CHAPTER II

REVIEW OF THE RELATED LITERATURE

2.1 Theoretical Approach

2.1.1 Linguistic Landscape

The term linguistic landscape (LL) was first introduced by Landry and Bourhis in 1977 (Zahra et al., 2021). That is evidenced by their most popular and frequently cited work in the field of LL. The paper is a research on language in the public space in Quebec. The one of conclusion of it is LL that is different from sociolinguistics because of contact of language. One of the first implications of establishing the LL field was based on the publication of a special edition of the International Journal of Multilingualism and published as an edited volume (Yendra & Artawa, 2020). This study gives impact on scholarship by contributing to studying the language visibility of society (Van Mensel et al., 2016). The object of study is no longer accessible to previous fields of knowledge, due to the increasingly complex sociolinguistic reality that requires a new study for good research.

Linguistic landscape is the visibility and salience of languages on public sign and commercial sign in area or region (Landry & Bourhis, 1997). LL focus on written language that is displayed sign. It related to Van Mensel, et al definition "linguistic landscape is study that focus on representation of language in public space". The object of LL study is written language that display on sign. From the language used in public space is being identity of place. Language

visibly as an indicator of language vitality and group identity that is used the language.

LL can explain how the text in the public space is created and distributed to societies. The sign in public space write by individual or group for their purpose like introduce the identity, announce the reader, or even just to mark the area. It means if language in the public space can describes meaning, message, purpose and context that is build by the writer. That is related with the Gorter statement in (Vesya & Datang, 2022) if the language in public space is very closely related to language users, because they make design, put it, and interpret the meanings in it. They also support their opinion by saying that the presence of language in public signs influences the feeling of being a member of a language group in a bilingual or multilingual environment.

Linguistic landscape is also a study that focuses on the use of language in public spaces namely monolingual, bilingual, and multilingual. Monolingual means using of only one language on the public space. Bilingual refers use of two languages. Multilingual refers to use of more than two languages on the public space or sign in public space. The study gives information to the readers about comparing language use, which is mono/bi/multilingual.

There are some topics in this study:

1) Language Policy and Contestation

Linguistic landscape research was initially involved in the fields of language policy and contestation. Most of the language policy of a country is generally only enforced on official signs, while commercial and private

signs are not regulated. The result is that there is a difference between the language used for government signs and commercial sign. An example of the language policy in Brussels is that official public information are legally delivered in French and Dutch, while commercial languages are free by law which results in the use of commercial or private languages reflecting Brussels' local lingua franca, France.

The existence of a language policy is made to unite several groups into one culture, one nationality, and communicate in the same language, for example Indonesian. However, with the current of globalization which has resulted in changing the language conditions of society, namely being multilingual has even become an obligation in certain fields which contrasts with language policy. Even (Yendra & Artawa, 2020) states the results of the implementation of this regulation expect the visibility of foreign languages on shop signs and others in public spaces.

LL's role in this regard is to raise awareness of the language policy and encourage the activities of the people who are the target of this policy. LL can realize the symbolic construction of public space which is the result of the analysis and interpretation of signs in public space. Therefore, LL also needs to discuss the language planning aspect (Van Mensel et al., 2016; Yendra & Artawa, 2020).

2) Multilingualism

The language of society is increasingly global and the use of language by each individual is also increasingly complex. Then it

influences the use of language in signs in public spaces. LL studies help to understand the rapidly changing urban landscape in a multilingual world. Therefore, code mixing and code switching in sociolinguistics is also a major focus in the linguistic landscape, but the both concepts have different perspective in LL studies. One example is research conducted by Kasanga (2010). Kasanga observes the mixing of French as the local lingua franca and English as a symbol of globalization in the Kongo. He discussed bilingual signage. The result of his research is that French fulfills the main information function by carrying messages. Meanwhile, English is more aimed at showing identity, enhancing ornaments, and protecting trademark names (Van Mensel et al., 2016; Yendra & Artawa, 2020).

3) Minority Language and Commodification

Language policy in LL studies also influences the language minority research. Language policy can threaten minority languages and can also be used as a tool to protect minority languages. However, in a different perspective it is stated that there are minority languages that appear in LL often due to economic factors. Many minority languages function as decoration or as a form of effort to increase the attractiveness of visitors. An example is research conducted by Hornsby (2008) which described the use of Breton in Brittany signs. The result is the use of the language to increase the tourist attraction (Van Mensel et al., 2016; Yendra & Artawa, 2020).

4) Language and Identity

Individual and group identities can be identified by analyzing the use of language in public spaces. Identity is dynamic, so it is continue to be discussed and negotiated in LL studies. Identity can be known in interactions between individuals, groups, and institutional structures. All social actors have an identity and have the potential for conflict with other social actors who have different identities. LL's research focuses on uncovering the identity of language actors in the public space (Van Mensel et al., 2016; Yendra & Artawa, 2020).

