

# CHAPTER I

## INTRODUCTION

This chapter serves as a comprehensive exploration, encompassing the intricate dimensions of the research endeavor, including the establishment of research background, statement of problems, research objectives, research significances, definition of literary terms.

### 1.1 Research Background

Linguistic Landscape pertains to the observable and concrete manifestation of written language and linguistic components within the public spaces of a specific community or geographical locality (Landry & Bourhis, 1997). This encompasses diverse textual forms, such as street signs, advertisements, billboards, establishment names, graffiti, public announcements, and other written materials that are openly exhibited in urban or rural settings (Scott, 2012). That to say, it may preserve the notion of sign as the enclosure of analysis. Linguistic Landscape Analysis (LLA) constitutes an investigative approach that scrutinizes these linguistic elements in public spaces to acquire comprehensive insights into the sociolinguistic dynamics, language usage patterns, language policies, and the portrayal of distinct social groups within a given community. Thus, semantics approach may uncover the narrative or any intention of interest in such a language in such a landscape.

The notion of Linguistic Landscape underscores the importance of language as a cultural and social identifier. It mirrors the multilingual and multicultural character of societies, elucidating how language choices in public spaces can mirror power dynamics, identity construction, language ideologies, and shifts in linguistic preferences (Andriyanti, 2019). Through the examination of the linguistic landscape, scholars can gain a deeper comprehension of how language is employed, negotiated, and

presented in a specific locality, furnishing invaluable information concerning the intricate interplay between language and society.

One of the approaches used in Linguistic Landscape Analysis is the semantic approach. Semantics is one of the two main branches of linguistics, and it is basically the study of meaning. Griffiths also added that semantics is a study of word meaning and sentence meaning. This definition makes clear that semantics is different from pragmatics which relates language and its contexts, Caramazza & Brones (in Francis, 2005 P.10) added that in the context of bilinguals, semantic comparisons between words from different languages took no longer than comparisons between words in the same language. Pavlenko (in Altaribba and Basnight-Brown 2009, P. 80) notes that words carry with them three basic components: lexical (word form or expression), semantic (explicit information that relates words to other words or referents) and conceptual (non-linguistic multimodal information, based on world knowledge or cognitive), non-verbal images of concrete items in the world, information that relates the words to other words or referents should share common semantic features is a result of the style of a truth & conditional semantics based on first-order logic, like Montague grammar and other formulaic representations of natural languages (Thibeu, 1995, P.54).

Applying a semantic approach to Linguistic Landscape Analysis, researchers can examine the linguistic elements in public spaces by considering the expression and referent. The development of semantics discourse has developed in categorizing the system of meaning. Within such a semantics, objects retain meaning by way of a checklist of necessary and sufficient conditions placed upon the category in which they reside, Therefore, an expression (E) must have some categorical features which allow it to fit into a world composed of referents (R).

Thibeu (1995, P.54) also added that if context-independent truth-conditions were actually governing meaning, should the experiment described above have produced near-complete uniformity, among all the objects in question? Since near-complete uniformity was not the case for the majority of non-verbal images, A semantics that departs from the traditional understanding of linguistic modules suggests that the relationship between

expression and referent are indirectly related and linked exclusively by constructions existing at the cognitive level (Fauconnier 1990, p. 152).

As regarded the notion of linguistic landscape analysis and the approach of semantic, this study will propose the research over the object analysis of Rasulullah SAW Gallery in Masjid Al Jabbar, Bandung City, West Java, Indonesia. Whereby the inauguration was held by the West Java Provincial Government at opening of the Gallery of Prophet Muhammad at the Grand Mosque of Al Jabbar on Monday, 27th March 2023 (Humas Disparbud Jabar, 2023). The inauguration process was carried out directly by Governor Ridwan Kamil, who was accompanied by the Regional Secretary Setiawan Wangsaatmaja, as well as the Head of the West Java Provincial Office of Tourism and Culture, Benny Bachtiar.

