A Linguistic Landscape Study of Signage in Museum Angkut Batu East Java

THESIS

Submitted as the Partial Fulfillment of the Requirements for the Bachelor Degree in English Department Faculty of Arts and Humanities State Islamic University Sunan Ampel Surabaya



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ABSTRACT

Sari, Ayu Dwi Marti Wulan. 2019. A Linguistic Landscape Study of Signage in Museum Angkut Batu East Java. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Key Terms : Linguistic Landscape, Monolingualism, Bilingualism,

Multilingualism, Signage, Museum Angkut.

Recently, there has been growing interest in the study about the linguistic landscape. Linguistic landscape study investigates a new approach to multilingualism and is typically focused on signs in public area. This research aims to find out the linguistic landscape in Museum Angkut. This study analyzed language displayed, the characteristic of the signs and the reason of showing those signs. The present study utilized an exploratory design and the data in the present study was collected and analyzed first quantitatively and then qualitatively. The researcher took 306 pictures that were collected from the street, parking lots and outdoors, main building, and an interview with the Museum Angkut authority. The researcher used an interview to know the reason of authority showing those signs in Museum Angkut.

By the end of this research, the researcher found nine different languages in Museum Angkut and spread out in three area street, parking lots and outdoors, and main building. Those languages are Indonesian, English, Chinese, Arabic, Germany, Italian, French, Dutch, and Sundanese. From 306 signs, the researcher only found one top-down signs that created by National Anti-Narcotics Agency. Although it was found nine languages, Indonesian and English are still dominant languages in Museum Angkut. The reasons for showing bi/multilingual signs are: (1) to attract the International tourists (2) to promote the product (3) to educate public (4) to present authentic atmosphere from different countries (5) to present various local culture. Moreover, the use of foreign languages are important to introduce local tourist attractions to international level.

Finally, the resarcher hopes that the findings of this study can be useful for the development of science in the linguistic landscape, especially in a multilingual world. For the next researchers they should try to investigate the reader response toward the signs by spreading questionnaire or conducting an interview with the visitors.

INTISARI

Sari, Ayu Dwi Marti Wulan. 2019. A Linguistic Landscape Study of Signage in Museum Angkut Batu East Java. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

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Akhir-akhir ini, telah banyak berkembang penelitian tentang landskap linguistik. Studi landskap linguistik meneliti tentang pendekatan baru terhadap papan informasi yang menggunakan multi bahasa khususnya papan informasi yang ada di tempat umum. Penelitian ini bertujuan untuk mengetahui landskap linguistik di Museum Angkut. Penelitian ini menganalisis bahasa yang ditampilkan di Museum Angkut, karakteristik papan informasi dan alasan penggunaan bahasa tertentu dalam papan informasi. Penelitian ini menggunakan studi eksplorasi dan pengumpulan datanya menggunakan metode campuran yakni peneliti mengalisis secara kuantitatif terlebih dahulu kemudian dijelaskan secraa kualitatif. Peneliti memotret 306 gambar yang diperoleh dari jalan (mulai pintu gerbang hingga bangunan utama Museum Angkut), tempat parkir dan bangunan utama serta melakukan wawancara dengan bihak yang bertanggungjawab di Museum Angkut. Peneliti melakukan wawancara dengan tujuan agar mengetahui alasan penggunaan papan informasi dengan bahasa tertentu di Museum Angkut.

Pada akhir penelitian ini, peneliti menemukan sembilan bahasa yang berbeda dan tersebar di tiga area yakni Jalan menuju bangunan utama, tempat parkir dan bangunan utama. Bahasa-bahasa yang ditampilkan adalah bahasa Indonesia, bahasa Inggris, bahasa China, bahasa Arab. Bahasa Jerman, bahasa Italia, bahasa Perancis, bahasa Belanda dan bahasa Sunda. Dari 306 gambar, peneliti hanya menemukan satu papan informasi yang berasal dari pemerintah (Top-down) yang dibuat oleh Badan Narkotika Nasional (BNN). Walaupun di Museum Angkut terdapat sembilan bahasa yang berbeda, bahasa Indonesia dan bahasa Inggris tetap menjadi bahasa yang dominan di Museum Angkut. Sebabsebab penggunaan multi bahasa pada papan informasi di Museum Angkut adalah sebagai berikut: (1) menarik minat wisatawan manca negara (2) mempromosikan tempat wisata (3) memberikan pengetahuan tentang kebahasaan (4) menampilkan produk atau tempat dengan suasana alami seperti di negara asal (5) menampilkan berbagai macam kebudayaan lokal. Selain itu, penggunaan berbagai macam bahasa asing pada papan informasi di Museum Angkut sangat penting untuk memperkenalkan tempat wisata lokal ke kancah internasional.

Pada akhirnya, peneliti berharap agar hasil penelitian ini dapat bermanfaat untuk penelitian selanjutnya dibidang yang sama terutama dalam area yang menggunakan multi bahasa dan peneliti juga berharap agar penelitian selanjutnya menggunakan instrumen kuisioner atau wawancara untuk mengetahui tanggapan pengunjung terhadap papan informasi di Museum Angkut.

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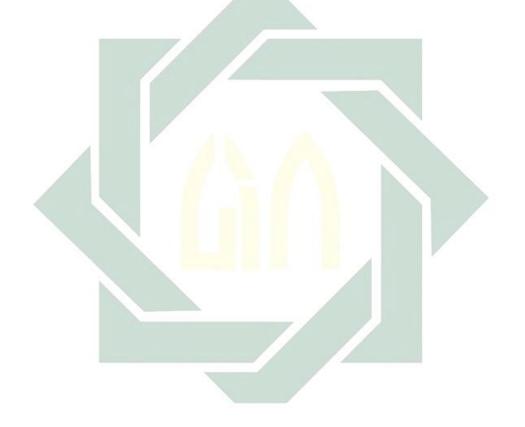
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CHAPTER I

INTRODUCTION

In this chapter, the researcher describes the background of the study which contains the explanation of the topic, the previous studies and the reason for choosing this study. This chapter also explains the research problem, the objective of the study, the scope and limitation, significant of the study and definition of key terms.

1.1 Background of the Study

Recently, there has been increasing interest in the study about a linguistic landscape. According to Gorter (2006), a linguistic landscape is a study about language displayed on shop windows, commercial signs, posters, official notices, traffic signs, etc. Studies of a linguistic landscape have been published from research done around the world. Landry and Bourhis (1997: 23) use the term "linguistic landscape" for the discernibility and salience of language on public area and commercial sign. The use of dissimilar languages in the linguistic landscape is one appearance of societal multilingualism.

Although it can be said to be a new field of research, linguistic landscape studies have been carried out simultaneously in several countries such as: Malaysia (Manan, David, Dumanig, & Naqeebullah, 2015), Singapore (Tang, 2016), Brunnei Darussalam (Coluzzi, 2012), Timor-Leste (Taylor-Leech, 2012), Cambodia (Kasanga, 2012), Hong Kong (Wolf et al., 2012), Japan (Backhaus, 2006, 2007), Botswana (Akindele, 2011), Baltic Countries (Kreslin,

2003), Spain (Said & Rohmah, 2018), South Australia (Koschade, 2016), Taipei (Curtin, 2015), and Bosnia (Lay, 2015). Many research on this field has been published among others in a special topic of the linguistic landscape in a monograph (Backhaus, 2007) *International Journal of Multilingualism* (Gorter, 2006) and an edited book to which 28 researchers have contributed (Schohamy and Gorter, 2009). Moreover, International linguistic landscape workshops held in 2008 in Tel Aviv (Israel), in 2009 in Siena (Italian), and in 2010 in Strasbourg (France). This growth may have happened for several reasons. Firstly, because of migration in many cities around the world are becoming more linguistically varied and second, as an effect of the globalization process advertising are progressively becoming multilingual (Lou, 2010).

