

A STUDY OF LINGUISTIC LANDSCAPE IN THE SHOPPING CENTER IN CIBUBUR: TOP DOWN AND BOTTOM UP CATEGORY

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ABSTRACT

This research analyzes the linguistic landscape in the shopping center in Cibubur specifically Trans Studio Mall Cibubur by using Landry and Bourhis theory. The data were analyzed using a descriptive qualitative method and the data were focused on linguistic signs in Trans Studio Mall Cibubur which included 112 signs that were monolingual, bilingual, multilingual, and symbol. There were 20 signs that used Bahasa Indonesia-only, 50 signs that used English-only, 35 signs that used English-Bahasa Indonesia, 2 signs that used English-Bahasa Indonesia-Japanese, and also 6 symbols in signs.

Keywords: *Linguistic, Linguistic Landscape, Trans Studio Mall Cibubur*

INTRODUCTION

Language is defined as human identity from generation to generation. Language and speaker can never be separated because they are related towards each other. Language also expressing thoughts and feelings, without language every human will be difficult to communicate with each other, by communication people can build a great relationship. However, language is not only listened and talked, sometimes language can be the purpose of symbolic.

In all around us, linguistic components shown in textual forms which are on sign, advertisement, traffic sign, commercial signs, posters and so on. According to Akindele (2011), signs are used to deliver messages of interest of the public, such as topographic information, directions, and warnings [1]. These communication signs can consist of street names, place names, traffic signs, bulletin boards, or, most commonly, billboards.

People may not realize or pay attention to the fact that environment can clearly communicate in each of these signs with other people through the language. This linguistic context [4] is referred to as the linguistic landscape (Artawa & Mulyawan, 2015). A linguistic landscape is a research into the forms in which languages are represented in public areas [3] which including signs, banners, advertisements, and artwork (Wardhaugh & Fuller, 2015).

As can be seen in Cibubur as a city in East Jakarta and as the Metropolitan city, in Cibubur area there are several linguistic landscapes. Many signs in

shopping center in Cibubur use a foreign language that is English, it shows that the city are in modernization era. The researcher interested in the signs of linguistic landscape and the researcher conducted this research to identify the types and how the language use in the shopping centers. Moreover, the research about linguistic landscape is still limited.

RESEARCH METHOD

The researcher analyzed the linguistic landscape in shopping center in Cibubur use descriptive qualitative method in this research. The focus of qualitative research is on quality (nature, essence), whereas quantitative research is on quantity (how much, how many) (Merriam, 2009) [5].

The data sources of this research is all of the linguistic landscape focused on types of linguistic landscape (sentences, words, or phrases) in the shopping centers in Cibubur specifically Trans Studio Mall Cibubur which the sign used monolingual, bilingual, or multilingual sign as the target of the data analysis. Cibubur is an urban village in the Ciracas sub-district, East Jakarta, Indonesia. Cibubur is now preparing to become a smart city. A smart city [6] is one that specialize in six areas (mobility, the environment, people, living, governance), and based on the smart combination of improvements and activities of

self-decisive, independent, and informed citizens (Greco & Bencardino, 2004).

The technique of collecting the data for this research are included observation, documentation and interview. The researcher conducted data analysis in several steps to answer each research question. For the first question, how are linguistic landscape used in the shopping center in Cibubur.

For the second research question, consider the point of view for using English and bilingual signs in linguistic landscape in the shopping center in Cibubur, particularly in the food court.

FINDING AND DISCUSSIONS

The researcher categorized types of linguistic landscape based on top-down and bottom-up and languages based on monolingual, bilingual, and multilingual from 112 data sources found on Trans Studio Mall Cibubur with additional explanation below.

1) Monolingual



Figure 1 Top-down/Public Sign in English on Trans Studio Mall Cibubur

Looking at figure 1 above, this is an example of top-down category of linguistic landscape in English sign. This sign located in indoor area, specifically at the restaurant namely Remboelan. Remboelan is an Indonesian restaurant that serves authentic Indonesian cuisine from all over the country. Type of the sign is public sign and it was made because visitors who come to eat here are mostly from middle to upper class and the visitors are local and international . It was made in front of the restaurant entrance, thus visitors can look at this warning sign more easily before visiting the restaurant. This sign aimed to inform the visitors that this restaurant is not allowed to bring food or drinks from the outside into the restaurant area.



Figure 4 Top-down/Public Announcement Monolingual in Bahasa Indonesia on Trans Studio Mall Cibubur

Looking at figure 4 above, this is an example of top-down category of linguistic landscape in Bahasa Indonesia. The sign was monolingual because it just consisted of one language that is Bahasa Indonesia. It was located in indoor area, specifically at the salon namely Rudi Hadisuwarno salon. Rudi Hadisuwarno salon is one of the best salons in Indonesia, offering a variety of services including from hair treatments to hair styling to body care. Type of the sign is public sign and it was made because visitors who come to this store are mostly from middle to upper class and the visitors are local. This sign is placed in front of the salon's entrance which is very obvious when visitors pass through the salon, especially when they want to visit the salon. This sign aimed to inform the visitors that this salon is for women only and when women visit this salon for treatments, their beautiful aura will radiate.