The Gallery of Prophet Muhammad contains various materials about the development of Islam. It covers a range of topics, starting from the depiction of the Arabian Peninsula before the birth of Prophet Muhammad (PBUH), to the dissemination of the Islamic religion in Indonesia, particularly in West Java (Humas Disparbud Jabar, 2023). By doing so, it must have a content that contains the aims and serves as a platform for conveying information about Islamic knowledge and believe. It is rejoicing that the gallery of Rasulullah SAW in AL Jabbar is reflecting the cultural diversity and identity of a community. By analyzing the languages, scripts, and symbols present in public spaces, researchers can gain a deeper understanding of the cultural heritage and linguistic richness of a particular area (Van Mensel et al., 2016). However, is also never leave to convey social and political messages through the use of language and visual representations. Analyzing these messages can offer an understanding of power dynamics and social hierarchies as it is represented in the landscape and its sign of representation.

However, this study has its own previous studies which provides the discourse is not an alien in academic research. The first is *THINKING CULTURALLY, OR SEMANTIC STRUCTURE IN THE BILINGUAL LEXICON: PROCESSES IN USE* by Tully Thibeaun in 1995. This research uses a word-association experiment that was designed to discover if concrete objects elicit similar (congruent) word-associations in

each language than abstract concepts do, data collected from bilingual subjects presented with drawings of simple objects show most of the stimuli produced varying, or incongruent associations, while one produced congruent word associations through semantics structure.

The second previous study is about this context of research is contributed by Dani Ardhian and Yusri Fajar from Brawijaya University. The study is published in 2017 entitled "*Linguistics Lanscape in Malang City, East Java*". In such a detail the objective of research is to examine the utilization of monolingual and bilingual languages using both the Linguistic Landscape Top-Down and Bottom-Up approaches, the study aims to analyze the reasons behind the selection of specific language codes. The qualitative data for this investigation was collected from various locations, including Kertanegara, Soekarno Hatta, Sigura-Gura, and Malang City, focusing on signboards, road signs, and banners.

The findings of the study indicate the presence of both Indonesian monolingual and bilingual codes, along with English and Javanese languages, following the Top-Down pattern. Meanwhile, the Bottom-Up pattern reveals the existence of monolingual and bilingual patterns in Indonesian, English, Javanese, Arabic, Japanese, and Dutch. Furthermore, the study explores the motivations behind the emergence of language codes in the linguistic landscape, primarily driven by representation globalization. This analysis is based on the concept that identifies three key factors: modernization, branding strategy, expansion strategy, and cultural consideration.

The third provocation from the previous studies is from Erna Ardiyanti in 2019 from State of University Yogyakarta. The study is entitled "*Linguistic Landscape at Yogyakarta's Senior High Schools in Multilingual Context: Patterns and Representation*". This study provoked about the exploration of linguistic landscape as a novel approach to understanding multilingualism has been relatively limited within the Indonesian context. Considering its significance in revealing various aspects of language use in education, this research specifically focuses on the patterns of signs within the linguistic landscape of schools and their implications within a multilingual setting. The

dataset comprises 890 signs collected from five senior high schools in Yogyakarta. These signs were categorized based on the number and types of languages used, and their lingual patterns were analyzed to interpret the language situation within the multilingual context. The main functions of language as a means of communication and representation were used to interpret the language situation.

The findings of this study unveil three distinct lingual patterns: monolingual, bilingual, and multilingual signs, arranged based on their frequency, from the most to the least frequent. Both monolingual and bilingual signs were observed in all five schools, whereas multilingual signs were found in three of the schools. The languages Bahasa Indonesia, English, and Arabic were present across all three patterns. Additionally, Javanese and French were used in both monolingual and multilingual patterns, while Latin and Sanskrit were exclusively found in the monolingual pattern.

The linguistic landscape of the schools serves as both an informative and symbolic medium of communication and representation. It reflects the preferred languages used in the school environments and how they are positioned. Bahasa Indonesia assumes a dominant role, while Javanese appears to be marginalized. The frequent use of English in the school signs may indicate the sign makers' limited proficiency in the language. Furthermore, the presence of Arabic is likely linked to the schools' Islamic identity, while Javanese is utilized as a cultural symbol. Given its importance, the existing multilingualism observed in the schools of Yogyakarta should be preserved, and concerted efforts should be made to achieve a balanced proportion of languages represented within the linguistic landscape.