Many researchers have researched the linguistic landscape in the public area. Ryan (2011) says that Spolsky and Cooper were the first researchers that conducted a study about linguistic landscape which stands the basic hallmarks of what would become to be known as linguistic landscape. A landmark study which contains the first usage of the term "linguistic landscape" was conducted by Landry and Bourhis (1997). They state linguistic landscape is defined as the language of public road signs, advertising billboards, place names, street names, commercial shop signs and public signs on government buildings, of a given territory, region or urban agglomeration.

Discovering a linguistic landscape could give a contribution to construct a sociolinguistic context in an area. As the reason why it is important, Cenoz and Gorter (2006) state that the linguistic landscape plays a role in the formation of

the sociolinguistic context. Because, people process the visual information that comes to them, and the language in which signs are written can certainly influence their perception of the status of the different languages and can affect their own linguistic behavior. The linguistic landscape can influence language use, for instance, people in Indonesia prefer to use the word 'shop' rather than 'toko' since every department store dominantly uses the word 'shop' behind their company name. This case is a simple to effect of globalization of English.

This kind of problem is recently being discussed broadly all over the world since urban-life and urban-society arise in many parts of the world. Urban-life connects people from different background. It means that they could also use many different languages. From this phenomenon, many people take part in its development, as people now realize that many languages are surrounding them in textual form. This statement supported by Gorter (2006) who states that language is all around us in textual form as displayed on shop windows, commercial signs, posters, official notices, and signs. Most people do not pay more attention to the 'linguistic landscape' that surrounds them. However, in recent years a rising number of researchers have begun to conduct a study about the linguistic landscape in the public area.

Many researchers define linguistic landscape study in numerous ways. A researcher of a linguistic landscape may relate the topic to an area, tradition, and culture, even the visibility of language after the country declare their independence. Ardhana (2017) examines how linguistic landscape in the Gubeng and Pasar Turi railway station Surabaya. The researcher focuses on investigating

the dominant language, the purpose of a sign written in English and the characteristics of the bilingual sign. However, previous research in this field has failed to explain the characteristics of the bilingual sign. He did not mention and explained about the characteristics of bilingual sign clearly. As the writer know, if the researcher wanted to analyze about the characteristics of signs, they must consider the size of the text, type of font, amount of information, translation of sign, and first language on signs (Cenoz and Gorter, 2006). Moreover, to strengthen the result of the study, the previous researcher should do an interview with the employee, owner shops and the officer who know well about the information of the sign.

In 2013, another study of the linguistic landscape has conducted by Singhasiri. He describes how linguistic landscape occurs in the State Railway Station of Thailand. The researcher focuses on investigating the diversity of language and culture portrayed by passengers and particularly the people of the host country. The researcher finished the study by analyzing 250 pictures collected from public signs, public notice, pictures, and billboards in the area of the station. The study describes that bilingual signs made appear dominantly in both top-down (official language) context and bottom-up (non-official language) context. However, this research has been limited to monolingual (Thai or English) and bilingual (Thai and English) signs. Whereas multilingual sign has a great possibility to be applied in the public areas, such as the railway station.

Moreover, there was one more similar research which was created by Degi in 2012. She entitled her research with The Linguistic Landscape of Miercurea Ciuc

(Csikszereda). This study represents the linguistic landscape of urban environments, especially in multilingual settings that people find around them in daily life. As the title suggests, the previous research focuses on the town Miercurea Ciuc (Csikszereda) and the characteristic of the signs, one of the Transylvanian settings characterized by the Hungarian minority population. Transylvanian region mainly marked by Romanian-Hungarian bilinguals. However, the spread of English as an International language of communication offer the town a larger linguistic variety in this area. Unfortunately, in her research report, she did not use detail explanation about the characteristic of the signs being displayed. Her explanation was too short she did not give enough information about the signs in Miercurea Ciuc (Csikszereda).

Because of that, this present study aims at filling in the gaps by investigating the aspects of monolingualism, bilingualism, and multilingualism in the linguistic landscape of Museum Angkut Batu and do an interview with official authority. The spreading of foreign languages in Indonesia can also be seen in Museum Angkut as public areas or tourism place. As we know that, Museum Angkut is a big place where many people make contact and communication, not only from the same country but mostly also from a different country. It is supported by Singhasiri (2013) who states that tourism place can be considered as the meeting points of visitors from all around the world.

In this study, the researcher also explains the reason for showing those signs in Museum Angkut. The researcher uses the interview to get the data about the reason of showing those signs. The researcher gives some question about

language displayed, the characteristic of signs and mainly the reason of showing those signs in Museum Angkut.

Realizing of language surrounding us, this study aims to analyze the linguistic landscape in Museum Angkut Batu East Java. This place is chosen because Museum Angkut is the first and biggest museum in Southeast Asia that brings transportation from Indonesia and throughout the world as the theme of its content. Tourism place is the appropriate place where the various languages come into contact and no one has researched Linguistic Landscape in Museum Angkut Batu East Java. So, the researcher considers that it would be effortless to find out the monolingual, bilingual or multilingual signs in the Museum Angkut.

The communication tools would be studied and discussed are textual communication such as signs, posters, billboards, and advertisements. It finds the linguistic landscape of Museum Angkut, and it reveals the language displayed and the characteristics of the signs and the reason of showing those signs. The researcher needs to analyze this problem to give a better perspective on the language displayed and the linguistic landscape in Museum Angkut since this tourism place has much more area which is needed to be analyzed to discover how sociolinguistic through linguistic landscape plays roles in this area.

1.2 Research Problems

Concerning the theories and data used in this study, the researcher formulated the problems as follow:

- 1. How is the linguistic landscape in Museum Angkut?
- 2. How are the characteristics of the signs displayed in Museum Angkut?

3. What is the reason for showing the languages in the sign found in Museum Angkut?

1.3 Research Objectives

Based on the problems of the study above, this study is intended to describe:

- 1. The linguistic landscape in Museum Angkut
- 2. The characteristics of the signs displayed in Museum Angkut
- 3. The reasons for showing the languages in the sign found in Museum Angkut

1.4 Significant of the Study

The results of the study are expected to be relevant and significant theoretically and practically. The result would give some contributions to all the readers who are concerned with this field.

Theoretically, this study is expected to contribute to the development of the sociolinguistic study, precisely on the linguistic landscape of an area using bilingual and multilingual information.

Practically. The usefulness of the results is described as the following:

- Readers and students of English Literature to be well-informed about the linguistic landscape in the area of Museum Angkut.
- 2. People of Indonesia especially in East Java to help them maintain the local languages contained in such area.
- Researchers and scholars that are going to conduct a further study on the linguistic landscape in a multilingual area.

1.5 Scope and Limitation

In this research, the scope of this study is sociolinguistic concerning with the linguistic landscape. The study focuses on finding linguistic landscapes in the area of Museum Angkut. The analysis conduct on the languages displayed in the form of signs, advertisement billboards, and commercial shop signs in the area of Museum Angkut. The languages displayed as the data in this study are monolingual, bilingual and multilingual.

1.3 Definition of Key Terms

- 1. Linguistic Landscape: the study of language displayed on shop windows, commercial signs, posters, official notices, traffic signs, etc. (Gorter, 2006).
- 2. Monolingualism: the people's ability to master or speak only one language.
- 3. Bilingualism: a person who can speak and understand two languages (languages like English-Russian, or Chinese-Arabic) (Steinberg, 2006).
- 4. Multilingualism: the ability of someone to speak more than two languages.
- 5. Signage: the collection of signs, especially commercial or public display signs.
- 6. Museum Angkut: the first and the biggest museum in Southeast Asia showing transportation sector both Indonesia and throughout the world as the main theme of its content.

CHAPTER II

REVIEW OF LITERATURE

This chapter explains the theories that became the basis of this study.

