CHAPTER I

INTRODUCTION

In this chapter, the researcher explained the background of the research, statement of problems, research purposes, research significances, scope and limitations, and definition of key terms.

1.1 Background of the Research

Language is one of the important aspects of everyday human interaction. Every day, language is used as a communication tool that allows individuals to convey ideas, feelings, and information to others. According to Lou (2016), language as a means of expression and communication has various advantages and significant roles in shaping and displaying the image of a city. Language is all around us in textual form such as those displayed in shop windows, advertising posters, traffic signs, official notices, etc. According to Edwards (2009) carries out two main functions, namely communicative and symbolic. In this context, language is not only a tool for communication, but also a representation of human knowledge and experience (Halliday & Matthiessen, 2004). In addition to language, symbols can also be multiformat, such as images, body language, sounds, and more. The importance of language in everyday life is reflected in the many linguistic expressions encountered in public places.

In the context of tourism, language plays a crucial role in providing information to local and international tourists about various aspects of the destination (Salim et al., 2012). Language serves as a means of convincing tourists to visit a particular place and share experiences and reports related to that location. More than that, the language became a guide during their visit, especially in pointing out locations they had never visited before. This includes the designation of the right direction, the discovery of the way to hotels, restaurants and other places. The presence of language is so important in the tourism sector that the World Tourism Organization (2001) has introduced information systems involving symbols for people with disabilities, travel routes, outdoor activities, warnings, and safety measures. The creation of a standardized set of public signs and symbols aims to increase the sense of security and satisfaction for tourists. However, the provision of clear and informative signs

and symbols is also the responsibility of the authorities in each tourism destination. The use of language in the tourism sector is the focus of attention of researchers in the field of Linguistic Landscape. In the context of tourism, an understanding of the linguistic landscape is essential to ensure appropriate and relevant information is conveyed to tourists, both in local and foreign languages, to enhance their travel experience.

Linguistics Landscape (LL) is the use of language in public spaces such as shop names, street signs, billboards and others usually found in many cities. Urban areas and metropolitan cities often have higher densities of public space, making them more likely to exhibit rich linguistic landscapes. According to Backhaus (2006), most of LL's research is conducted in urban areas, and the focus is on the existence, representation, meaning, and interpretation of language manifested in public places. The linguistic landscape reflects a complex and diverse urban identity (Hélot et al., (2012). However, LL also does not only exist in urban areas but in rural areas there is also LL although not as much as in urban areas. The term Linguistic Landscape was first introduced by Landry and Bourhis (1997), who defined it as language emblazoned on public road signs, billboards, street and place names, shop names, and government buildings in a particular area, city, or community. In addition, according to Gorter (2006) Linguistic landscape is a study that analyzes the use of language in written public spaces. Used to convey a variety of messages to the general public, including topographic information, directions, warnings, and other elements that can be encountered in public spaces.

From the previous explanation, it can be concluded that LL has become a useful tool for analyzing linguistic characteristics and other aspects of society, such as cultures. The study also confirms that LL aims to discover language variation in society and understand society's influence on language. Thus, LL contributes in shaping the sociolinguistic context in an area. This statement is also reinforced by the views of Gorter (2013) who state that linguistic landscapes always play a role in the formation of sociolinguistic contexts. People process information based on the signs received, and this can affect their perception of the status of various languages, as well as affect their linguistic behavior. For example, it can be seen that Indonesians tend to prefer to use foreign languages rather than words in Indonesian or local

languages on shop signage, reflecting the impact of globalization. In this context, LL is closely related to language which determines whether or not a particular language ideology is strong in a region.

LL in tourist destinations is always an interesting topic to analyze. This analysis can provide insight into the different languages used in the region and reveal a range of issues related to language policy, status, role, and identity. The LL in tourism areas always considers the important role of language in conveying information to local and international tourists. According to Abdullah & Wulung (2021), the use of linguistic landscapes in tourism areas has the potential to provide education to tourists and convey information that is in accordance with the tourism activities carried out, both through the use of one language (monolingual) and several languages (multilingual). The use of language in tourism areas needs to create attraction and creativity, even in terms of signage. In addition, the variety and diversity of language use in tourism areas tends to be more prominent compared to other regions, this is largely influenced by the flow of globalization. Therefore, LL research is used to explore the variety of languages used and determine the features and signs in tourism areas. As a result, LL in the tourist destination can provide an understanding of the language situation, identity, and background context of phenomena through signs in a location.

Research in the field of LL has been conducted in numerous countries such as: Korean (Hong, 2020), China (Nie et al., 2023), Thailand (Ngampramuan, 2022), Malaysia (Mansoor et al., 2023), Russian (Pitina, 2020), Singapore (Zhang et al., 2020), Italy (Calvi & Uberti-Bona, 2020), Africa (Jimaima & Banda, 2021) and Arab (Alomoush & Al-Naimat, 2020). In Indonesia, numerous LL research endeavors have also been conducted on various issues.

