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Dini Azmillah
Usep Muttaqin

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The Use of Bilingualism in Sidoarjo Linguistics Landscape

Dini Azmillah [1]
Usep Muttaqin [2]

Abstract
This article aims to present a case of bilingualism, the use of two languages together, in the Sidoarjo linguistic landscape. The data consists of advertisements, street signs, shop names, and other signs collected from three different neighbourhoods in Sidoarjo, Masangan Kulon, Legok, and Taman Pondok Jati. The data are first collected by taking pictures of the signs, which are then classified, and analyzed. It is found that people in those areas utilise two different combinations of languages on different kinds of signs. These combinations are Indonesian and English and Indonesian and Javanese. The order of the languages varies depending on the type of sign. The researcher also found that the most dominant sign found containing bilingualism is shop signs, and the area with the most signs is Taman Pondok Jati. The finding also shows that the most frequently occurring kind of bilingualism in the study is the use of Indonesian and English combinations.

Keywords:
Bilingualism; Language signs; Linguistics Landscape

The study of linguistic landscape refers to the meaning and interpretation of a language displayed as a sign everywhere. The linguistics landscape has become a favourite topic for analysis through the use of language. This is very interesting to analyze because the use of language in this case is applied in the form of signs that we can find every day wherever and whenever, and we know unconsciously that not only images can be used as signs but also languages can be used in the study of linguistics landscape, and the linguistics landscape can analyse the official language policy between top-down and bottom-up signs. The problem in this case is our lack of awareness that, from time to time, the linguistics landscape has used more than one language.

Language can be spoken and heard. Language can also be displayed as a single word with a deep meaning in different colors, shapes, sounds, advertisements, and so on. The purpose of the linguistic landscape is to describe and identify patterns of language that can be present or not in the public space and to understand the motives, pressures, and interactions of people toward the signs. The other purposes of the linguistic landscape may serve important informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory (Landry & Bourhis, 1997). The linguistic landscape can also provide information about the sociolinguistic composition of the language groups inhabiting the territory in question (Landry & Bourhis,

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[1] Universitas Islam Negeri Sunan Ampel, Surabaya. Email: dini.azmillah@gmail.com
[2] Universitas Jenderal Soedirman, Purwokerto. Email: usep.muttaqin@unsoed.ac.id

1997). Linguistic landscape study is based on a variety of theories such as; language policy, semiotics, sociology, literacy studies, and so on. Many of the theories presented above depict linguistic landscape as a discussion or study of language and society. Landry and Bourhis (1997) provide the first definition of linguistic landscape study, stating that;;

> "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to from the linguistic landscape of a give territory, region, or urban agglomeration." (Landry & Bourhis, 1997).

Based on the preceding definition, all concepts pertaining to linguistic landscape studies are elucidated. The linguistic landscape is equivalent to a direct or indirect reflection of the role that language plays in society. As previously stated, the linguistic landscape is tied to society, and this study can assist individuals in learning about the various languages.

Numerous researchers have analysed linguistic landscapes, including Huebner (2006), who studied the language landscape of Bangkok, the Thai capital. According to the country's official language policy, Thai is the national state language, while English is utilised for wider communication. The empirical study entitled "Linguistics Landscape in the City of Ghent" was undertaken by Ann-Kitrien Botterman (2010). The researcher examines the linguistic landscape of Ghent along two distinct axes. The languages being studied in this instance are the two official languages of Belgium, Dutch and French, as well as English. The researcher use both qualitative and quantitative approaches. According to the findings of the study, Dutch is the dominant language on both axes. The second is the significant role that English plays on both axes as a result of language fetishism and expanding globalisation. It was discovered that French played a little influence, with a clearly greater EV in the city centre.

The next is Dele Olufemi Akindele (2011), who conducted the study titled "Linguistics Landscape as Public Communication: A Study of Public Signage in Gaborone, Botswana". This study aims to show that Linguistics Landscape can provide valuable insight into the linguistics situation, including common patterns of language usage, official language policies, prevalent language attitudes, and the long-term consequences of language contact, among others. The data collected from street signs, advertising signs, building names, warning notices and prohibitions, billboards, shop signs, informative signs, etc., The conclusion of the study is that in Gaborone city, there is a move toward multilingualism among English, Setswana, and Chinese. This is because of economic activity and globalization. The use of English dominates the landscape, as it is in the case of other Anglo-African countries.

Another topic of the linguistc landscape study is Javanshir Shibliyev (2014), who conducted the study titled "Linguistic Landscape Approach to Language Visibility in Post-Soviet Baku". The purpose of this research is to apply the concept of linguistic landscape as a social science theoretical framework to language visibility in post-Soviet countries. To analyse the study, the researcher focuses on both top-down and bottom-up signs in the central part of Baku to detect the official language policy and to determine whether the official language policy is supported by the entrepreneurs. The results show that the shift has radically changed the functional balance of language power. Russian power was the weakest during the Soviet period, followed by English power.