5) Sociolinguistic Scale and Mobility

An issue in the "International Journal of Bilingualism" aims to mobilize the study of the linguistic landscape. LL is considered a study that investigates multilingualism and mobility. The discussion of multilingual in the journal is also related to the process of mobility. There is a mapping of the language mobility resources in the LL study. Examples of research that examines the mobility of language resources are in Ireland, Ethiopia, Finland, Lapland and the United States. So, the researcher is known impact on the linguistic hierarchy given by space and place (Van Mensel et al., 2016; Yendra & Artawa, 2020).

6) Discourse Analysis (Critical)

The existence of a public sign in LL has a symbolic function. There is not a single sign that appears without bringing the ideology of a particular social group. Public signs are made as a form of expression

through language and convey a discourse. Therefore, LL needs to examine critical discourse. All the subjects that appear can be critically read. This is because signs are related to symbols, symbols contain meaning, and meaning builds a discourse. Discourses that are built relate to social practices, power, and knowledge. It means if existing signs can be instruments to influence or shape the social world (Yendra & Artawa, 2020).

According to Landry and Bourhis (1997), the linguistic landscape serves two functions. It means linguistic landscape study can show both function of sign in public space.

a. Informational Function

The informational function is serves as a distinctive marker of the geographical territory inhabited by their given language community (Landry & Bourhis, 1997). This function gives limit of the language group. It means if language in an area is intentionally written which the purpose. Simply, there is information that is conveyed to the reader of each sign especially as marker of area.

b. Symbolic Function

The symbolic function is an effect on how feels as member of a language group, bilingual or multilingual settings. According to Quebec (1996), the existence of symbolic function is because the language use in public space affectively charged and complements the first function of LL (Landry & Bourhis, 1997). The symbolic function is also closely related to the representation of an

ethnic identity because space is an arena to do cultural activities. There is social factors include cultural relations, group identity (ethnicity, gender, social status), power relations (economic, politic, demographic), and language status (official and non official languages) of each individual or group. The result of analysis sign of LL research being system of human communication represented through written language.

The benefit of this study is aspects of the linguistic diversity from the complex and highly diverse multilingual contexts of modern society, including aspects such as hybrid and multimodality, are studied (Van Mensel et al., 2016). LL can be seen as a combination of traces of human social activity, providing us with empirical barometers for short- and long-term linguistic and social change, for examples contestation. The linguistic study helps the society to known about the language in public space or landscape of area. The existence of sign is always growing up every day. It seems to the language used there. The one of reason is globalization that is give impact to the language used on public space. So, the study is interest to do for update about social context of an area.

2.1.2 Coffee Shop

Coffee shop is a place that sells drinks and food and coffee is the main menu in that place. The existence of coffee shop is in everywhere. The owner is varied from teenagers until adult. Many people visit coffee shop to drink coffee and eat some food or even drink the others menu. That is similar with Lasasi statement that is coffee shop is a place that offers coffee or other hot drinks for consumption by customers (Lasasi, 2021). Nowadays, coffee shop not only offers

hot drinks, but there are cold drinks too include ice coffee. The existence of coffee shop is still growing not only menu but the coffee shop appearance.

Coffee shop is mostly running new from 2016 in terms of modern coffee shop rooms that seem luxurious and neatly arranged and also modern coffee shops highlight coffee with new innovations, then the coffee shop facilities are equipped with free internet services for consumers to use while in the shop the coffee (Lasasi, 2021). The presence coffee shop also creates culture of drinking local coffee with a new sensation. Consumer can enjoy in coffee shop with the services such as free WiFi, air conditioning, photo spots, games, or even a gym area. The coffee shop is called cafe. There is example of coffee shop pictures:

Picture 2.1 Coffee Shop
(Source: Private Doc.)

The way of serving coffee in cafe uses tools and new presentation to serve. The tools that used include coffee grinder, drip coffee maker, *Espresso* coffee machine, thermometer, shot glass, spoon etc. The majority of tools are modern.

The person who is served coffee namely barista which is the barista is identical to the apron.

2.1.3 Signboards

Signboard in a public space is a marker for a space (Erikha, 2018). Generally signboard is used to make a limitation between one and another place. The signboard becomes part of the public space or landscape. It is considered a form of interaction between language, space and place. The written language contained in a signboard in a public space has a message include communication between from writer to the reader. Therefore, there is an interaction.

The signboard looks and works can determine sociological, cultural, sociolinguistic, and political features of the place. The sign have contribution in organization and regulation of the place by the message. That is never neutral, the language on signboard always display connections of social structure, hierarchies, and power. That is related with Blommaert statement "The signboard in an area is instrument of controlling regulation and control of power" (Blommaert, 2013). The writer of sign can show their identity for society automatically without force the reader. Society read the sign and then a little bite of background the writer and purpose of sign are revealed by language used. In addition, many sign use for promoting the product, the language on the sign can reveal the excess or even exaggerating the advantages of the product.