2.1 Linguistic Landscape

The study of language in the public space, or what is known as the Linguistic Landscape is a (socio) study of modern linguistics that involves onomastic, semiotic, and spatial studies (Akindele, 2011; Aribowo, 2017; Nash, 2016; Wolf, Hans- Georg Wolf Zweitgutachter, Bernhard Bielick, & Magdalena, 2012). This study involves language displayed in road signs, billboards, street names, area names, shop names, and general instructions on government buildings (Landry & Bourhis, 1997). The increasing of language sign in street names, posters, advertisements, information boards, and official government appeals has become an interesting topic for academics lately (Koschade, 2016; Rubdy & Said, 2015; Tang, 2016). Some countries or cities have also issued regulations related to language policies used in the public space. Regulations related to linguistic landscape simultaneously regulate language policy in the field of education, media, socio-economic life, and so on. Several studies show a strong influence between language policy and language use in the public domain (Cenoz & Gorter, 2006; Manan et al., 2015; Spolsky, 2004; Taylor-Leech, 2012).

Spolsky (2004) sorts out the policies and practices he calls ideology, practice, and management. According to his observations "... the real language policy of a community is more likely to be found in its practices than in

management" (Spolsky, 2004). Actually, the practice of using language can reveal the language ideology of local communities about national language policy.

Linguistic landscape claims that the signs in the public sphere are illustrative texts that can be read and photographed which can be dissected linguistically and culturally (Gorter, 2006; Shohamy, Ben-Rafael, & Barni, 2010; Shohamy & Gorter, 2009). The intended sign is a sign that is used in order to disseminate general messages to the public in the form of information, instructions, and warning. This sign also often appears in commercial contexts such as marketing and advertising which the main function is to draw attention to a product or business (Backhaus, 2007; Kasanga, 2012; Manan et al., 2015; Wolf et al., 2012). Linguistic landscape reveals the visibility and significance of written languages used in the public space. It briefly said that linguistic landscape is a portrait of linguistic situations in the public space (usually involving the state or city) about general patterns of language use, language policies, language attitudes, and language contact.

Landry and Bourhis (1997) suggest that the linguistic landscape has two functions: informational and symbolic. In the informational function, the marker distinguishes the geographical area of the population giving the name of the place. In other words, language functions as a marker of the territory of its speaking community and differentiate it from other areas of population that are different languages. In symbolic functions, the presence or absence of the language of a group on the road board affects the feeling like part of the group. Symbolic functions are also closely related to the representation of ethnic identity.

Blommaert (2013) states space as an arena for human social interaction and conducts a series of cultural activities. The space of interaction can be assessed as a form of action that space as something complex and contains layers of activity in it.

The theory above supported by Backhaus (2009) from the point of view taken in his book as follows:

"because of the distinctive semiotic features of language on signs as studied in the previous section, it is suitable to stick to the definition stated by Landry and Bourhis rather than to develop the term to a hardly definable variety of the other areas of language use in the public sphere". (Backhaus, 2009)

Durk Gorter in his journal also shares the same idea to define the linguistic landscape. Gorter (2006) states linguistic landscape as the literal study of the languages as they are used in the signs, and on the other hand also the representation of the languages, which is of particular importance because it relates to identifying and cultural globalization, to the growing presence of English and to revitalization of minority languages. As an addition Wang (2015) explains recently, some researchers have criticized the limitation of the commonly quoted definition from Landry and Bourhis and expanded the notion of linguistic landscape by including a variety of literacy items such as icons, images, and logos, in addition to language displayed or inscribed in public areas (Itagi and Singh, 2002; Backhaus, 2007; Shohamy and Gorter, 2009). Therefore, the definition of the term "linguistic landscape" becomes how the researchers define the constitution of linguistic landscape research based on data collection in their

research. For this study, the writer focuses on the language displayed in written form as the bilingual and multilingual information in the Museum Angkut.

To study of the linguistic landscape, Cenoz and Gorter (2006) provide the research questions as the indicators to study the linguistic landscapes of an area. The indicators are language displayed and characteristic of signs.

2.1.1 Language Displayed

The first question about languages displayed concerns the number of languages used in each unit of analysis (sign). The next question is about which languages are being used and the results are given (Cenoz&Gorter, 2006). These two questions are the indicators to language displayed in the area being studied. Language displayed in an area are various, they are all can be concluded assign.

2.1.1.1 Sign

A sign is a meaningful unit which is interpreted as 'standing for' something other than itself. Signs are found in the physical form of words, images, sounds, acts or objects (this physical form is sometimes known as the sign vehicle). Signs have no intrinsic meaning and become signs only when sign users invest them with meaning regarding a recognized code (Chandler, 2007). Advertising billboards, street names, place names, and commercial shop signs can also be considered a sign since they form the physical word in a written language.

2.1.1.2 Advertisement Billboards

As already stated before, Advertisement Billboards could also be considered as the sign. Cenoz and Gorter (2009) state "The signs may inform us

about the location of a store or the kinds of products that can be bought at that location. Many are advertisements which contain a message that tries to convince us to buy a certain product." By this statement, we could understand that Advertisement Billboards are the messengers that try to convince us to buy the products which are informed.

2.1.1.3 Commercial Shop Signs

In this study, commercial shop signs are considered as the data of analysis. It is a need to have a clear understanding of commercial shop signs meaning in the linguistic landscape. In the linguistic landscape, commercial shop signs could also be stated as shop signs. Edelman (2007) states "a part of the linguistic landscape is formed by shop signs, such as posters on which products are advertised and signs displaying the name of a shop. Shop signs, sometimes called "shop-front advertisement" are similar to advertisements in newspapers and magazines. Both advertisements and shop signs are used to promote a product, the main difference being that advertisements are published in the press or broadcast over the air while shop signs are displayed in the public space."

2.1.2 Name as a Sign in Public Space

The various signs in the public space reflect and regulate the order of space in which it operates. The sociological, cultural, sociolinguistic, and political features of space determine how signs are seen and worked, and signs also play a role in the organization and spatial regulation by determining who is the recipient of the sign. Signs in public spaces can also force audiences to follow the rules of the game, with some restrictions and norms that are shared (Blommaert 2013).

Signs in public spaces are certainly not made without reason. Signs have a message and are never neutral, have connections with social structures, hierarchies, and power (Stroud and Mpendukana 2009). The reason is that public space is an area as well as an instrument of regulation and control of power.

Public space is certainly different from private space — for example, a living room in our house. Contrary to private space, public space is basically sharing space for a person or group that may be desired by the authorities (e.g. the government). Usually, the owners have the right to regulate their use (Blommaert 2013).

The street names are the messages containing communication between the message maker and the recipient. In the context of the Yogyakarta case, the communication message was conveyed by the Yogyakarta Palace through the rules of the City Government. Blommaert (2013) states that communication in public space cannot be separated from communication in the realm of power. For example, in the old name Margo Mulyo road, Jalan Jenderal Ahmad Yani (commonly abbreviated as Jalan Ahmad Yani) is very common to be the name of the main streets in the area in Indonesia. The name was very popular in the New Order regime (President Soeharto's government). When the regime ended in 1998, it was understandable that there was a change in street names. In accordance with Bloomaert's (2013) question "how does space organize semiotic regimes of language?" all signs revealed through the road board carry out the practice of discourse with attribution to an ideology (Blackwood and Tufi 2015).

Talking about the signs certainly cannot be separated from the semiotic issue. A classic theory of Ogden and Richards (1923) have alluded to how a concept representing an object (referent) is represented by a symbol (language symbol). It relates to the role of the nameplate, for example, Jalan Jenderal Sudirman (in Jakarta) as a toponym is a symbol of language on the object of the road that extends from the Hotel Indonesia Roundabout to the sign of the Building Youth Statue (also known as the Statue of the Roundabout Senayan). For the people of Jakarta, the road has a concept that varies greatly in their minds. Whether it's the concept of the capital's road, the crowded streets, or as a road with many skyscrapers.

The concept shows how semiotics plays a role in the linguistic landscape and tries to capture language as an intermediary between space and place. The existence of street names can also be explored using the perspective of discourse analysis which is called the geo-semiotic concept. Geosemiotics is a social meaning study on the placement of material signs, the content of the discourse, and our attitude towards the material world. The concept starts from the previous discourse on the presence of physical space as a mere setting but has been reevaluated so that it becomes part of the text itself (Scollon and Scollon 2003).

