

## CHAPTER I

### INTRODUCTION

As introduction, this chapter presents the background of study, research questions, purpose of study, significance of study, scope and limitation, and the definition of key terms.

#### 1.1 Background of Study

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).

Students also learn languages as a means to understand and fulfill competencies or skills in using a particular language. This kind of general study is not included in linguistics, but is classified as a study of literature which includes novels, poems, drama texts, and art words that are demonstrated (Jendra, 2010).

According to Brown and freinds (2014: 1-3) there are some fields of study in linguistics which look at language from different perspectives: 1) Sociolinguistics is language used in society; 2) Psycholinguistics is the psychology of language; 3) Anthropological linguistics is the anthropology

of language, a.k.a. ethnolinguistics; 4) Historical linguistics is the history of languages; 5) Neurolinguistics are language and the brain; 6) Language pedagogy is how to teach languages; 7) Computational linguistics is computers and language; 8) Forensic linguistics is language and the law and translation too.

Linguistics is divided into eight branches as mentioned above, 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).

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.

Barni and Bagna, (2015) said, this research aims to produce a critical discussion about the development of objects of analysis in LL, methods, and tools used to collect and interpret data. This refers to the research they conducted at the University for Foreigners of Siena. Their analysis includes methodologies that have been developed for twenty years related to multilingualism and semiotic spaces.

Ben-Rafael and Ben-Rafael (2015: 19-37) focused on LL in today's urban settings based on field definitions as a study of the symbolic construction of public spaces. Space consists of companies that are full of text or LL items that are flexible in a global city with enormous and countless size, strength and influence. This generalization is based on LL empirical investigations in three world cities, namely Brussels, Berlin, and Tel-Aviv.

Wang (2015) investigated the languages on signs which were displayed on Ito campus of Kyushu University. The campus signs do not show a rich construction of linguistic landscape as the urban area. With a synchronic record of the construction of the campus linguistic landscape, his study provides a basis for further comparative and diachronic studies in the future.

Yannuar and Tabiati (2016) have presented fresh data on the type of signs that are visible in two different areas in Malang, old part of the city

and new part of the city. Based on the observation done by researchers signs can be categorized into business signs, information for business, advertisements, directions, public information, and landmark. Their study has provided analysis on the linguistic repertoire of the people of Malang, as well as the status of those languages. The research is by no means comprehensive and serves as the springboard for future research on linguistic landscape in the urban space of Indonesia.

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).

## 1.2 Statement of Problem

LL is the youngest subdiscipline, is now getting special attention from several people, because some people still see LL from one side. We should not just look at it or read it.

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

1. What are the types of linguistic landscape used in Ponorogo Universities?
2. What are the purposes of the signs posted in Ponorogo Universities?
3. What are the factors that Ponorogo Universities used it?

## 1.3 Purpose of the Study

Focusing on the statement of the problem above, researcher states the purposes of this research are:

1. To describe the types of linguistic landscape are used in Ponorogo Universities.
2. To know the purposes of the signs posted in Ponorogo Universities.
3. To know the factors that Ponorogo Universities used that LL.

## 1.4 Significance of the Study

After this research has been conducted, this result of the research will be expected to give advantages for:

#### 1.4.1 The readers

The result of this research is expected that to give the reader understanding the true intentions of LL, both when finding in public places, the school environment, and in public transportation.

#### 1.4.2 The college

Based on this research, it is possible to reproduce LL to classrooms, offices, and other campus areas.

#### 1.4.3 The next researcher

The next researcher can take this research as reference and develop this research with more detail.

#### 1.4.3 The researcher

The result of this research, it is expected to be better to understand from various perspectives.

### **1.5 Scope and Limitation**

Scope and limitation of this study are:

#### 1.5.1 Scope of study

The scope of this research is the multilingual of LL in universities in Ponorogo.

#### 1.5.2 Limitation of study

This research is limited to the LL area around universities in Ponorogo.

## 1.6 Definition of Key Terms

To avoid misunderstanding of this research, researcher gives some definitions of key terms mentioned below:

- Linguistic : is a 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).
- Landscape
- 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 (Jendra, 2010: 9-10).