The existence of sign in public space is varied. According to Landry and Bourhis the sign distinguished into commercial private and public government. The private sign is produce by individual, community, or company for personal

goals. An example of the private is commercial sign like coffee shop signboard. The public sign is produce by government for common goals like gate, road sign, the sign of military place, the sign of hospital name, etc.

Different with Landry and Bourhis term, Ben-Rafael distinguished sign into top-down and bottom-up (Gorter, 2006). The top-down or official sign is placed by the government or institution. The sign is produced for society. The language used more formal because of regulation than non-official sign. Bottom up or non-official signs placed by commercial enterprises or by private organizations or persons. The sign is more varied than top-down sign and language that is used is free and there is no regulation about it.

Landry and Bourhis (1997) distinguished sign into six terms namely:

a. Public road sign is a sign placed on the side of a road or on top of it to give directions or provide information to driver and all of road users (Wikipedia.Org, 2023).

b. Advertising billboard is the process of advertising a brand, offer, or campaign using large-scale print and digital billboards. There are five kind of billboard namely painted billboard, mobile billboard, digital billboard, static billboard, and three-dimensional billboard (Mishra, 2022).

c. Street names is sign that is identifying name given to a road or path (Wikipedia.Org, 2022).

d. Place names are the official name of area, town, city or region (Cambridge Dictionary.Org, n.d.).

e. Commercial shop sign is a promotional media for a business that is placed in a place of business (usually attached to a wall or around a business building) as instruction for consumers or the target market. This sign usually use billboards, T banners, three dimensional letters, mini billboards, neon boxes, etc. (Creohouse, 2016). Coffee shop signboard is one of example of commercial shop sign. It is because the sign is as instruction for consumers and marker of a place.

f. Public sign on government building is sign that is put on the government building to convey identity of each building (Law Insider, n.d.).

2.2 Review of the Previous Study

The study of Linguistic Landscape has been already conducted by some previous study. There is three previous study of this research. The first research is entitled "Linguistic Landscape of Sidoarjo City" by Fakhiroh & Rohmah (2018). The method is qualitative research. The data collected in Sidoarjo City on some public spaces namely railway station, market place, central park, shopping centers or Sun City Mall and Lippo Plaza Mall. Therefore the data collect in along main roads of the city and their neighborhood namely Diponegoro street, Gajah Mada street, and Pahlawan street. The analysis uses photography and visual analysis. This research aimed to analyze the visible languages and proportions of each category of sign. The categories are top-down and bottom-up. There are 311 signs that is found by the researchers, but they analyze 200 signs because many data that have similarities. An example of similar data is Asmaul Husna signs that write ninety nine times. That is counted as one sign. The language used on sign in