2.2 The Characteristics of Bilingual and Multilingual Signs

Cenoz and Gorter (2006) say the way the languages are displayed vis-a-vis each other will give us further information on the relative importance given to each language. We will first look at the first language on the sign, then the size of the lettering of the language and finally the fonts of the letters used." In their

journal, the amount of information in bilingual and multilingual also considered to define the importance and the distribution of language in an area. The translation of language-to-language also adds the characteristics in the linguistic landscapes of an area. To define the characteristics of bilingual and multilingual signs, Cenoz and Gorter give some indicators to help researchers having a better understanding. The indicators are as follow:

2.2.1 First Language in Bilingual and Multilingual Signs

The first characteristic of the signs analyzed is the language as on top in bilingual and multilingual signs.

2.2.2 Size of Text in Bilingual and Multilingual Signs

The second step is to analyze the size of the text of each language in all the bilingual and multilingual signs. In most cases, the majority language is bigger than minority language.

2.2.3 Type of Font in Bilingual and Multilingual Signs

The next step is to look at the type of font used for the textual display of the language.

2.2.4 Amount of Information

Another characteristic of bilingual and multilingual signs that being analyzed is the amount of information given in each of the languages.

2.2.5 Translation in Bilingual and Multilingual Signs

A final characteristic which is included in the study is again the comparison of the information given in the different languages but focusing on the use of translation in the signs.

2.3 Multilingualism

Multilingualism in the Indonesian language is called *Keanekabahasaan*, which is the ability of someone who can speak more than two languages by a speaker in their interactions with others alternately. It can also be included in the practice of using several dialects of the same language (Weinreich, 1970).

Multilingualism can occur in communities consisting of several ethnic groups such as Indonesia, India for example, recognizing 14 languages in its Constitution, the Philippines having six regional languages, Nigeria having three regional languages, and others.

The positive impact of multilingualism is the creation of various types of languages that can be learned by others, but it also has a negative impact, that is gratuitousness is contrary to nationalism because if someone has mastered a foreign language, it is feared that the national language will be forgotten.

Pool (1972) tried the problems that arise with the presence of multilingualism by analyzing 133 countries by the number of languages and Gross Domestic Income (GDP), as follows:

a. A country can have a degree of uniformity of language, but still be a non-developing (poor) country;

- A country where the entire population speaks the same language in a few languages can be very rich or very poor;
- c. A country that is linguistically heterogeneous (diverse) is always not developed (poor) or half developed (half poor);
- d. A country that is very developed (developing) always has good language uniformity.

2.4 Museum Angkut

Museum angkut was established on March 9, 2014, on an area of 3.8 hectares. This museum shows the history of vehicles in Indonesia and throughout the world so that it is expected to be able to give a positive impact on the origin or all the events that existed in the past. Because all the developments that exist today are the results of learning in the past. Moreover, to equip the knowledge about transportations, in Museum Angkut also available Movie Star Studio and contains an educational side as well.

Moreover, Museum Angkut exists unique design those are Gangster Town design and a replica of the beautiful Eifel tower. Also, there are many interesting places to visit such as;

1. Main Hall Zone

This place is the first room that the visitors visit in a Museum Angkut Batu. There are a variety of car collections from various countries and various times, which are supported by exotic lights that create an elegant impression. It is truly unique and the visitors must be impressed and amazed by the best collection in this place, especially in Malang.

2. Gangster Town and Broadway Street

In this object, Al Capone as a famous gangster in the 1970s ready to show off and bring the visitors involved in the world of gangsters. Broadway street which is the dream place of the artists throughout the world is displayed along with various types of transportations.

3. European Zone

In the European zone, the visitors will be shown the collection of transport vehicles in European countries such as the Netherlands, France, Italian, Germany, and England. The nuance of the European zone is a beautiful night. Here the collection is only a car.

4. Education Zone

Educational tourism zone contains the history of various transportation from time to time both in Indonesia and throughout the world. In this zone, the visitors will lead to learning about transportation easily and happily.

5. Chinatown Zone

The visitors will feel drawn back to the atmosphere of the old city of Jakarta when it became a famous port in the Batavia era. Completed by the nuances of the past, the imitation of the Syahbandar tower and various types of cars and transportation at that time will return to the past.

6. Buckingham Palace Zone

The United Kingdom as the most famous empire in the world and proven to produce a variety of classic transportation such as Blackburn, Triumph, Matchless, Royal Enfield, Filler, Francis Barnett, Austin, Mini Cooper, Rolls Royce, and other types of cars that shown in Museum Angkut. There is also a Land Rover that used by Queen Elizabeth during a parade in Australia. This palace zone is very interesting to visit.

7. Las Vegas Zone

The authentic atmosphere of America will color the visitor's night with the Las Vegas gate and various types of cars passing by. The exciting atmosphere is also available in this museum area. In this zone, the visitors will be spoiled with the luxury car, Hummer Limo which is one of the longest cars in the world.

8. Hollywood Zone

This zone is one of the most crowded zones in this museum. The visitors will find various vehicles (cars) used in Hollywood films. Also, Hulk giant statue also is one of the favorite spots to take a photo.

9. Floating Market Zone (Pasar Apung)

The various souvenirs of Museum Angkut and traditional foods also enliven the old market nuance and the feel of *Pasar Apung* like in Margasari water village in Balikpapan city. Various crafts and paintings in the style of Batu regional artists such as batik art, carvings, and caricatures can be learned, and the visitors can interact directly with artists and bring the artwork that you learned.

CHAPTER III

RESEARCH METHOD

This chapter shows how the study was conducted. This study used qualitative and quantitative methods. This chapter consisted of research design, research instrument, subject of the research, data and data source, technique of data collection, and data analysis.

3.1 Research Design

This present study used a mixed method approach. Lodico, Spaulding, and Voegtle (2006) divide the mixed-method design into the explanatory design, exploratory design, and triangulation design. The present study utilized an exploratory design and the data in the present study was collected and analyzed the first quantitatively and then qualitatively. The quantitative research undertook is to find out how many signs, advertisement billboards and commercial shop signs throughout the sample are bilingual or multilingual. While qualitative research was used to analyze the linguistic landscape in Museum Angkut. The qualitative approach to multilingualism in the study of the linguistic landscape was followed by several researchers, including Coluzzi (2009), Edelman (2006), Gorter (2009), Lado (2011), Lai (2012), among others. The researcher used openended emerging data with the primary intent of developing themes from the data.

The typical example from qualitative research, such as interview research, with the, transcribed the recording analyzed by qualitative content analysis. Zoltan Dornyei (2007) states that qualitative research works with a wide range of data including record interviews, various types of text, and images. The subject of this

study is officer authority. The researcher interviewed with official authority. In this study, the phenomenon was the linguistic landscapes in Museum Angkut.

3.2 Research Instrument

In conducting this study, the main instrument was the writer herself and also the writer would be supported by some others instruments such as observation and interview. In conducting observation, the researcher conducted place observation in personnel to collect the data. The researcher used a smartphone camera to take photos of words and phrases in the area including signs, names on buildings, advertisements, commercial shop signs and public signs on Museum Angkut.

Besides observation, the researcher interviewed with authority using smartphone recorder to ensure the reliability and validity. The questions for an interview was about language displayed, the characteristic of the signs being displayed, and the reason of showing the languages in the sign. The type of interview used the semi-structured interview. Gill et al., (2008) define this approach as an interview that has several key questions which help to define the areas to be explored but also allows the researcher the flexibility to pursue an idea in a response in more detail, this is medium between structured and unstructured interviews. However, the interviewer did not follow a strict survey or questionnaire. It means the interviewer was not reading the questions from a written list. So that the interviewer could explore issues generated in the course of the interview.

3.3 Data and Data Sources

The data of this study are pictures, words, and phrases that related to the linguistic landscape in Museum Angkut. The researcher took 306 photographs of words and phrases in the area including signs, names on buildings, advertisements, commercial shop signs and public signs on Museum Angkut. Since the linguistic landscape analysis relies on photography and visual analysis. Meanwhile, the information about the reason of showing those information sign was obtained by interviewing the authority. The data source was taken from the area of Museum Angkut.

