

# Artikel 3

*by* Siti Asiyah

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LINGUISTIC LANDSCAPE ON CAMPUS IN PONOROGO  
(A CASE STUDY OF SIGNS IN PONOROGO UNIVERSITIES)

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**Abstract**

*This research aims to: (1) describe the types of linguistic landscape are used in Universities Ponorogo, (2) know purposes of the signs posted in Ponorogo Universities, (3) know the factors that Ponorogo Universities used that sign. This research design was qualitative research of case study. The researcher used observation and interview as the data collection technique. There are eight universities in Ponorogo, those are Universitas Darussalam Gontor, Universitas Merdeka, Institut Agama Islam Negeri Ponorogo, Unmuh Ponorogo, Akper Ponorogo, Insuri Ponorogo, and Akafarma Ponorogo, however, and only three universities gave permission for the researcher to conduct this research. The findings of observations, six of the eight campuses in Ponorogo have tried to display a sign that has finally become a special feature of the campus. This research concludes most of them still use the Indonesian language. While, campus managed to convey the purpose of the sign installation to the viewer. In other word, the sign viewer understands the purpose of each sign that is installed by giving opinions and implementing them in daily life.*

*Keyword: English, Sociolinguistic, Linguistic Landscape, Signs.*

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**INTRODUCTION**

Linguistics does not study every form of language, only focuses on analyzing human verbal language; language composed of several words. The language someone uses as a means of treatment or the delivery of good and/or bad news is also included in linguistics. However, studies that study the movement of body posture as a 'language' of communication is not included in linguistics, the study is known as kinesics (Jendra, 2010). According to Jendra (2010: 9-10) sociolinguistics is a branch of linguistics that makes language the

object of study. Sociolinguistics is a field that analyzes language as part of social diversity. This study explores the function and variety of languages, contact between languages, one's attitude towards language use and users, language changes, and language planning. In the initial definition of this research, some linguists used the term sociology of language, while others called it sociolinguistics. In this case, the term sociolinguistics is more often used to refer to language studies related to society, whereas, the sociology of language is mainly used in community studies related to language. Thus, in the sociology of language, the object of

research is society, whereas in sociolinguistics, the focus of research is language. Though, the emphasis seems different and reasonable, but in practice the discussion still overlaps.

The sociolinguistic popularity of the subject is far greater in both studies and literature. In the next definition the subject uses sociolinguistics as a field name. Social and cultural phenomena in sociolinguistics is part of linguistics (Trudgill, 1983). The variety of languages and scripts displayed on signs attracts the interest of researchers all over the world. Signs have become an integral part of urban areas. Signs gradually increase, which give a unique view which then form a "linguistic city landscape" or "linguistic landscape" or LL.

LL is the youngest subdiscipline, it is not difficult to find a research of that is commonly done in big cities (Beckhaus, 2005), or in the city center (Schalick, 2003), which is a gathering place for a number of people both for shopping, sightseeing, eating, and so on. However, researcher must carry out further and in-depth investigations in different places to describe the linguistic landscape. We should not just take it at face value, questions such as what kind of information is provided and what kind of response from the people need to be evaluated. Therefore, this research, focusing on the multilingual community on campus, will provide a descriptive analysis of the signs and attitude towards the LL.

In order to clarify the research object of this study, researcher will provide some basic conceptions of linguistic landscape first, including its definition, classification, and research

achievements worldwide. The term of linguistic landscape was first put forward by Landry and Bourhis (1997) about the perception of Francophone middle school students' about public signs in the Canadian province. However, the study of languages on general boards used as objects of research has a very long history. There are other researches discuss a range of topics, by no means exhaustive, that represent their interest and that will be expanded in further volumes of linguistic landscape.

As explained above, LL becomes a common phenomenon in daily life. In Ponorogo itself, LL is often found mainly in Javanese, both in trucks or buses, shops, village gates, and so on. Therefore this research is limited to the scope of the campus throughout Ponorogo. Based on the observation that has been done by the researcher, 8 campuses had attempted to display signs adapted to the conditions of each campus, although some of them are done to support a particular activity. There are several universities that have established international programs each year, such as Unida, IAIN, and Unmuh Ponorogo. However, these achievements have not been matched by the addition of signs in English primarily on the campus environment, only a few are found. It is expected that readers and universities will play an active role in this matter. This research decided to examine the phenomenon with the title 'Linguistic Landscape on Universities in Ponorogo (A Case Study of Signs in Ponorogo Universities).