Furthermore, it can be seen that the focus of the previous studies is contained in the landscape of geospatial of a city, and the second in the detail of public school. As a distinguishing content, this study proposes the novelty over the analysis in religious public space, namely Rasulullah SAW Gallery in Al Jabbar Mosque. By doing so, this study also uses the approach of semantics which is grounded to specify about the linguistic landscape representation by its semantic structures. Finally, this research background has promoted the capacity of ignition, therefore it will be finding about the

linguistic landscape of Gallery Rasulullah Saw in Al-Jabar Mosque, based on the semantic analysis from the explicit (E) to the referent (R) and recognizing cognitive and cultural meaning (C) in such quality meaning.

## **1.2 Research Questions**

Based on the background ignition, this study has the context interest within the discussion of language phenomena within the subject of linguistic landscape upon the iconic West Java province Mosque Al Jabbar and gallery of the Rasulullah SAW within the buildings which in their service served as public and inclusive area. This research study objectively provides the research question as follows:

1. How are the concepts of linguistics landscape represented in the landscape gallery of the Rasulullah SAW at Al Jabbar Mosque?
2. What is the semantic structure in the linguistic landscape of English language panels in The Gallery of Rasulullah SAW at Al Jabbar Mosque?

## **1.3 Research Objective**

By doing so, this research has objective goal in presenting the result of the work of research as follows:

1. In order to identify the concepts of linguistics landscape represented in the landscape gallery of the Rasulullah SAW at Al Jabbar Mosque.
2. In order to examine semantic structure in the linguistic landscape of English language panels in The Gallery of Rasulullah SAW at Al Jabbar Mosque.

## **1.4 Research Significance**

Regarding where this discussion is formed in research study This research has significant impacts in resulting the analysis. Theoretical it creates significant contribution about understanding symbolism and identity. Examining the linguistic landscape in educational and religious contexts through a semantic lens will deepen our understanding of how linguistic elements and visual representations symbolize

cultural identity, values, and beliefs. The research will shed light on how language use and representation contribute to the construction and negotiation of individual and group identities within these spaces. Exploring ideological messages which the study will reveal the ideological messages embedded within the linguistic landscape of educational and religious public spaces. Understanding these messages will provide valuable knowledge about the representation of power, language ideologies, and the dissemination of specific cultural and religious beliefs through signs and symbols.

However, in practical significance contribution. This research is enhancing communication strategies by Examining the semantic aspects of linguistic elements in educational and religious public spaces can guide communication strategies. Understanding semantics structure can help educators, religious leaders, and policymakers effectively communicate their messages and foster a sense of belonging among their respective audiences. Indeed, promoting tolerance and respect, by uncovering the ideological messages present in the linguistic landscape, the research can contribute to promoting tolerance and respect for different cultures, religions, and languages in the determination of landscape. This can be crucial in fostering harmonious relationships within diverse educational and religious communities.

### **1.5 Definitions of Key Terms**

As the necessary to contrast the research and effectively compare the research, this study emphasizes key terms that form the fundamental meanings within the research framework. The definitions of these key terms are presented as follows:

#### **1. Linguistic Landscape**

This term refers to the visibility and prominence of languages in a particular geographic area, typically in public spaces. It includes written signs, advertisements, and other linguistic elements that contribute to the overall linguistic environment of a place.

## 2. Semantic

Semantic relates to the meaning of words, phrases, or symbols within a language or system of communication. It deals with how words and symbols convey specific meanings or concepts.

## 3. Gallery of The Rasulullah SAW At Al Jabbar Mosque

Gallery Rasulullah Saw in Al-Jabar Mosque is a Museum and Gallery about the spread and propagate Islam especially about the history of the prophet Muhammad SAW and Islamic Spread through Indonesia especially in West Java which located at Jl. Cimencrang No.14, Cimenerang, Kec. Gedebage, Kota Bandung, Jawa Barat 40292. The existing of Gallery Rasullullah is cannot be separated with the initiative from the design process for Masjid Raya Al Jabbar commenced in 2015.