3.4 Technique of Data Collection

An applying took the data grounded research technique. To collect the data, the researcher has the procedures as follows:

1. Doing Observation

The researcher collected the data through some steps. The first step was doing observation. The researcher visited some public area in East Java randomly. The researcher found Museum Angkut in Batu, East Java. The researcher got many signs there, so the researcher fixed that place to take the data.

The researcher visited Museum Angkut fourth time to collect the data. The first time on 16th October 2018, the researcher took the picture in the main building of Museum Angkut. Then on 21st October 2018, the researcher delivered the letter of companion to ask permission for interviewing with authority. On 24th October 2018, the researcher interviewed with authority. Moreover, the last time on 13th November 2018, the researcher full filled the data

by taking a picture of the signs in the outdoor area. After all of the data was collected, the researcher analyzed it as clear as possible.

2. Doing Interview

In this step, the researcher conducted an interview with Museum Angkut authority on 24th October 2018. The interview process held in the Museum Angkut office. The researcher was interviewing in a semi-formal situation so that Mr. Nunuk could answer all of the questions clearly and completely.

The researcher prepared 21 questions about the language displayed, the characteristic of the signs and mainly the reason for showing those signs. The researcher met Mrs. Nunuk for conducting an interview. Mr. Nunuk as public relation and person in charge of Museum Angkut. The questions aimed to get detailed information about the signs. Each point of the data obtained from the interview that was recorded by smartphone recorder then transcribed in written text.

3.5 Data Analysis

All of the data which had been collected then classified to fill up the findings and they analyzed by using Cenoz and Gorter's theory to reach more reliable and valid results. See the following steps:

- The researcher observed the place and took a picture of the signs being displayed in Museum Angkut.
- 2. As for the data, the researcher classified the data for language displayed in the following table.

Table 1: Language Displayed

1. Indonesian	6. German
2. English	7. French
3. Arabic	8. Italian
4. Chinese	9. Sundanese
5. Dutch	

3. To answer the second research question, the data presented in the table which had been tabulated from the characteristic of the signs and the language being displayed such as the signs, advertisement billboards and commercial shop signs from Museum Angkut and then followed by analysis. See the following table.

Table 4: First Language on Sign

Language	Number of Signs	Percentages	
Indonesian			1
English			
Arabic			
Chinese			
Italian	. /		
Germany			
Dutch		16	
Total			

Table 5: Size of the Text

The Size of Language	Number of Signs
Indonesian bigger	
English bigger	
Arabic bigger	
Chinese bigger	
Italian bigger	
Germany bigger	
Dutch bigger	
Same all languages	
Total	

Table 6: Type of Font

Type of font	Number of Signs
Same all language	
Different	
Total	

Table 7: Amount of Information

Amount of Information	Number of Signs
Same all languages	
Indonesian more	
English more	
Arabic more	
Chinese more	
Italian more	
French more	
Dutch more	
Total	

Table 8: Translation of Texts

Translation	Number of Signs
Word-to-word	
Partial translation	
Total	

4. For the last research question, the researcher transcribed the data from an interview with Museum Angkut authority and gave a mark on each point related to the reason of showing those signs.

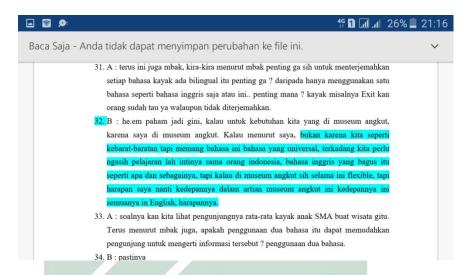


Figure 3.1. An Example of Highlighting the Reason of showing those signs

5. After all the steps about were done by the researcher, then the researcher concluded the analysis.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents findings and discussion of the research. It deals with the linguistic landscape, the characteristics of bilingual and multilingual signs and the reason of showing those signs being displayed in the area of Museum Angkut Batu East Java.

4.1 Findings

4.1.1 Linguistic Landscape in Museum Angkut

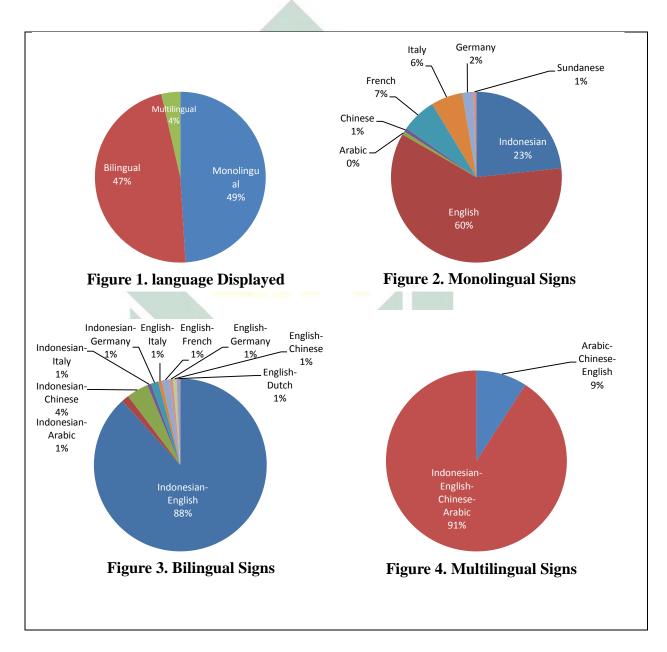
This part explains the linguistic displayed in Museum Angkut, the distribution of the languages and the description of official and non-official languages.

4.1.1.1 Language Displayed in Museum Angkut

A big interest to conduct a discussion on this linguistic landscape study is to examine what languages take part in the monolingual, bilingual and multilingual information. The early hypothesis of languages used in the Museum Angkut are only expected to use Bahasa Indonesia or English, however, the researcher found some information use foreign languages such as Arabic and Chinese, as it is also supported by the Museum Angkut authority, Mrs. Nunuk, in our interview.

"The reason why in Museum Angkut used some of the foreign languages is that the marketing of Museum Angkut's product itself not only in Indonesia but international both Southeast Asia and Europe. That is why Museum Angkut uses many foreign languages because 50% of visitors are foreigners and 50% visitors are local people. Because of our vision and mission are Museum Angkut can go abroad. Moreover, then not only the text but our human development have to master the foreign language. Besides English, we also accentuate some foreign languages such as Arabic and Chinese.but for the linguistic landscape in this area mostly use English." (8)

What language is used in the Museum Angkut can be seen below:



The first question about language displayed involves the number of languages used in each unit of analysis. Figure 1 gives the results that 47% (145) of the signs in Museum Angkut use bilingual information. The effect of globalization of English gives a big effect to create the signs in Museum Angkut.

To bring clearer information, the researcher shows the diagram of different languages found in the signs in Museum Angkut. Figure 2, 3, and 4 show the kinds of languages displayed in Museum Angkut. There is a total of nine different languages found on the signs those are Indonesian, English, Arabic, Chinese, Dutch, Germany, French, Italian, and Sundanese. The dominant languages are English. However, there are also languages with a different script system such as Chinese and Arabic. English is relatively common as an international language used to create a communication between people around the world, also as the bridge of different languages.

The first result from the first question (Figure 1, 2, 3 and 4) only show a common idea of the linguistic landscape of Museum Angkut. The fact that the most signs in Museum Angkut use bilingual and the previous figures contain nine different languages still does not inform anything yet about the distribution of languages in Museum Angkut.