Based on the background of study in the previous part, the research questions on this research can be formulated as follows: first are the types of linguistic

landscape used in Ponorogo Universities; second are the purposes of the signs posted in Ponorogo Universities; third are the factors that Ponorogo Universities used it. Focusing on the statement of the problem above, researcher states the purposes of this research are: to describe the types of linguistic landscape are used in Ponorogo Universities; to know the purposes of the signs posted in Ponorogo Universities; to know the factors that Ponorogo Universities used that LL.

## REVIEW OF RELATED LITERATURE

### Sociolinguistics

Linguistics is divided into eight branches, one of them is sociolinguistics. According to Jendra (2010: 9-10) sociolinguistics is a branch of linguistics that makes language the object of study. Sociolinguistics is a field that analyzes language as part of social diversity. This study explores the function and variety of languages, contact between languages, one's attitude towards language use and users, language changes, and language planning. In the initial definition of this research, some linguists used the term sociology of language, while others called it sociolinguistics. In this case, the term sociolinguistics is more often used to refer to language studies related to society, whereas, the sociology of language is mainly used in community studies related to language. Thus, in the sociology of language, the object of research is society, whereas in sociolinguistics, the focus of research is language. Though, the emphasis seems different and reasonable, but in practice the discussion still overlaps. The sociolinguistic popularity of the subject is far greater in both studies

and literature. In the next definition the subject uses sociolinguistics as a field name. Social and cultural phenomena in sociolinguistics are part of linguistics (Trudgill, 1983).

### Linguistic Landscape

#### Definition

Issues related to the idea of linguistic landscape in the field of language planning first appeared in Belgium and in Québec. The most frequent quoted definition of LL (Linguistic Landscape) is: Languages used in public signs, street names, billboards, commercial shop signs, place names, and general signs in government buildings, joined and formed linguistic landscape for a particular region or urban agglomeration. Linguistic landscape of a region can have two basic functions, namely information functions and symbolic functions (Landry & Bourhis, 1997: 25).

Traditionally the sign has been divided into two types, private vs. government (Landry & Bourhis, 1997), top-down vs. bottom-up (Ben-Rafael, Shohamy, Amara & Trumper-Hecht, 2006), commercial vs. noncommercial (Backhaus, 2006), or private vs. public (Bourhis, 1992; Maurais & Monneir, 1996; Landry & Bourhis, 1997) that have the same definition and scope: signs issued by public authorities (government, agencies or public bodies), and individuals, associations or companies who act independently within the official rules (Shohamy. at all, 2010). However, the explicit classification ignores various linguistic features of landscape. Huebner (2009: 74) criticizes the difference between top-down vs. bottom-up which fails to capture ideas and how they influence the linguistic form of landscape. In his explanation it was mentioned that

several major differences in the design of signs from both the government and multinational companies; local business and written notice; and graffiti is totally different. Therefore, to clarify the division of linguistic landscape it requires further analysis of the shape and type of the sign.

### Function

#### Informational Function

The most basic information function of linguistic landscape is as a special marker of a geographical area inhabited by a particular language community (Bourhis, 1992).

#### Symbolic Function

The most prominent symbolic function of the linguistic landscape is its arrangement, where language has become the most important dimension for the identity of an ethnicity (Sachdev & Bourhis, 1990). In such setting the presence of language contributes directly to the positive identity of an ethnolinguistics group (Landry & Bourhis, 1997).

### Types of Sign

#### Private vs. Government

Private signs include commercial signs on storefronts and business institutions (e.g., rental stores and banks), advertisements displayed on public transportation and private vehicles as well as commercial advertisements on billboards. Government signs refer to public signs used by national, regional or city governments, such as road signs, place names, street names, government buildings, hospitals, schools, universities, city halls, metro stations, and city parks (Bourhis, 1992).

#### Top-down vs. Bottom-up

Top-down and bottom-up are divided into several fields of activities.

Therefore, bottom-up is broken down into clothing and leisure, food, household appliances, private offices. While 'top-down' items are divided according to the type of institution, such as religion, government, interests, culture, education, and public health (Ben-Rafael, et al, 2006).