This research focuses on the linguistic landscape on Braga street, Bandung, which is a popular tourist destination with a rich history. Braga Street, formerly known as *De meest Europese winkelstraat* van Indie or the main road of European development in the Dutch East Indies, has an exotic European feel and reflects Bandung's cultural heritage. Known for its luxurious shops, entertainment venues, boutiques, cafes, and restaurants, this street creates a diverse linguistic landscape.

The title of this study "Linguistic Landscape on Shop Signs in Braga street as a Tourist Destination in Bandung City," aims to identify the languages used on shop signage and analyze their characteristics. This research has a significant novelty with a focus on the analysis of the linguistic landscape on Braga Street, Bandung, a famous tourist destination that has a rich history and culture. Unlike previous studies that focused on museums, airports, or shopping malls, this study explores the use of language and the characteristics of store signage in a multicultural and multilingual tourist environment.

In addition, the researcher is interested in analyzing the shop signs along Braga street because they have their own characteristics in the tourism sector. This has intrigued the researcher about the way tourist destinations provide signs that can support a multilingual and multicultural society. This research can also provide an overview of the evolution of language in Bandung, especially in the tourism sector, and how it reflects the socio-cultural dynamics in the area. For example, Braga is identified with the concept of youth with the existence of many favorite places of young people such as cafe, photo box, and others, creating an image that Braga is a trending place in society. Linguistic landscapes are not only viewed from a linguistic perspective, but also in a socio-cultural context. This study chose this subject to explore the linguistic landscape in the tourism area, so that readers can understand better about the language conditions in the city of Bandung.

1.2 Statement of Problem

Although much research has been conducted on linguistic landscapes in places such as museums, airports, and shopping malls, there is still a lack of research focusing on linguistic landscapes in tourist areas, especially on Braga Street, Bandung. The shops on Braga Street have high visibility and a variety of signage, but not much has been analyzed to understand how the variations and language characteristics on the signage reflect the identity and socio-cultural dynamics of this tourist area. Braga as a popular tourist destination in Bandung has great potential in providing insight into the use of language in the context of tourism, but in-depth research on language variations and characteristics of shop signage in this area is still limited. This research aims to fill this gap by exploring the use of language and the

characteristics of shop signage on Braga Street, as well as how this affects the tourist experience.

From the background in this research and statement of problem above, this study concludes that there are two questions that will be the main focuses on this research, they are:

1. How are the languages displayed on shop signs in Braga street Bandung?
2. How are the characteristics of languages on shop signs in Braga street Bandung?

1.3 Research Purposes

Based on the formulation of the research question above, this study is intended:

1. To find out the languages displayed on shop signs in Braga Street Bandung.
2. To find out how the characteristics of languages on shop signs along Braga street Bandung.

1.4 Research Significances

Based on the research objectives, this research provides theoretical and practical meaning in linguistic studies, especially regarding linguistic landscapes.
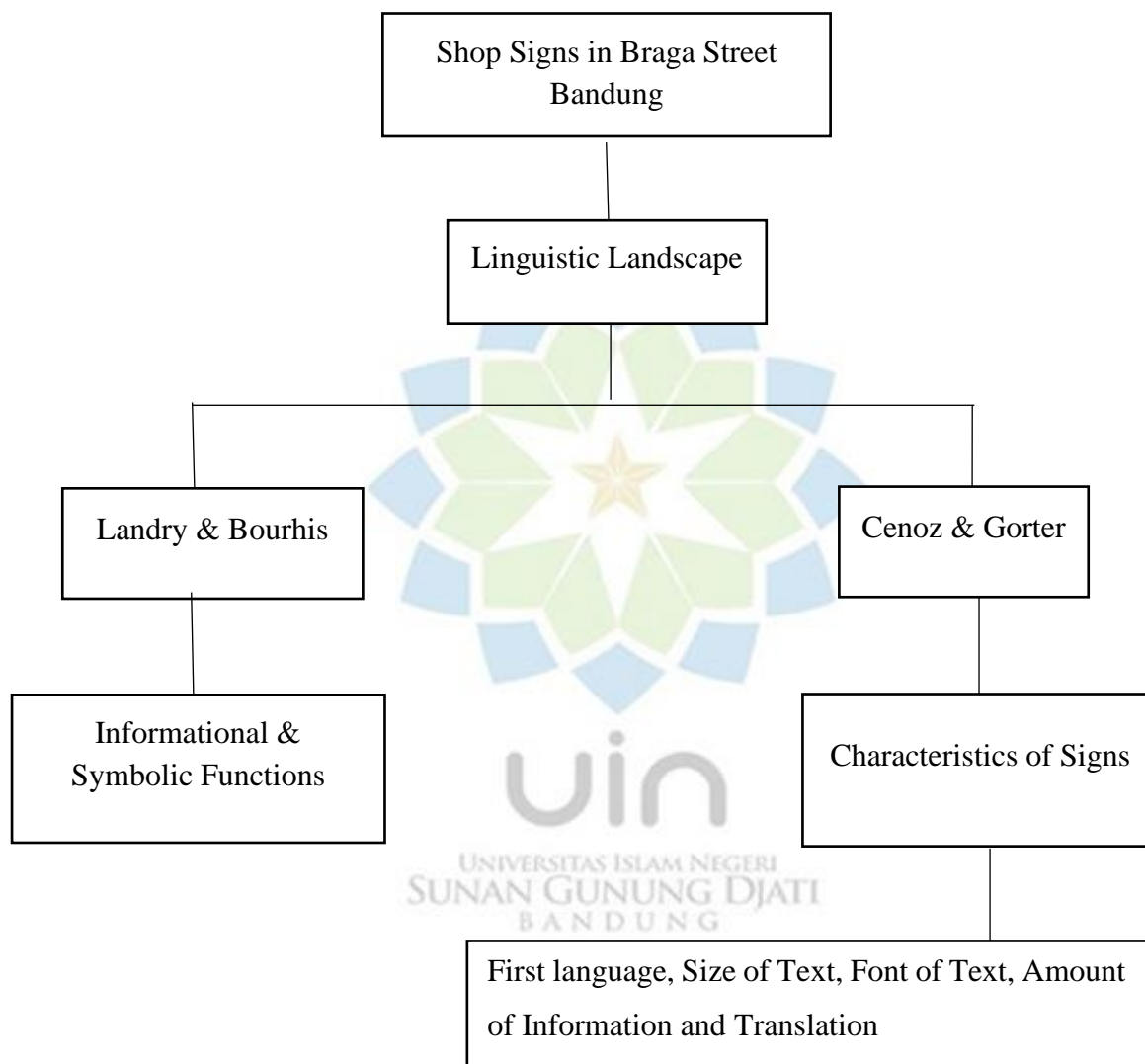
1. Theoretically, this research can add to the study in the field of linguistic landscapes. This research can also enrich additional references for English Language and Literature students, especially those interested in studying linguistic landscapes. And the last one can also be used as a reference for future researchers who want to analyze linguistic landscape problems, especially in the city of Bandung.