4.1.1.2 Distribution of Languages

Monolingual, bilingual and multilingual signs in Museum Angkut is not randomly put by the museum authority. It is well distributed across the area to provide people with the information they need to know. As the Museum Angkut authority states that they have a regulation to arrange the signs, so for the

distribution of language in Museum Angkut has been arranged by the museum authority. The figures below show the distribution of language in Museum Angkut:



Figure 5. Sign in Street



Figure 6. Sign in Parking Lots & Outdoors



Figure 7. Sign in Main Building

From three hundred and six signs, Museum Angkut (Main Building) displays 78,43% (240) of all signs in this area. The exact number of monolingual, bilingual and multilingual information signs distribution could be seen as follow:

Table 2: Distribution of Languages

Area	Number of signs
Streets	31
Parking lot & Outdoors	35
Museum Angkut (Main Building)	240

From Table 2, we could understand how monolingual, bilingual and multilingual information in any form displayed in the area of Museum Angkut. The very first place to look up monolingual, bilingual and multilingual information when entering the Museum Angkut is the street. The streets here is defined as the main road where the visitors drive from the gate to the main building or reserve. Before visitors arrive in the main building, they will first reach the parking lots and the outdoors. In this area, 35 information signs could be seen. The next place where monolingual, bilingual and multilingual information signs distribute is in the main building. The distribution of information mostly takes place in the indoor area rather than outdoor.

4.1.1.3 Official and Non-Official Languages

The authority and private sector place this section deals with the differences between the signs. The results for the spread of languages in top-down (official language) and bottom-up signs (non-official languages) are showed in Table 3.

Table 3: Top-Down (Official Language) and Bottom-Up Signs (Non-Official Languages)

Languages	Top-down signs	Bottom-up signs
Arabic	-	1
Chinese	-	1
English	-	90
French	-	10
Indonesia	1	34
Italian	-	9
Sundanese	-//	1
German		3
Indonesian-Arabic	-	2
Indonesian-German	-	2
Indonesian-Italian	-	1
Indonesian-English	-	128
Indonesian-Chinese	-	6
English-Italian	-	1
English-French	-	2
English-German	-	1
English-Chinese	-	1
English-Dutch	- 7/	1
Arabic-Chinese-	- //	1
English		
Indonesian-	-	10
English-China- Arabic		
Aiaoic		

Looking at the top-down signs in Table 3, it is clear that Indonesian become one and only official language in Museum Angkut. The official language is given by National Anti-Narcotics Agency (BNN in Indonesian Abbreviation) to inform the people especially the visitors of Museum angkut to avoid narcotics.

Almost 99% the signs in Museum Angkut was created by the private sector or the owner of Museum Angkut itself (Bottom-up).



Figure 8. Top-Down Signs

Although there is only one top-down sign, it has important messages for people who read that sign. The reason for showing that sign because Museum Angkut is one of the favorite tourism places not only for local people but also for the foreigners, sure there will be many people visited Museum Angkut every day. So that is why the authority put that sign in Museum Angkut so that the people know that the place is free of drugs and avoid people to consume it.

4.1.2 The Characteristics of Signs

In this section, the researcher leads the reader to observe the arrangement of bilingual and multilingual signs in Museum Angkut. Every sign has its own characteristic, and it is not only about how languages are displayed in Museum Angkut, but how language displayed by people who have the policy to display them. Some examples of signs could be seen in figure 5, 6 and 7.

The researchers can analyze bilingual and multilingual signs based on the place language dominate on these signs, the amount of information given in each language and the characteristics of the translation. Cenoz and Gorter (2006) state that the characteristic of the signs will provide further information on the relative importance given to each language. The researcher used Cenoz and Gorter's indicators to define the characteristic of the signs being displayed in Museum Angkut. The indicators are the first language on bilingual/multilingual signs, size of the text in bilingual/multilingual signs, type of font in bilingual/multilingual signs. This research study firstly discussed the first language being displayed in Museum Angkut.

4.1.2.1 First Language on Bilingual and Multilingual Signs

The first characteristics of bilingual/multilingual signs are the order of language inside the bilingual information itself. What language comes first at the sign, and what follows it. Here is the exact number and percentages

Table 4: First Language on the Signs

	Number of	Percentages
Languages	Signs	(%)
Indonesian	105	67,31 %
English	41	26,29 %
Arabic	1	0,64 %
Chinese	3	1,92 %
Italian	2	1,28 %
Germany	3	1,92 %
Dutch	1	0,64 %
Total	156	100%



Figure 9. German as on Top of a Bilingual Sign



Figure 10. Indonesian as on Top of a Multilingual Sign

The table shows that mostly the first language on bilingual or multilingual signs in Museum angkut is Indonesian. Arabic is the first language in only 0,64%, but Indonesian is used in 67,31% of all signs. It is not really surprising since Museum Angkut is one of the biggest museums in Indonesia so Indonesian itself plays a prominent role in almost all of the signs. Even though English is not as many as Indonesian in the placement of the first language on bilingual and multilingual signs, but English as an international language still dominates compared to other languages (see Figure 2).

4.1.2.2 Size of the Text Bilingual and Multilingual Signs

The second step is to study the size of the font of each language in all the bilingual and multilingual information signs. The results are shown in Table 4. In the area of Museum Angkut, the most common size of the text in bilingual and multilingual signs are the same. In other cases, Indonesian has bigger size than another language. It is clear that what language arises first is more probable to be bigger in size than the following language to appear.

We could not say that this occurs because of the dominant usher of a language in the area, but it is related to the previous factors (first language being displayed in bilingual and multilingual signs). The bigger size of a bilingual or multilingual sign means the language that tends to come firstly in the bilingual and multilingual signs is mostly acquired the bigger size than the other languages. The count number on the size of the text could be seen below:

Table 5: Size of Language on Bilingual and Multilingual Signs

Languages	Number of
	Signs
Indonesian bigger	54
English bigger	36
Arabic bigger	1
Chinese bigger	4
Italian bigger	2
Germany bigger	2
Dutch bigger	1
Same all languages	56
Total	156



Figure 11. Indonesian Has Bigger Size Than English

All the same, category is on the table show how many bilingual and multilingual signs use the same size of the text in both languages displayed. The other categories show how many signs that one language is bigger than the other. Indonesian take the most number of bigger size than other languages. Figure 11 gives the example of Indonesian with bigger size of the text in bilingual information. As the prominent language, Indonesian could not be routed by other languages.

4.1.2.3 Type of Font in Bilingual and Multilingual Signs

The next step is to look out the type of font used for the languages being displayed as bilingual and multilingual signs. The results indicating if the fonts are the same or not in the different languages are shown in Table 6.

Table 6: Type of Font

Type of font	Number of signs
Same all languages	121
Different	35
Total	156

The differences between bilingual and multilingual signs in the Museum Angkut is noticeable when it comes to the type of fonts. In the case of bilingual and multilingual signs in Museum Angkut, most signs in bilingual and multilingual signs have the same fonts. But several examples are giving the fact that not all the signs in Museum Angkut use the same font. See for example figure 12 and 13.



Figure 12. Indonesian-English Figure 13. German-Indonesia

Figure 12 and 13 are the example of the different type of font in signs. in the interview, the authority said there are no specific rules for the type of font in information signs. The type of font of the signs is adjusted based on the content. For example, the signs that contain important information the authority will use formal fonts (figure 13). Vice versa if the information contains fun things the authority will use interesting and creative fonts (figure 12).

4.1.2.4 Amount of Information

Another characteristic of bilingual and multilingual signs that were analyzed was the amount of information shown in each of the languages. The result shows that 71,8% of the signs show the same amount of information in all languages in the area of Museum Angkut. Not all signs share the same information. Figure 14 gives an example of how English show more information than Indonesian.



Figure 14. More Information in English

Figure 15. More Information in Indonesian

From this case, the researcher could also observe the importance of each language displayed in Museum Angkut. The researcher took an interview with the authority to get reliable information. The result shows Indonesian contain more information than other languages. Nevertheless, English is also designed to have more Information than other foreign languages. It is because the travel coverage in East Java, especially Jatim Park Group (Museum Angkut, Jatim Park 1, Jatim Park II, Jatim Park III, Fun Predator Park, Batu Night Spectacular, etc) have followed the global standard of tourism place. So, the authority uses more English in information signs.