#### Official vs. Non-official

Calvet applied these differences to his research in Dakar, he observed that the city gave a multilingual impression of 'in vivo' aspects. Although not all spoken languages are represented, French, Arabic, and Wolof appear regularly in nonofficial signs. The image of the city in vitro gives a different picture. All official signatures contain only the official French language, the rejecting concession to the other languages of Dakar (Backhaus, 2006).

#### Private vs. Public

The dominance of a language on public signs in a particular region reflects relatively the strength and status of competing for language groups (Bourhis, 1992).

Private signs include commercial signs on storefronts and business institutions (e.g., rental stores and banks), advertisements displayed on public transportation and private vehicles as well as commercial advertisements on billboards. Conversely, the language on the private sign is not controlled by the state. This occurs because private signs are seen as part of the freedom of individual opinion.

#### Previous Researches

There are other researches discuss a range of topics, by no means exhaustive, that represent their interest and that will be expand in further volumes of linguistic landscape.

In his research of LL explorations and methodological challenges: Analyzing France's regional language. Blackwood has been exploring written varieties of public space in French regional languages (RLs) for years. In his research, he reflected on the development of the LL research methodology by critically considering the shortcomings on his own work. He also tried to contribute to a wider debate, all through the prism of French RL both on city walls, cities, and villages throughout France.

Gorter and Cenoz considered the increasing number of languages found on the streets following the globalization process of the spread of English, some of global brand names and both of migrant and minority languages. Local and global dimensions join dynamically and complexly influenced by rules and regulations by a designer of signs of creativity, technology, and their interactions with linguistic landscape readers. They want to get a deeper understanding of multilingualism by outlining the concept of translanguaging and reflecting on a combination of linguistic resources. Jaworski spoke of language objects in the urban landscape, which contemporary did not serve any utilitarian purpose. The case specifications considered are the word of LOVE by Robert Inddiana and decoration of love letters from Marks & Spencer. It is suggested that the language object is able to perform its function by focusing on the form and giving examples of linguistic performances with a complex of appropriation and contextualization as its focus.

Malinowski focused on students and places of learning in LL; the language

in the public space is the object of teaching contextualized pragmatic speech acts. This research assesses LL studies might be suitable as a study of pedagogic languages and considers relationships that have a productive potential between theory, method, and practice as a geosemiotic landscape. Pavlenko and Mullen re-read some of the past works, including their own works, which aimed: (a) to challenge the claim that urban proliferation represented a completely contemporary global trend; (b) as a consideration of the problem of re-reading the signs to be practiced by the reader; and (c) to establish a previous opinion that LL must be investigated as a diachronic phenomenon and embedded in the social-politic process. This research considers multilingual empires to highlight the importance of diachronic LL investigations.

According to Peck and Stroud to expand LL studies which include the body as a physical landscape, or move discursive locality, they articulate this point by suppressing the mobility and materiality of semiotics which is interpreted as performative. By taking an illustration of tattoo culture in Cape Town, they developed the idea of 'human beings as subjects of self-entrepreneurship and writers who are in the world'. In particular, they focus on how the body of future selves is attached.

Shohamy showed how to broadly issue LL definitions and combine them with several contextual factors to achieve deeper meaning from languages in space. She focused on LL as a mechanism used to make and oppose unfair language policies. Through a number of researches, she showed how LL was made a powerful

tool by the government and society in the city and the environment to negotiate the language just and fair policies. Thus, LL has a role in conceptualizing language policy by including several factors that exist in the public space and community involvement in this policy.

Woldemariam and Lanza described how LL is used as a strategy among diaspora communities not only to maintain a transnational identity but also be used to build a unique identity in society. They examined LL Ethiopian diaspora in Washington D.C, which is called 'Little Ethiopia' and constructing an imaginary community built on the basis of old homeland myths, as well as unique and new African identities. Henceforth, this research offers a theoretical perspective on transnationalism, diaspora, and identity.

In compiling this research, the researcher uses the notion of Landry & Bourhis as a reference. From a number of studies that have been carried out to date, the LL concept presented by Landry & Bourhis is used as a reference in LL research throughout the world. As it is known the term of linguistic landscape was first put forward by Landry and Bourhis (1997). However, the study of languages on general boards used as objects of research has a very long history. According Landry & Bourhis (1997) statement, in the language planning field that issues related to the notion of linguistic landscape first emerged. Language planners in Belgium and in Quebec were among the first to recognize the importance of marking the boundaries of linguistic territories through the regulation of language use on public signs including billboard, street signs, and

commercial signs, as well as in place names.

