee art and beautiful place designs (Wijaya & Savitri, 2021; Zahra et al., 2021). Coffee presentation today is innovative and creative. That is not just mixing coffee grounds with sugar and hot water and then stirring, but the presentation of coffee has become very different and very modern (Hardiyanti & Puspa, 2021).

The coffee presentation is one of art in the coffee shop. That is become a motivation of society to come there. The beauty of it is an important thing for teenagers or even parents today. Then they can take a picture of it and create e moment with coffee. That is the other example of the new interpretation of drinking coffee. On the other hand, the owner hopes when visitors enjoy the coffee that is served, they can enjoy the beautiful coffee too.

Every coffee shop in Kota Probolinggo uses signboard. The signboard is a part of effort to attract the attention of consumers. Everyone who is passed the

road pay attention of the sign. As a part of a social phenomenon, signboards can be studied, because the name of coffee shop gives information to be conveyed by the owner. In addition the existence of it is indicates power or goals to be achieved, and even symbolizes the meaning, but sometime the owner use signboard jus to introduce their own product. There are four examples of coffee shops in Kota Probolinggo below:



Picture 1.1 Sample of Coffee Shop Signboard
(Source: Private Doc.)

Kota Probolinggo is a one of city in East Java province. The location of this city is in the Eastern Salient of Java area and is the main north beach route that connects the islands of Java and Bali. The northern boundary is the Madura strait and kabupaten Probolinggo on the other side. Kota Probolinggo consists of five kecamatan, namely Kecamatan Kademangan, Kecamatan Kedopok,

Kecamatan Wonoasih, Kecamatan Mayangan, and Kecamatan Kanigaran.

Kota Probolinggo is unique area because the societies are *Pandalungan* society. Pandalungan means new culture that is rise because of mixing of two different tribes namely Javanese and Madurese (Mauliddian et al., 2022). The existence of the assimilation of 2 tribes in Probolinggo does not mean that the use of language in the city is only two languages. The language use in Probolinggo is varied. Languages that found in the Kota Probolinggo are not only Javanese, Madurese, and Indonesian as a national language, but, there are others languages such as English, Kawi, and so on. It means Indonesian people are Multilanguage.

Kota Probolinggo becomes a famous city because of the language. The society can use at least three languages in daily life namely Javanese, Madurese, and Indonesian. They can mix our languages when speak and write too. Even there is area produce weird language which is assimilation of Javanese and Madurese or Indonesian. They do that automatically without plan before or it happens naturally. Person who is not knows about the uniqueness say if that is not good, for example like Javanese native speaker. It is part of unique language that is in the Probolinggo.

The language varieties condition in Probolinggo gives an impact to the language use in coffee shop signboards. Some people use monolingual foreign language or monolingual Indonesian. Many name of coffee shop use bilingual. They mix Indonesian into foreign language or local language. Then there are local language uses on the name on coffee shop signboards. The wealth of languages in

Kota Probolinggo is an interesting thing to use as an object for the linguistic landscape study.

There are three previous researches about linguistic landscape. First is research by Fakhroh in 2018. The title is “Linguistic Landscape of Sidoarjo City”. The research describes the LL phenomenon in Sidoarjo. The theory is used Linguistic Landscape by Landry and Bourhis (1997). This research describes our language there and shows proportions of top-down and bottom-up signs in Sidoarjo City. The method used is qualitative research. The form of data is word, phrases, and sentences. The analysis is use photography and visual analysis. There is no interview. This research describes functions of the signs in detail (Fakhroh & Rohmah, 2018).

The similarity of the research by Fakhroh and Rohmah above is the design of the research and the theory that is used. Than the research analyzes about language varieties that is displayed in the Sidoarjo city and classified language type used include monolingual, bilingual, and trilingual. The function of the sign is also identified.

The difference is object of the research. The research above analyzes top-down and bottom-up sign. It means if the research use public sign or official sign too as a data. There is no interview section between researcher and writer of sign. Then all of data collect in the Sidoarjo city. The form of data is different with this research which is form the data is just word and phrases.

Second is research by Zahra in 2021. The title is “Linguistic Landscape on Coffee Shop Signboards in Medan”. The theory that is used is Linguistic

Landscape by Landry and Bourhis (1997). The design of the research is qualitative research. Data collection method of this research is observation, interviews, and documentation. The form of data is word, phrase, and sentence. The purpose of the study determines use of language, explain characteristic used on signboards and the reason name of each coffee shop (Zahra et al., 2021).