Sidoarjo City is monolingual, bilingual, and trilingual. Indonesian language is dominates with 41%. The second language is English with 20%. Then Javanese language uses just 1%. Moreover, there are bilingual on signs 33%; Indonesian-Arabic; Indonesian-Javanese; English-other languages and trilingual 3%. The other languages means foreign language includes Japanese, Korean, Chinese, and Thai. That languages mostly use in restaurant signs. The linguistic landscape in Sidoarjo city is dominated by Indonesian, then English and Arabic. Javanese as mother tongue is rarely used. The researchers describe 6 functions of signs there such as convey information and regulation or just symbolize something; show the local language; introduce the identities; show if the place ready to receive international visitors; attract consumer.
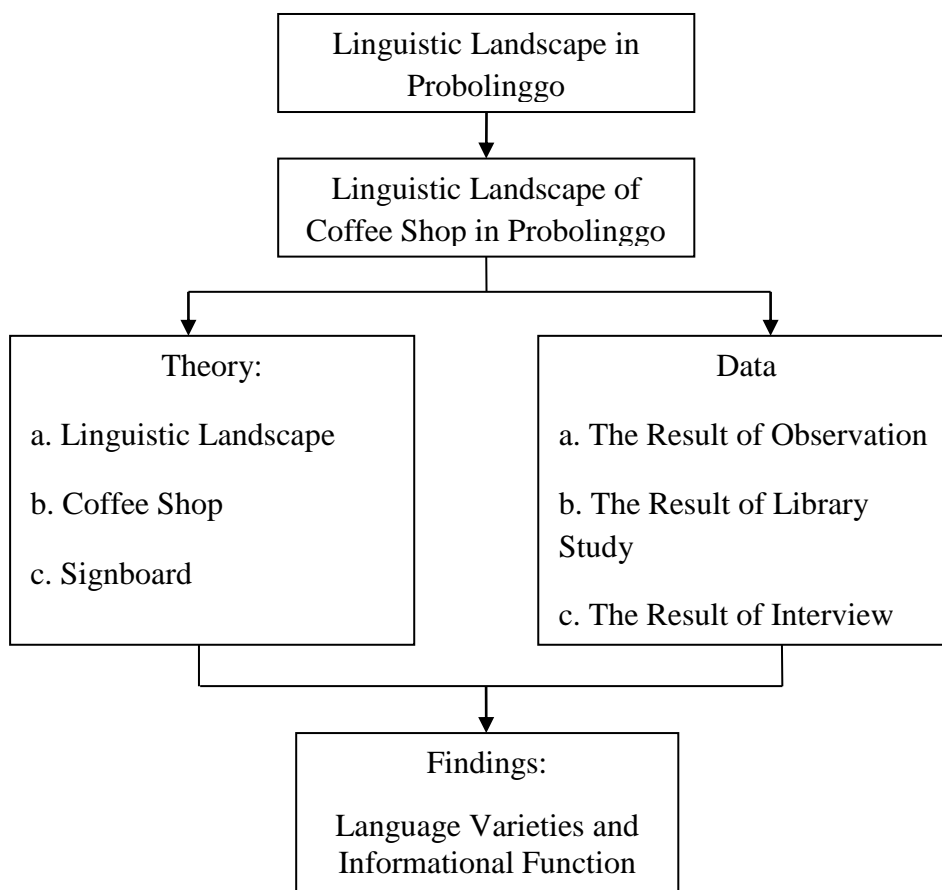
The second previous study with the title "Linguistic Landscape on Coffee Shop Signboards in Medan" by Zahra, Setia, and Zein (2021). The research method is qualitative descriptive research. The researchers collect the data by observation, documentation, and interview the owner of each coffee shop. The form of data is words, phrases, and sentences. The data analysis of this research is interactive model by Miles, Huberman, and Saldana. This model have 3 stages of data analysis namely data collection, data condensation, data display, and get the conclusion. The data collect in the Medan city. The result of coffee shop signboards is 89. There are two language types namely monolingual with 39 data and bilingual with 50 data. The result of this study is find 12 languages. The language that is found includes Acehnese, Indonesian, English, Batak, Japanese, Italian, Arabic, French, Vietnamese, Spanish, and Bugis. Indonesian being the

first language that is often appears on the first word because our consumer is Indonesian people. The language characteristic on the signboards is dominant use capital letter and unique font to the aesthetic of signboard. Then, there is result of interview between researchers and owner. There are some reason by the owner of the coffee shop name is type of coffee, place/location, culture, easy to remember and simple, ownership, family, social time, reference, hope, promotion, personal, heredity, leadership, uniqueness, recklessness, art, regional specialties, love of coffee, product, or even fondness for foreign languages.

The third is entitled "Penanda Publik Bahasa Kawi di Kota Probolinggo: Kajian Lanskap Linguistik" by Mauliddian, Nurhayani, and Hamamah (2022). The data collect in along main road in Kota Probolinggo. There are five kecamatans namely Kademangan, Kanigaran, Mayangan, Kedopok, and Wonoasih. The design of the research is qualitative descriptive. The data collecting technique by take a picture, sound, video tape and art object. Then the sampling determination use criterion-based sampling technique. The meaning of Kawi Language on the data is finds in *Kamus Bausastra* by W.J.S Poerwadarminto. The total of data is 42. There are 13 types of public mark namely name of city, name of street, name of lodging, shop name, cooperation, health place name, education place name, station name, exercise place name, terminal, motto, name of building, and military name. The meaning of all these signs is different. Many shops name use Kawi Language which is 17 data. Then name of street is 7 data. The function of sign is mostly as identity or name.

2.3 Theoretical Framework

This part is schematic of a research concept from the data until conclusion.

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│ a. Linguistic Landscape│ a. The Result of Observation│
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│ b. Coffee Shop       │  │ b. The Result of Library│
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│ c. Signboard         │  │                      │
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There are many linguistic landscapes phenomenon in Probolinggo. This research is focus on the Coffee Shop Signboards. Every signboard writes down the name of the coffee shop. The name of each coffee shop is used as data. The name is got by observation. The result of library study and interview is used as data too. This research is used some theory include linguistic landscape by Landry and Bourhis (1997), coffee shop, and signboard theory. The focus of this research is language varieties and the informational function of each sign. The

languages variety is know by see the all of language use. Then the language used is calculated the percentage of each language as analysis of this research. After that, this research reveals informational function of coffee shop name. The data is known by the observation, library study and result of interview with the owner or coffee shop employee (barista senior). The language varieties and function in coffee shop signboard being findings of this research.