Table 7: Amount of Information

Languages	Number of Signs
Same all languages	112
Indonesian more	27
English more	10
Arabic more	2
Chinese more	1
Italian more	1
French more	2
Dutch more	1
Total	156

In this part, Situmorang (2017) stated that bilingual and multilingual signs could be said having the same amount of information in all languages in Museum Angkut if the signs contain more words than other languages in sign. Figure 15 gives an example of how Indonesian contain more word that means also contain more information than English.

4.1.2.5 Translation in Bilingual and Multilingual Signs

The last characteristic analyzed in this study is focusing on the use of translations in the signs. This step is to understand the kinds of translation being used in Museum Angkut. Table 8 gives the result of translation on the sign in Museum Angkut.

Table 8: Translation of the Signs

Kinds of translation	Number of signs
Word-to-word	56
Partial translation	100
Total	156

Previously the researcher hypothesized that the translation of the signs in Museum Angkut are mostly word-to-word. However after the researcher conducted the study deeply, the researcher found that the most translation used in bilingual and multilingual signs in Museum Angkut is the partial translation. The word-to-word translation used to make the reader easily catch the meaning of the signs. The example of word-to-word translation can be seen in figure 16 and 17 for partial translation.



Figure 16. Word-To-Word Figure 17. Partial Translation

4.1.3 The Reason of Showing those Signs in Museum Angkut

After analyzing the language displayed and the characteristic of bilingual and multilingual signs in Museum Angkut. The researcher explains the reason for Museum Angkut authority showing those signs.

4.1.3.1 To Attract to Local and International Tourists

Recently, the use of foreign languages as information signs in a public place especially tourist attractions is very important. It has been discussed in the National Seminar about language tourism with the theme "The Role of Language in Improving the Quality of Indonesian Tourism Services" held in Bandung 2017.

The seminar explained the role of language in tourism promotion and International tourists services. The seminar also delivered that good service can create a good impression so that it can improve the Indonesian tourism industry (Nur, 2012).

One of the tourism places that uses bilingual and multilingual information is the Museum Angkut. The data from the interview with the Museum Angkut's authority showed that the various languages in Museum Angkut used to attract international tourists "Bilingual signs is used to facilitate tourists, especially foreign tourists so that they do not feel confused and difficult when visiting Museum Angkut. Because every day there are always foreign tourists come to visit this place." (Interview 40). It means that by using various languages is expected to be able to make Museum Angkut well known to the people around the world. The example of this sign can be been in Figure 18.



Figure 18. Bilingual Sign Contains Invitation for the Visitors to Join the Carnival

From the picture above, the Museum Angkut authority aimed to invite the visitors to come to Museum Angkut by using their best costume to get the special

prize from Museum Angkut. It is one of the ways to attract the local people and International tourists to come and join that event. The authority hopes that by creating the event that is similar to western culture, it can attract the tourists especially local tourists to experience it in Indonesia. It does not mean to be westernized, but the creator of this event want to give different experience by introducing Halloween party is like.

4.1.3.2 To Promote the Product

Museum Angkut is the first and the biggest transportation museum in Southeast Asia. Every day this place is always crowded by the visitors, including International tourists. Although every day there are International tourists that visit it, Museum Angkut will still continue to promote Museum Angkut not only in Southeast Asia but also expand the promotion throughout the world, as stated by Widyatama (2005) besides delivering information, signboard that uses bilingual and multilingual can be used as a promotional tool or advertising related to the business being developed. It is reinforced by Arifin (1992) who stated as a source of information. The signboards must have the characteristics of language generally, those are attractive and interested. That is why the Museum Angkut chooses to use bilingual and multilingual information to make International tourists easy to understand the signs in Museum Angkut.



Figure 19. Multilingual Signs as a Promotion Tool

We can see the picture above, the left side of the picture shows three languages in sign those are Arabic, Chinese, and English. The authority does not use Indonesian because the signs are only for International tourists. They will give a special discount for the International tourists who visit Museum Angkut if they show their foreigner passport. It is supported by the result of the interview with Museum Angkut authority. She said "...... this can be seen from the promos that we offer to foreign tourists who visit they will get a 20% discount. Moreover, that is the basis that makes foreign tourists enthusiastic to visit the Museum Angkut." (42). It is one of the strategies to get a lot of visitors every day.

The right side of the sign is tended for local tourists. The local tourists who come to Museum Angkut from Monday until Thursday they will get special discount 30%, it means they only pay Rp. 70.000,00 for the ticket fee. The special discount is given by the authorities to make the people interested in the product.

Widyatama (2005) states that discount is the deduction from the list price given by the seller to the buyer as the marketing strategy. Besides, the Museum Angkut authority uses this strategy to make their product sell well in the market.

The authority also realizes that most people like the product with special price or discount.

4.1.3.3 To Educate Public

Mostly the places or vehicles displayed at Museum Angkut come from developed countries in the world such as China, London, Germany, Italian, United States and so on. That is why Museum Angkut displays languages not only Indonesian and English, but they also display the languages according to where the place or vehicles come from. For example, a pizza restaurant in Italian is equipped with the Italian language, the name of the Chinese drug store which still contains the Chinese inscription. Therefore, anyone who visits Museum Angkut will get new experience and knowledge.

As the data from the interview with the authority said that:

"We use English because English is a universal language. Sometimes we need to provide knowledge about various languages, especially English, to Indonesian people. So that they know what the right and good language are. However, even so, the use of language in Museum Angkut is still flexible. Moreover, I hope that someday Museum Angkut will use English for all aspects." (32)

One of the visions and missions of Museum Angkut using multilingual signs is it can provide good knowledge for all visitors, not because they want to follow the western flow but it is important to display foreign languages in the Museum Angkut for their knowledge. The use of good and proper English is expected to add insight to visitors, especially for local tourists. This statement supported by Li, Wang, and Hou (2015) that the function of bilingual signs mainly contains English, it can create a convenient English learning atmosphere for the natives.

By not eliminating the original language, visitors can still enjoy the atmosphere like where the places or vehicles came from. It is also intended to educate visitors about linguistic insights from developed countries in the world, as explained by Situmorang (2017) multilingual used in the public space aims to increase the reader's knowledge and understanding. Therefore it is important for sign makers to provide translations to make the readers easier to understand the signs. Using the question tag, 'do you know?' The sign maker intended that the reader becomes curious about the information displayed in signs so that they will read the information completely (figure 20).



Figure 20. Bilingual as an Educational Tool

Besides foreign tourists, one of the drop points of the target visitors at Museum Angkut is students. Every day there are always a group of students from various cities come to Museum Angkut for conducting study tour. It is not denied that Museum Angkut is one of the right destinations to add knowledge, especially about the histories of vehicles that have high value in their countries.

4.1.3.4 To Present Authentic Atmosphere from Different Countries

The authentic atmosphere here is more inclined to the place offered at Angkut Museum. An identical country can also be enjoyed in Museum Angkut. In addition to the use of miniature places, related parties also do not forget to bring accents from their home countries equipped with their original languages. The signs maker made the sign as similar to the original place. As the interviewee said, "....we adopt some languages that we consider it's important to be known by visitors without removing the original atmosphere from where they come from." (90). Said and Rohmah (2018) state that it necessary to bring the authenticity of the product so that the original product is not forgotten. As shown in figure 21 and 22.



Figure 21. Museum Angkut

Figure 22. France

The Museum Angkut authority admitted that some of the places displayed in the Museum Angkut were adapted from their original countries. As shown in Figure 21 and 22, both have the same design and sign but these pictures come from different places. Figure 21 shows a miniature of one of the famous place in France that is displayed in the European zone in Museum Angkut, while Figure 22

is an original figure from the original country, France. It is aimed to make visitors feel the authenticity of the atmosphere that exists in the original country.