2) Bilingual



Figure 3 Top-down/Public Sign in Bahasa Indonesia – English on Trans Studio Mall Cibubur

Looking at figure 3 above, this is an example of top-down category of linguistic landscape. The sign was bilingual because the sign written in two languages that is Bahasa Indonesia and English. Bahasa Indonesia are written on the top “Jalur evakuasi” it means of exiting a building in the case of emergency, while English are written “Evacuation route.” The sign was located in indoor area which displayed in the nearby area of the evacuation route door. This sign was made because the object of this research is a public place with a lot of local and international visitors. This sign

placed at the top of the wall when visitors want to go to the emergency exit, which is very noticeable. This sign aimed to inform visitors that object have an emergency exit and this sign directs visitors to the emergency exit, then visitors and also employees can leave the building safely if something emergency happens.



Figure 4 Bottom-up in English on Trans Studio Mall Cibubur

Looking at figure 4 above, this is an example of bottom-up category of linguistic landscape. The sign was bilingual because the sign written in two languages that is Bahasa Indonesia and English. Bahasa Indonesia are written on the top “Rempah” it means spice, meanwhile English are written “Bistro”. Types of this linguistic landscape is English and it was located in indoor area, specifically at the tenants namely Rempah Bistro. Rempah Bistro is a marvelous restaurant that serves genuine Indonesian food with signature local favorite such as *rencang singkarak*. This linguistic landscape was written entirely in English.

3) Multilingual

The results and discussion of types of linguistic landscape and linguistic landscape used on Trans Studio Mall Cibubur in monolingual, bilingual, or multilingual. The researcher found that English is the most commonly used language in the research field. Based on findings of 10 people interviews, people use English in their linguistic landscape for a variety of reasons. The researcher observed that English is used in the linguistic landscape for a variety of reasons, the most common to make the tenants look sophisticated and to attract the visitors.



Figure 5 Top-down/Public Announcement Multilingual sign English – Bahasa Indonesia – Japanese

Looking at figure 5 above, there are three types of different languages. Japanese are written on the top, “Irrashaimase” and “Arigatou Gozaimasu” these are means welcome and thank you in Japanese. English are also written on the top “Hokben Friends,” and Bahasa Indonesia are written “Yuk berikan apresiasi kepada karyawan yang telah memberikan pelayanan dengan baik” and “Caranya cukup mudah: Cukup ambil Pin Jempol ini dan berikan kepada karyawan tersebut. Terima kasih atas kebaikannya” it means that to show appreciation to employees who have provided good service at this restaurant, take a thumb pin as seen above and deliver it to the employees.

The results of analyzing the linguistic signs in Trans Studio Mall Cibubur. in Trans Studio Mall Cibubur, there were 112 linguistic signs observed. The linguistic signs were divided into three categories that is monolingual 70 signs, bilingual 34 signs, multilingual 2 signs, and symbol-only 6 signs.

Based on findings of 10 people interviews, people use English in their linguistic landscape for a variety of reasons. The researcher observed a variety of point of view why some people use English or bilingual sign, particularly in the food court areas. Almost half of the respondents supported the same answer to the same questions, however the other half provided different responses, as shown below.

The first is that tenants use English in the linguistic landscape in order to follow the trend and to make tenants more attractive. As said by the employee of “Burgreens” named Annisa:

- 1) "The purpose of using English we stick to the new trend of using English but in a unique way, and Burgreens sound more attractive than Burgers which sound a little too flat."

The second that is tenants use English in the linguistic landscape in order to make tourists understand, to attract the interest of visitors. First, as said by the employee of "YamMie Hotplate" named Thoriq, 28 years old:

- 2) "Because many stores nowadays use two languages to assist tourists understand more easily. In addition, because this shopping center frequently provides events where the majority of visitors are tourists so they recognize what is sold in this store."

English is used in the linguistic landscape for a variety of reasons, the most common to make the tenants look sophisticated and to attract the visitors.

CONCLUSIONS AND SUGGESTIONS

After analyzing the data, the researcher gives a conclusion about the research findings. The first is the use of the linguistic landscape in the shopping center in Cibubur namely Trans Studio Mall Cibubur. There were 112 types of linguistic signs found in both indoor and outdoor areas that were classified as monolingual, bilingual, or multilingual. The dominant language used on the linguistic landscape in Trans Studio Mall Cibubur was English which observed for 70 (44,6%) of the linguistic signs.

The second is that English and mixed languages dominate the linguistic landscape in the shopping center in Cibubur that is English and Bahasa Indonesia. In fact, linguistic landscape in Trans Studio Mall Cibubur is dominated by English because Trans Studio Mall Cibubur is one of the largest and the most modern shopping center.

The researcher recognizes that everything around us can become the topic of research because linguistic landscape is an important topic of discussion and a new sociolinguistic approach, particularly for English students should gain knowledge more about the linguistic landscape to gain a better understanding of that theory. Lastly, for the future research should look at more than

just how the linguistic landscape is used, it would be more interesting if the next researcher looked into language attitudes in the linguistic landscape research. Besides that, the next researcher can investigate language features on signs including font and size, font styles, font colors, and word position in signs, among other things.

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