The similarity of the research by Zahra above and this research is the theory, the research design, the data collection method, than the research analyzes about language varieties that is used by the owner of coffee shop and classified languages type used include monolingual, bilingual, and trilingual. The focus of data is same namely coffee shop.

Coffee shop of the research above is different with this research because of the research area is different that is in Medan and Probolinggo. The form of data is different which is there is no sentences of this research. The function of the research above is getting by the reason of choosing name of coffee shop.

Third is research by Mauliddian, Nurhayani, and Hamamah. The title is "Penanda Publik Bahasa Kawi Di Kota Probolinggo: Kajian Lanskap Linguistik" in 2022. The object is public and commercial sign in Kota Probolinggo. The data of the study is all of sign that use Kawi Language. The purpose of this research is knows the meaning and function of Kawi language in signs. This study uses the linguistic landscape theory by Landry and Bourhis 1997 with qualitative methods. The data collection method by qualitative audio and visual materials use camera. The form of data is just word. The meaning of all these signs is different. The function of the sign above is as an identity or name (Mauliddian et al., 2022).

There are similarities and differences of this research. The similarity of the research by Mauliddian above is the research design, the theory that is used, and the research analyzes function of each sign too. The difference is object of the research. The research above analyzes top-down and bottom-up sign. It means if the research use public sign or official sign too as a data (not only commercial or non official sign), but the research just focus on the Kawi language. The sign that is not writes by that language be ignored. There is no interview section between researcher and writer of sign. Then all of data collect only in the main road of Kota Probolinggo. The form of data is different because that is just word, because the researchers know the meaning of Kawi language on sign by dictionary which is word by word.

This research is more specific than previous study. The object of the research is focus on one kind of sign namely coffee shop but the data is getting by all area in Kota Probolinggo not just in main road or only public space. On the other hand, the function of linguistic study which is knows the language varieties and function of sign is getting on by observation, library study, and interview. So, it can help readers to get information about language used in Kota Probolinggo with the valid data.

The research about linguistic landscape on coffee shop signboards in Kota Probolinggo research is relevant to do because there is no research with the same object. On the other hand, this research does to develop the study of LL in Probolinggo because there are just three LL research in there. The public sensitivity to linguistic landscape phenomena can also be increased by developing

LL studies. Therefore, this research is conducted with the title "Linguistic Landscape Analysis on Coffee Shop Signboard in Kota Probolinggo."

1.2 Problem of the Study

1. What are the language varieties that is used at Coffee Shop Signboards in Kota Probolinggo?
2. What is the informational function of the Coffee Shop Signboards in Kota Probolinggo?

1.3 Objective of the Study

1. To describe the language varieties that is used at Coffee Shop Signboards in Kota Probolinggo.
2. To describe the informational function of the Coffee Shop Signboards in Kota Probolinggo.

1.4 Scope and Limitation of the Study

Based on the title above, the scope of the study is Linguistic Landscape (LL), especially in the use of language and the function of language on signboards. The LL study is used to analyze signs in Kota Probolinggo. There are many signs in Kota Probolinggo, namely commercial signs and non-commercial signs. This linguistic landscape analysis is an analysis of commercial signs that only focuses on coffee shop signboards in Kota Probolinggo.

The limitation of this research is language on coffee shop signboards in Probolinggo. The data of this study is coffee shop that has coffee bar and barista inside. The coffee shop is called cafe.

1.5 Significance of the Study

There are two significant of the research. First, the theoretical significant is to linguistic insight, to linguistics science, especially in the realm of sociolinguistics related to the linguistic landscape in the social space.

Second, practical significant this research can give education to readers about linguistic landscape in Kota Probolinggo. In addition, the result of research being a reference for the other owner of coffee shop who is search the name of their business. On the other hand, the readers know about language varieties which are display on the coffee shop signboards and function of language itself in this study.

1.6 Definition of Key Terms

- a. **Coffee Shop** is a place that sells coffee as main menu or other hot drinks and food for consumption by customers. The way of serve is used coffee bar, modern tools, and coffee is served by barista.
- b. **Linguistic Landscape** is a new development field of sociolinguistic that is relate with the use of language in written form or linguistic phenomenon in public spaces. Simply, the study describes language variety that is used of an area. The other result is function of sign include informational and symbolic function.

- c. **Kota Probolinggo** is the town that is bordered by the Madura Strait in the north, and Kabupaten Probolinggo in the east, south and west. Kota Probolinggo is located at coordinates 7 43'41"- 7 49'04" South Latitude and 113 10' - 113 15' East Longitude.
- d. **Signboards** is a board or some alphabet that displays the name or logo of a coffee shop as a marker of area, identity, and limitation with the other place.