CHAPTER 1

INTRODUCTION

This chapter indicated a general discussion about the linguistics landscape. Moreover, it contains the formulations about the study referred to such as the background of the study, research question, aim/s of study, significance of the study, the scope of the study, and definition of the term, intended to clearly explain the purpose of the research itself.

1.1. Background of Study

Gorter (2006) has stated that linguistic landscape terms were firstly introduced by Landry and Bourhis in their paper published in 1997, which investigated urban public signs. Linguistic Landscape (LL) is intended as a symbol for the construction of the public space, it is referred to linguistic objects that mark the public space itself.

At the beginning of the term linguistics landscape (LL), Landry and Bourhis (1997) have introduced linguistic landscape as the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. This definition becomes the basis for other scholars in drawing their definitions. Since this, the term linguistics landscape has been started to use by researchers till nowadays.

Moreover, the linguistic landscape could be saying as a new field in linguistic study, some researchers are already interested in studying this field in certain cases, one of them by looking from a general perspective such as the perspective of signage which examines the sign in LL base on the icon or some sign-forming elements.

The study of the linguistic landscape is becoming a useful method to understand the evolution of urban space. In other words, LL also describes the identity of a city and probably describes how the society speaks. The study of the linguistic landscape also aims to add another view to our knowledge about societal multilingualism by focusing on language choices, hierarchies of languages, contact phenomena, regulations, and aspects of literacy, Gorter (2013). Therefore, LL became a necessary thing that required in building a proper sign in a language in public space.

Gorter (2006) has explained that the use of city signs and urban symbols could tell a lot more about the culture of a place and could also be used as a means for language learning and language comparison. The city signs provide an easy, visual and clear way to promote language and culture while they also provide excellent material for language learning in real-life situations. As an example, a public sign that contains more than one language allows the reader to gain new knowledge about the signs and the language used in the public sign. More than that, if it is taken from the perspective of informative knowledge it means that when in an area inhabited by a community that uses certain language characteristics there is a high probability that the area uses a type of language sign which is closely related to the use of language and culture of its community. For example in an area that is inhabited by a Chinese ethnic community, the place is probably filled with public signs that use Chinese writing or language indicating that the place is inhabited by the majority of Chinese people.

The concept of linguistics landscape has usually shown in pictures/photography, naming, symbolic or sign as use of 'written city language' e.g. on street signs, restaurant, shops, banks, post office, graffiti, and anything else 'printed' as part of a city's signs. According to Shohamy (2008), nowadays LL in

multiple works is defined as a construct that besides language elements includes images, sounds, movement, music, smells, graffiti, clothes, food, buildings, history, as well as people involved in the space. Therefore, the LL has become necessary in a space place to help construct proper knowledge to understand well about a shape and characteristics of a place.

Other than that, in general, the study of LL is possible to conduct from a variety of linguistic perspectives. For example, some other scholars attempt to research cityscape or LL by looking at different perspectives, such as LL studies focusing on language policy (Takhtarova, et.al, 2015; Wang, 2015; Yavari, 2012; Haynes, 2012), the study from the perspective of sociolinguistics by (Akindele, 2011; Grishaeva, 2015; Purschke, 2009), there are also about signage by (Sutthniraphan, 2016; Thongtong, 2016; Zimmy, 2017), through the multilingualism perspective by (Dégi, 2012; Muth & Wolf, 2009; Ryan, 2011), another perspective from the language position by (Koschade, 2016), about language diversity by (Dixson, 2015), there are also from the perspective on ethnographic by (Blommaert & Maly, 2014), from the ethnolinguistic point of view by (Butterman, 2011) and recently from the translation studies perspective (e.g Koskine,2012; Bila & Vankova, 2019; Napu, 2019).

From the various perspectives on the LL study mentioned earlier, it aims to briefly describe the many ways of conducting the study on the linguistic landscape. Based on previous research examples, in this case, the researcher only focuses on the perspective of multilingualism.

From the perspective of multilingualism, the linguistic landscape discusses how the use of more than one language in the display of the sign-text in public signs. Meanwhile, as we know, in countries that speak many languages or a multilingual

country, the signs in public places are usually displayed in more than one language, it aims to provide easier information to the indigenous people or foreign visitors.

Since the several types of perspectives that can be studied in LL have been previously mentioned above, here are some previous studies that are specific to the multilingualism perspective.

The study of LL has been done by some researchers in some big cities in the world as the majority of the bi/multilingual signs, such as Berlin (Takhtarova, et.al, 2015), Rome (Gorter, 2007), Manchester (Ryan, 2011; Gaiser & Matras, 2016), Seoul (Lawrence, 2012), Bangkok (Sutthniraphan, 2016), New York (Dixson, 2015) and so on. Furthermore, most of these studies found that the use of English in LL was more dominant than in the other languages identified.

The aim of the LL study through the multilingual perspective mostly aims to find out the number of languages used (multilingualism); (the researcher will find out the number of languages displayed in the LL such as monolingual, bilingual, and multilingual in public sign). It is also intended to discover the language that is widely used. It means that from the result of the study the researcher discovers what language is mostly used in LL regarding the scope of the study.