4.1.3.5 To Present Various Local Cultures and Products

Museum Angkut is well known as a place with various culture and car exhibition. When the visitors enter Museum Angkut they will find exhibitions from the various country in the world. A simple example, we can see that the Museum Angkut displays antique car exhibition from various country. Also, Museum Angkut also shows culture exhibition that exists in Indonesia, such as China, Europe and Arab. As stated by Mrs. Nunuk in our interview "Sunda Kelapa is acculturation between Dutch and Indonesian, for example, the Railway Station of Jakarta built by Dutch. And Chinatown (Pecinan) is acculturation from Chinese and Indonesian."(48). So the Museum Angkut angkut authority tries to show the cultural accent that has existed in Indonesia.



Figure 23. Chinatown (Pecinan) Zone



figure 24. The Railway Station of Jakarta in Museum Angkut

Indonesia is a representative of diversity. A large number of Chinese and Arab ethnic in Indonesia make the authorities required Chinese and Arab accents exist in the Museum Angkut. For example, the sign of public facilities in Museum Angkut uses multilingual signs (Indonesian, English, Chinese, Arabic) (Figure 25).



Figure 25. Multilingual Signs (Indonesian, English, Chinese, and Arabic) in Public Facilities

The interview with the authority showed that Chinese, Arabic, and English are the foreign languages that become the main focus of the language being displayed in Museum Angkut. They are referring to those languages because those languages are the most frequently entered on their official website and they also have a similar culture to Indonesia.

Another reason for showing Chinese signs and Arabic signs in Museum Angkut is because of Chinese still the language being dominated in Asia, especially Southeast Asia. In Malang, there are also Chinese and Arabs ethnic.

This is evidenced in the research conducted by Ernawati (2017) showed that in the center of the Malang city there are Chinese and Arabs ethnic. Both ethnic have spread to various centers in the city of Malang which are marked by the existence of information signs that contain Chinese and Arabic. So, the presence of Chinese and Arabic in Museum Angkut is also influenced by the presence of the ethnicity that is still thick in the center of Malang city itself.

4.2 Discussion

From the result gained from this research, it can be seen that Museum Angkut uses more bilingual and multilingual information signs rather than monolingual information signs. The researcher finds nine languages displayed in Museum Angkut.

The researcher reveals the five indicators of the characteristic of bilingual and multilingual signs in Museum Angkut which are similar to Cenoz and Gorter's findings (2006). They are the first language on signs, size of the text, type of font, amount of information and translation of signs. Besides having similarities, both research also has the differences. This present study and Cenoz and Gorter's findings (2006) are quite different concerning the presentation of data. Cenoz and Gorter (2006) show their data only in large coverage without showing what language they are analyzed mainly concerning the characteristic of the signs. While the present study presents the data in detail, the researcher input all the bilingual and multilingual signs in a table then analyze it one by one, so it will give a better understanding for the reader if the data are presented clearly.

These indicators are one of the important things to do if the researcher conducts the study about the linguistic landscape. The last but not least, the researcher analyzes the reason for showing those signs using the data from the interview with the Museum Angkut authority. The main reason for showing those signs is to make the products attracted by many people particularly international tourists.

There are some interesting points to be mentioned as related to the spread of English. English as International language, English used to promote the product, English used to educate the visitors, and English used to show various culture. The Museum Angkut authority applied English for various function to help visitors mainly foreign visitors easily to understand the signs. It is also appropriate to what has been stated by Degi (2012) that the use of English in bilingual and multilingual signs in public places could be interpreted as informational mainly for International tourists. Evidently, the use of English is more prominent informal information signs.

The result of the research also shows that multilingual signs are only apparent for public facilities information signs in Museum Angkut, i.e., Mosque, Toilet, Parking Area, Rest Area, Deposit Counter, Infant Care Room, Entrance and Exit Doors. The result of this research is slightly different from the research conducted by Ruzaite (2017) explaining that multilingual signs apparent in touristic spots such as Hotel, Restaurant, Shop, Spa, Bank, and others. The difference can be discussed further for example related to the restaurant. Ruzaite's finding shows that restaurant in the touristic spot in Lithuania uses Multilingual

signs. He only categorizes the sign in a restaurant in the touristic spot in Lithuania uses multilingual without giving detail explanation what languages are. While the present study gives the different result that the signs in the restaurant in Museum Angkut use monolingual (Sundanese or English).

The use of English in bilingual and multilingual signs in this research shows how the globalization of English affect the information signs in Museum Angkut. This is in line with Wang (2015) who states in his research statement that providing English in bilingual and multilingual information signs, media, and services for those people has become the main focus of the government. To meet the needs, the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport, and Tourism also promoted a plan to develop the availability of English as a sign especially as multilingual signs to help international tourists travel in Japan.

In short, this current research shows three important findings. There are nine different languages displayed in Museum Angkut. Indonesian and English are the dominant language in Museum Angkut. Finally, the main reason of showing those signs is to make the product go International and modern as stated by Piller (2001,2003) that using English in information signs can be perceived as more prestigious and influential for making tourism industry go International.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter of this research deals with the conclusion and suggestion. The researcher explains the results of this research and gives some suggestion to the next researcher.

5.1 Conclusion

This study tries to find out the linguistic landscape in Museum Angkut. The data are taken from the interview with the authority, and the picture contains word and phrase. This research aims to describe the language displayed, the characteristic of the bilingual and multilingual signs and the reason for showing those signs.

The researcher finds eight different languages in signs in Museum Angkut. These languages are Indonesian, English, Chinese, Arabic, German, French, Italian and Sundanese. The authority spreads the signs to the three places, they are street, parking area and main building of Museum Angkut. From 306 pictures, the Museum Angkut only shows one top-down sign. The top-down sign comes from the National Anti-Narcotics Agency.

The researcher uses Cenoz and Gorter (2006) theory to analyze the characteristic of the bilingual and multilingual signs. Indonesian take the first place as on top of bilingual and multilingual signs. For the size of the text in bilingual and multilingual signs, there are 56 signs have the same size. The third indicator is the type of font in bilingual and multilingual signs. In this parts, the languages have 121 signs with the same type of font and 35 signs with a different

font. The next indicator is the amount of information. In this section, there are 112 signs (71,8%) share the same amount of information. The last indicator explains there are 56 signs appear in word-to-word translation and 100 signs show partial translation in bilingual and multilingual signs.

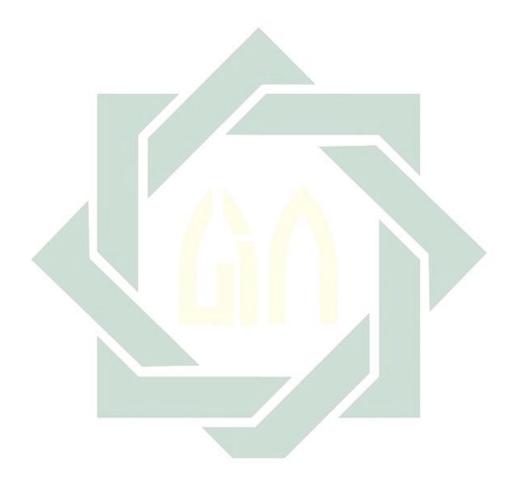
The reasons for showing certain languages are varied. The researcher used an interview to know the reason for showing those languages in signs. The data from the interview also used to answer other problems. The researcher found five reasons for showing those signs in Museum Angkut; (1) to attract the International tourists (2) to promote the product (3) to educate public (4) to present authentic atmosphere from different countries (5) to present various local culture. This finding supports the statement proposed by Li, Wang, and Hou (2015) that the functions of the bilingual signs in public place are facilitating foreign visitors, promoting cultural taste of the city, improving language environment and creating convenient English learning atmosphere for the natives.

5.2 Suggestion

Based on the limitation of this study, there some suggestions for the further researcher to either close the gap or fix some imperfections of this study. Since this research is conducted only in Museum Angkut, the next research should compare the data from different places. For example, the next researcher can take the data from two tourism places in Surabaya, then compare the signs and find the similarities and the differences between them.

The next researcher can also spread the questionnaires about the signs mainly the signs that use foreign languages to the visitors or people that have been

visited Museum Angkut. The questionnaires use to know the reader response when they read the signs displayed in Museum Angkut. It is important to know the reader response because it has influenced the convenience of the visitors.



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