Jing-Jing Wang (2015) conducted the study titled "Linguistics Landscape on Campus in Japan–a Case Study of Signs in Kyashu University". This study aims to investigate the languages on signs displayed on the Ito campus of Kyushu University, which is a new attempt to collect data outside urban areas.

This study only focuses on the use of language that exists in urban areas. The researcher used questionnaires as a research instrument to find out the students' attitudes towards a multilingual campus. The results show that for their academic life, students value bilingual ability a lot; in their daily life, students maintain multilingual contact to a certain degree. Another result shows the important languages chosen by the students are in conformity with the language usage in reality, despite a difference in order.

Sughrua et. al. (2017) conducted a study titled "From Linguistics Landscape to Semiotic Landscape: Indigenous Language Revitalization and Literacy". The researchers conducted this study because of endangered indigenous languages in Mexico, with linguistic landscape production helping indigenous language literacy. This aims to analyse the role of social actors in the linguistic landscape production who believe that it can be separate from the indigenous and that the interconnection of language (involving remembering) becomes the semiotic landscape. The researchers use multimodal and multiliteracy methodologies. It can be considered a channel of language revitalization that has functioned as a space for the interconnection between language and remembering. The results of the study show that the semiotic landscape allows written language (discourse) to interact with other discourses (visual images, spatial practices, and cultural dimensions), which helps the emergence of indigenous self-representation and cultural values and works toward the revitalization of the Ixcatex language in southern Mexico.

Shayla A. Johnson (2017) conducted the study titled "Multilingual Trends in Five London Boroughs: A Linguistics Landscape Approach". This study aimed to analyse the multilingual linguistic landscape of the linguistically diverse globalised mega-city, the linguistic impacts of colonialism on the coloniser with respect to signage in the linguistic landscape. The data was collected and analysed in terms of 2,062 signage items.

The discussion of the study noted multilingual signage situations in each borough with respect to the formal (top-down) and informal (bottom-up) nature of the signage. The findings of this study document the significant impact of colonial and EU languages on London's linguistic landscape.

Danielle Zimny (2017) conducted the study titled "Language and Place-Making: Public Signage in The Linguistic Landscape of Windhoek's Central Business District". This study aims to analyse the public signage on Independence Avenue in Windhoek, Namibia. The others are, to an extent, Namibia's language policy and the real language practises of Namibians. This aims to learn how commercial and non-commercial entities place and design public signs differently and what this may reveal about their identities. This study uses quantitative analysis as the methodology. The discussion itself, through the drew of direct relations between the prevalence of languages in the public signs of the linguistic landscape and the ethnolinguistic vitality of such languages, The findings of the study show that the linguistic landscape showed a dominant use of English both in the physical and online space of Independence Avenue that contrasts with the actual language practises of most Namibians. The finding also shows that public signage is separated into zones with very different qualities. The central zone seems more exclusive and geared toward tourists, while the two perpendicular zones seem more like places of necessity.

However, these earlier research lack bilingualism. In this section, the researcher will go deeper into the use of bilingualism displays as sign in Masangan Kulon, Legok, and Taman Pondok Jati, three neighbourhoods chosen by the researcher. The researcher chose these three neighbourhoods because they are lined with several stores or house stores, and one of them is also known as a market (Legok Market). The researcher is interested in the languages utilised in the linguistic landscape of three distinct Sidoarjo neighbourhoods, as

well as the contrasts between these neighbourhoods.

LINGUISTICS LANDSCAPE

Landry and Bourhis (1997) defined the term "linguistic landscape" as "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combined to form the linguistic landscape of a given territory, region, or urban agglomeration." (Landry & Bourhis, 1997). From that definition, it can be drawn that the linguistics landscape is divided into 6 kinds of signs. The definition of linguistic landscape above can be the background to analysing signs, and it shows that the kinds of signs can be found in shops, markets, government buildings such as schools, campuses, museums, offices, and so on. Landry and Bourhis have a study that looks at how languages are used in public places and how they are kept alive in a bilingual setting. They also make a clear connection between the linguistic landscape and the theory of ethnolinguistic vitality. Based on Landry and Bourhis, only the language of the dominant group may be found on outside public signs, whereas the weaker language may coexist with the dominant language on signs inside state and private buildings. It might be found that public signs are written bilingually with the dominant language displayed on each sign rather than the weaker language.

People's status influences the types of language used, which are displayed as signs such as high and low status. The high status uses formal language and is more visible in public than the lower status. From the explanation before, the high and low status language use can be similar to the government's signs and private signs. The difference between government and private signs is in the kinds of signs. The government signs refer to street names, road signs, place names, and the other signs of government buildings such as; schools, universities, offices, hospitals, and so on. Then, the private signs refer to advertising on billboards and advertising signs that are on public transportation, on private vehicles, and also on business institutions such as stores and banks. Language diversity in private signs may most realistically reflect the multilingual nature of a specific territory, region, or urban agglomeration from a sociolinguistic standpoint (Landry & Bourhis, 1997). The first is that they propose that "the linguistic landscape is a sociolinguistic factor distinct from other types of language contacts in multilingual settings" (Landry & Bourhis, 1997), which brings the study into the realm of "discrete research.".