More than that, the phenomenon of the LL from the side of multilingualism which is widely found in many countries as mentioned before is revolving around the deployment of English as a language combination that is mostly used in the linguistic landscape. Mainly, the diffusion of English in the use of language in public signs could be caused by English as an international language.

Gorter (2008) stated the following:

"English is the most important language of wider communication in our world. It is the main language of science and technology and its spread is advancing in many countries and regions where English has not been traditionally used".

In some countries, it can be said normally that English dominates the use of language in public signs because English has become the second language in the country. Contrary to Indonesia, English is not a second language so the spread of English in Indonesia cannot be clearly mapped yet.

In Indonesia, the term linguistics landscape is not widely known by people in general even though there are already many kinds of LL forms that have been around for a long time. Nevertheless, the study of LL in Indonesia is slowly starting to grow and involves parallel by some Indonesian researchers.

As the researcher mentioned before, the interest in linguistic landscape research has been slowly growing in Indonesia; there were some studies and research papers concerned with the linguistic landscape that has been done, such as Febrianti (2016) about multilingualism in Surabaya, Ardhana (2019) the relationship between linguistic landscape and bilingual in ethnography approach in Surabaya, Auliasari (2017) about language choice in LL in Surabaya, Mariyanto, et al, (2018) about language choice in LL, (Ariwibowo, Rahmat & Nugroho 2018) language identity in Surakarta, Wulansari (2019) about multilingualism in Bali and some more. The purpose of these studies is to describe and map how the linguistic landscape is displayed in public signs.

From the previous studies above, it is disclosed that there are various languages discovered in big cities. Some researchers also find out from some big cities related to the scope of their research, mostly used trilinguals more than bilinguals in LL, and some else used bilinguals more than monolinguals in the LL.

Unfortunately, the most concern of those studies above is to discover the number of language types displayed on public signs, meanwhile, it is taken at the public places in big towns located in several regions in Indonesia.

From those studies above, the researcher realizes that there is a gap that must be filled in developing a study on linguistic landscapes from the perspective of multilingualism in Indonesia, especially in Gorontalo. As well as there have been some studies done by some researchers previously regarding the findings that the use of English in the linguistic landscape is more dominating than another language or even the official language itself. From this case, the researcher formulates research to fulfill the gap that the English are also dominating the distribution of multilingualism in Gorontalo LL or not.

Another reason is that this kind of research is relatively new or even never done before in Gorontalo and also from the last few years, Gorontalo has been in an uproar in the development and utilization of the tourism sector to improve the regional economy. Therefore these development activities will have an impact on the increase in the number of LL needs in Gorontalo. Hence, this study will be useful for analyzing and describing the mapping of the linguistic landscape in Gorontalo.

1.2. Research question

From the discussion above, the researcher has formulated research questions to fulfill a deep analysis of this study, this study will focus on the following research question:

1. What are the languages represented in Gorontalo's linguistic landscape?
2. What LL categories are used in Gorontalo's linguistic landscape?
3. What are the functions of the languages used in the linguistic landscape in Gorontalo?

1.3. Aim/s of study

Following the research question, this study aims to describe the use and the display of languages category in LL in Gorontalo and also to discover the functions of the language use and the percentage of languages that are widely used in the linguistics landscape in Gorontalo. Moreover, this study aims to provide more information to the reader about the study of the linguistic landscape itself, especially from the perspective of multilingualism.

1.4. Significances of study

Theoretically, this study is expected to present fresh knowledge to the reader, especially to Gorontalo people about what is linguistics landscape is, and hope that provides a lot more information about the use of multilingualism in the public sign/ public space (linguistics landscape).

In terms of practicality, the aims of this study are expecting to improve the quality of tourism resources in Gorontalo specifically in terms of the linguistic landscape, and it can be a reference in mapping the number of LL in the Gorontalo area. Furthermore, it is expected to be able to present supplementary sources to some researchers in the future who will research the same field.

1.5. Scope of study

This study is focusing on describing the languages used in the linguistics landscape from the perspective of multilingualism and the research subject taken on several public places and highways in the Gorontalo area. The data is in the text forms of the street signs; advertisements, billboards, graffiti, etc.

1.6. Definition of Term

To avoid misunderstanding the problem in this study, the researcher provides an introduction with the following definitions:

1. Linguistic Landscape

The concept of linguistics landscape has usually shown in pictures/photography, naming, symbolic or signs as use of "written city language" e.g. on street signs, restaurants, shops, banks, post offices, graffiti, and anything else 'printed' as part of a city's signs.

According to Landry and Bourhis (1997:23), the linguistic landscape is the "visibility and salience of languages on public and commercial signs in a given territory or region"

2. Multilingualism

Multilingualism is a phenomenon of cultural, ethnic, and language diversity in neighborhoods (Holmes, 2005, p. 1).

3. Public place

In general, a public space (a public place) is an open space that can support human needs for gathering places and a place to interact with humans in carrying out joint activities. According to Rustam Hakim (1987), public space is a container that can accommodate certain activities of the community, both individually and in groups, where the shape of public space is very dependent on the pattern and composition of the building mass.