

A STUDY OF LINGUISTIC LANDSCAPE IN THE COFFEE SHOPS IN PADANG CITY

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ABSTRACT

This research analyzes the linguistic landscape in shopping malls in Padang City especially in coffee shops by using Landry and Bourhis' theory (1997). This research aims to analyze how the linguistic landscape used in coffee shops in Padang city, to identify the most dominant language used in coffee shops in Padang city, and to analyze the functions of the linguistic landscape in coffee shops in Padang city. The data were analyzed using qualitative methods. The writers identify the data according to the point of linguistic landscape, they are (1) to adapt to the times, (2) to help and attract local and international visitors, and (3) for branding identity and marketing purposes. In addition, the writer found the language most dominantly used in coffee shops area in Padang is English language. And also the writer found 158 data from 22 coffee shops in Padang they are, (1) Informational function (in Monolingual) (2) Symbolic functions in (Monolingual) (3) Informational function (in Bilingual) (4) Symbolic function (in Bilingual) (5) Symbolic function (in multilingual). The most common linguistic landscape in the coffee shops in Padang City is the English language and the most dominant function is an informational function (in Bilingual).

Keywords: *Linguistic Landscape, Linguistic Sign, Coffee Shop in Padang*

INTRODUCTION

Traditionally, a linguistic landscape refers to the visual display of languages and dialects in public spaces. So it could include shop signs, street names, billboard advertisements, but also more mobile signage such as words printed on shopping bags or t-shirts that people wear. The linguistic landscape gives us a window into the sociolinguistic makeup of a certain geographic area. Further, the study will take a look at how the linguistic landscape is used in coffee shops, especially in Padang City, the writer will analyze the language used in coffee shops that are bilingual and multilingual. The thing that distinguishes this research from what happened in West Sumatra, especially the city of Padang, where in the city of Padang there are several differences in the use of language, for example in Padang Minang, Indonesian and English are more dominant.

This study was first introduced by [1] as the study of ole language in public space. According to [2] stated that LL is a multilingual study of outdoor signs, especially as the language of commercial signs. Based on [3] says that the number of multilingualism and monolingualism in the public space and the educational environment is different, moreover, the signs production is less professional because most of the signs are made by the students. The purpose of this research is to identify how the linguistic landscape used in coffee shops in Padang, to find out what is the most dominant language used, and to analyze what is the function of the linguistic landscape in coffee shops in Padang. The previous relevant research that follow this research is research conducted by [4] regarding an LL study on The Use of English Signage in Coffee Shops in Gresik. The results of this study are significant because no research analyzes figurative language combined with studies of the linguistic landscape.

Therefore, the existence of outdoor signs in every place, area, or territory is highly dependent on the status or development of that place. Thus, one place may be full of outdoor signs while another has few exit signs. In addition, the presence of outdoor signs also indicates the characteristics of the place. so that people are interested in reading and getting information about the place

METHOD

The writer uses qualitative research techniques to collect the data that has been obtained. According to [5] qualitative research underlines, that the researcher serves as a human instrument and participates in data collection techniques as an observational method. This research used observation techniques and photo-taking Documentation

There are twenty-two coffee shops in Padang that the writer will examine which are scattered in the city of Padang and the course contains elements of the linguistic landscape, in the process of selecting coffee shops that will be researched by the writer, is divided into several parts and areas in the city of Padang which are separated on a mapping scale and boundaries from west, east, north, and south where each area has several coffee shops that can be accessed easily and are allowed to having research activities.

FINDINGS AND DISCUSSION

In this finding, the writer shows and explains the data that has been collected and found. Based on the observation results, the writer managed to collect 158 data including words, sentences, or phrases in various languages) amount twenty-two coffee shops in the city of Padang.

1. The linguistic landscape used in Padang

The term linguistic landscape describes how language is used visibly in public areas, such as on signs, billboards, and other printed materials.



Show Koffie. Jln. Veteran, Padang Pasir, Kec. Padang Barat, Kota Padang

If we take an example from Show Koffie which is located in the center of Padang City where the Economic and Commercial Business insight uses the linguistic. From a cultural identity standpoint, the languages displayed reflect the cultural and ethnic diversity of a region. For example, a city with signs in multiple languages demonstrates a multicultural community and can increase a sense of belonging for its residents. The diversity of languages seen in public spaces in Padang can encourage language learning and awareness. It can encourage people to learn a new language or appreciate language diversity.

2. The most dominant language used in coffee shops in Padang

		
English Language	English Language	English Language

When discussing the dominant language in a majority language group, Dua Pintu has a unique phenomenon, where this shop uses Indonesian identity but uses English in the visualization of several billboards, signs, and writing on the walls. The way this coffee shop mixes languages on billboards, signs, and writing on the walls and also names the food or beverage on the menu is also dominated by English.

3. The function of linguistic landscape in coffee shops in Padang

1. Informational function in (Monolingual)



Figure 4.1 Informational Function/to inform (English) in Asira. Jln. Palembang No.14, Ulak Karang Selatan, Kec. Padang Utara, Kota Padang.

As we can see in Figure 1 this is one example of an informational function is to inform, The sign is monolingual since it just comprises the English language. This sign is usually found indoors, sometimes outdoors to inform customers that the coffee shop is already closed. In addition, this sign informs customers that the coffee shop is open and can operate properly because the owner or workers in the coffee shop are also ready to serve.

2. Symbolic functions in (Monolingual)



Figure 4.6 Symbolic function/store name (English) in Hanghouse. Jln. Hangtuh No.207, Belakang Tangsi, Kec. Padang Barat, Kota Padang.

This is the first example of a symbolic function version specifically with the store name. The sign is monolingual because it just consists of one language that is English. This sign can usually be found outside and inside a coffee shop, its purpose is to help customers recognize the coffee shop easily. A visible brand makes the coffee shop easy to find, especially for customers who are already familiar with the brand.

CONCLUSION AND SUGGESTION

In conclusion, a study of the linguistic landscape in the coffee shops in Padang City shows many linguistic signs found indoors, and outdoors, and part of the building is classified as monolingual, bilingual, and multilingual. The dominant language used in the linguistic landscape of coffee shops in Padang city is English.

The writer suggests that future research to study language attitudes in linguistic landscape research to understand how language is used and perceived in public spaces and to understand the social and cultural relations between different language groups, as well as how power and domination play a role in the choice of language displayed in public spaces. In addition, further research can investigate language features on signboards, such as the type and size of letters, letter style, letter color, and position of words on the signboard, or even interesting elements that can be associated with the linguistic landscape.

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