## **METHOD**

The Research design in this study is qualitative research especially descriptive qualitative. The research involves viewers and supporting unit of each university in Ponorogo. The data collected from Interview and Observation. Data collection technique use Linguistic Research Method that is Simak Method and Cakap Method. Simak Method is a method in which data is provided by listening to the use of language (Mahsun, 2007: 92). Then, Cakap Method is method is a method that is used to collect data by conducting conversations between researcher and informants. Data analysis in this research uses Intralingual Matching Method. Intralingual matching method is an analytical method by connecting lingual elements which include meaning, information, context, and speech. Intralingual matching method is an analytical method by connecting lingual elements which include meaning, information, context, and speech.

## **FINDING AND DISCUSSION**

The observation was carried out in December 2018 and interviews were conducted in June 2019. The researcher has conducted these observations on 8 existing campuses and found some campuses that display signs and conducted interviews with the readers randomly. Based on the results of observation that has been done, the researcher found 6 campuses featuring the sign. According to Trumper-Hecht (2010), the opinion of the reader is considered as "Third Dimension" which originates from

Lefebvre's 1991 idea of "Lived Space" - the space of inhabitants. "Walkers" perceptions and preferences or reader signs have been explored as an important part of understanding the overall linguistic landscape.

The researcher analyzed the data recording which has a transcript in text form. In the recording there are two types of respondents, the first is a supporting unit of the campus who has the authority to display the sign throughout the campus area and the second is the readers who has an important role in this matter. Based on the results of observations, 6 of the 8 campuses in Ponorogo have tried to display and have special characteristics in each sign. Signs that are often found on campus which are educational institutions have a 'top-down' type. According to Ben-Rafael et al (2006), 'top-down' items are divided according to the type of institution, such as religion, government, interests, culture, education, and public health.

The sign has a specific goal aimed at students, staffs of the university, and someone who come to the university. From the result of the interview, it can be concluded that the viewer understands why the campus displays various kinds of sign. In the opinion of the researcher, the sign succeeded in conveying the goal to the viewer. Some viewers even give a little explanation and opinion regarding those signs. It can be said that the viewer really understands the purpose of the sign on their campus.

The viewers response to the sign installed in the campus area is also very good and considers it to have a plus for the campus. Sometimes the viewer also criticizes the sign that is installed, such as

collating inter-viewer arguments or conveying other meanings that are different from the real meaning. In this research, the researcher used triangulation theoretical. Cohen stated "Triangulation may be defined as the use of two or more methods of data collection in the study of some aspect of human behavior". Thus, triangulation technique means the researcher uses two or more techniques in collecting the data to get validity.

The purpose of triangulation is to increase the credibility and validity of the findings. In this research, the researcher compared the result of the data as follow: a) Comparing or cross-checking the result of observation result data and questionnaire result data; b) Comparing or cross-checking the result of observation and supported documentation. These steps did to support data, all of them also connected to check validation of this research. Based on the results of observations, 6 of the 8 campuses in Ponorogo have tried to display and have special characteristics in each sign. While, the result of the interview, it can be concluded that the viewer understands why the campus displays various kinds of sign. In the opinion of the researcher, the sign succeeded in conveying the purposes to the viewer.

## CONCLUSION

Based on the data had been done, the researcher analyzed the opinions and thoughts of the viewers toward the campus linguistic landscape in Ponorogo universities. Signs that are often found on campus which are educational institutions have a 'top-down' type. According to Ben-Rafael et al (2006), 'top-down' items are divided according to the type of



institution, such as religion, government, interests, culture, education, and public health.

According to the researcher, the campus managed to convey the purpose of the sign installation to the viewer. In other hand, the sign viewer understands the purpose of each sign that is installed by giving opinions and implementing them in daily life. From the results of the interview with the supporting unit is the purpose of the installation of the signs are to create a comfortable atmosphere as well as safe and taken into consideration the campus is unwritten rules of each university.

The campus stated that the consideration for putting up the sign was to create a safe and comfortable atmosphere and to discipline all the university community without exception. This research, however, goes deeper into the linguistic landscape research by investigating signs from different perspective. In addition, interdisciplinary nature of linguistic landscape research could inspire more researchers to investigate signs from diverse aspects.

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