2. Practically, this research is expected to contribute to thinking in the field of linguistics, especially linguistic landscape and the researcher hope that anyone who reads this paper such as future researcher, society, can understand more about people's attitudes towards language signs written in their environment.

1.5 Definition of Key Terms

1. Linguistic Landscape is the study of written language in public places such as shop signs, street names, billboards, posters, road signs, and others.
2. Shop signs are boards that provide information about the name of a business to help consumers find the location of the business. These boards are usually placed in front of or around buildings.

3. Monolingual sign is a sign written in one language.

4. Bilingual sign is a sign written in two languages.

5. Multilingual signs are signs written in two or more language uses.

6. Braga street is a street in downtown Bandung, Indonesia.

1.6 Conceptual Framework

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          Shop Signs in Braga Street
                  Bandung
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            Linguistic Landscape
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        │                         │
  Landry & Bourhis          Cenoz & Gorter
        │                         │
  Informational &          Characteristics of Signs
  Symbolic Functions              │
                    First language, Size of Text, Font of Text, Amount
                    of Information and Translation
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1.7 Previous Research

Aisyah (2023) examines how linguistic landscape at the North Sumatra State Museum. This research focused on the variation of the linguistic landscape in the Museum, with the aim of identifying language variation and understanding the function of language in the context of the museum. Using a qualitative descriptive approach, data were captured through visual photographs of informational signatures of historical artifacts in museums, then analyzed to reveal dominant language variations. The results showed that the variation of bilingualism became the most

striking, used to facilitate the understanding of foreign visitors. This provides a deeper understanding of how language is used in the museum's linguistic landscape, especially in the context of increasing information accessibility for visitors with different language backgrounds.

Other studies of the linguistic landscape have been conducted by Ilmia (2022). The researcher described how the linguistic landscape exists at airports in East Java. Researcher focused on researching the languages used, the characteristics of bilingual and multilingual signs, and the function of signs. Researcher completed the study by analyzing 460 images collected from public signs, public notices, images, and billboards in the airport area. The results of this study show differences in the use of language types at Juanda international airport and Abdul Rachman Saleh airport. Juanda uses one language, two languages, and is multilingual, while Abdul Rachman Saleh only uses one language and two languages. Bilingual and multilingual sign characteristics include five main aspects such as the first language of the sign, the size and font of the text, the amount of information, and translation, found at both airports. The function of signs in Juanda includes providing information and regulations, symbolizing something, showing identity, preparing for international visitors, and promoting products, while in Abdul Rachman Saleh, the functions of signs include providing information and regulations, symbolizing something, preparing for international visitors, and promoting products and attracting customers.

Furthermore, there is another similar study conducted by Syamsurijal (2023). The title is *LANGUAGE USE IN PUBLIC SPACE (LINGUISTIC LANDSCAPE STUDY IN SHOPPING CENTERS IN MAKASSAR CITY).* This study aims to describe the linguistic landscape used, describe the dominant language use in the linguistic landscape and find out the reasons for the use of foreign languages in the linguistic landscape in shopping centers in Makassar. Data collection is carried out using documentation techniques. The results showed that in public spaces in Makassar City shopping centers, there are two forms of language use, namely top-down and bottom-up. In addition, the function of language use in public spaces is divided into two, namely the information function and the symbolic function. In addition, the pattern of language use in public spaces consists of two patterns, namely monolingual and bilingual patterns.