Many researchers conclude that the use of linguistic landscape in an area that displays multilingual and multicultural gives a good impression of the ethnolinguistic of the languages in the area, as the linguistic landscape is considered "the most salient marker of perceived in-group versus out-group vitality" (Landry & Bourhis, 1997). These conclusions are grounded in an understanding of language and society in which the use of language is directly and exclusively linked to certain defined, homogenous groups of language users

METHOD

In this study, the researcher chose quantitative content analysis. The quantitative research approach is defined by Aliaga and Gunderson (2002) as "explaining events by gathering numerical data and analysing them using mathematically-based methods (in particular statistics)". A quantitative analysis based on Luk, Mieke, and Robert in which signs in various linguistic codes collected in a defined area (or areas) are counted, categorised, and compared. In quantitative research, numerical data should be collected. This relates to the conclusion of the definition, which states, "using a mathematically-based method." For mathematically based procedures to be applicable, the data must be in numerical form. This has not been successful using the

qualitative method. The final portion of the definition refers to the application of mathematically based techniques for data analysis. Using the proper data analysis tools is vital, but it is even more important to employ the proper study design and data gathering devices. However, the use of statistics to analyse the data deters many individuals from conducting quantitative research, as the mathematics underlying the procedures appear intimidating.

The data counted in quantitative analysis are called variables. There are two kinds of variables: categorical variables and continuous variables. Categorical variables are those variables that can be easily separated; the examples include things like colors, language, and others. Then, continuous variables cannot be easily classified into categories, for example, the ages of people.

The data for this study was gathered from all of the signs in three different Sidoarjo neighborhoods: Masangan Kulon, Legok, and Taman Pondok Jati. All of the signs were taken from advertising signs, street names, shop signs, road signs, etc. After collecting the data by taking pictures of every sign that is on the roadside, the researcher calculated and classified them in terms of the use of language that is displayed as signs and the kinds of signs in those three neighbourhoods, as well as the marks used in the form of images or language as a visual. The researcher also used a table to explain the signs of each neighbourhood and the percentage.

RESULT AND DISCUSSION

From the whole data collection, the researcher gets some kinds of signs that exist in three different neighbourhoods, such as shop sigs, road signs, street names, advertisements, and so on. The signs that the researcher found are used in different languages.

The researcher found the use of bilingualism displayed as a sign, especially in shop signs. The researcher took 2 data from different neighbourhoods: Legok and Taman

Figure 1

Figure 2

Figure 3

Pondok Jati. From these two signs, they used two combination languages, Indonesian and English, but there are differences between those signs. First, the language that these signs use. In the first figure, the dominant language is English, and for Indonesian, just 2 words. In figure 4, there is no dominant language.

Between Indonesian and English, the number of words is the same (6 words). Second is the position of the language. In figure 4, the Indonesian language is at the beginning and English is at the end. The use of Indonesian and English in figure 5 is the same, both at the beginning and at the end. Those signs are included in private signs.

languages. Figure 6 uses Indonesian-Javanese in the beginning and the middle, whereas figure 7 uses the Javanese language only at the beginning. The dominant languages that are displayed as shop signs are Indonesian and Javanese. Those signs are also included in private signs.

Figure 4

Figure 2

Figure 1

Figure 7

Figure 8

The next explanation is in shop signs, in Legok and Taman Pondok Jati. These two signs are for the same shop about food, and these two signs use the combination of Indonesian-Javanese languages. These two signs have differences in the position of the
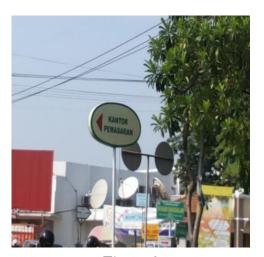
The third is in the place names. The researcher took the data from Taman Pondok

Jati and Masangan Kulon. The similarity between those signs is the use of language, which is the Indonesian language. Figure 8 is the name of the office with an addition pointing to the left side of the road. Figure 9 is the name of the tomb with the addition of the specific place.

Figure 9

of the languages. Figure 10 uses English at the beginning and at the end. Figure 11 uses English only at the begining. Figure 12 uses the English language at the end of the board. So, from the advertisements and signs below, the dominant language is Indonesian.

Figure 11

Figure 10

Figure 12

Table 1. The types of linguistic landscape

	Masangan Kulon	Legok	Taman Pondok Jati
Road Sign	1	7	10
Shop Sign	21	52	95
Street Name	1	5	3
Advertisements	1	2	9

The fourth category is advertising signs, from three different neighbourhoods (Masangan Kulon, Legok, and Taman Pondok Jati). The similarity between the advertisement signs is the use of bilingualism (Indonesian-English). The differences are in the positions

The types of linguistic landscape are the first differences between three different neighborhoods. From three types of linguistics landscape that the researcher got from taking a picture, in Masangan Kulon

there is no street name sign, but there are more signs of shops, with a total of 21 signs, and then the researcher found the one road sign in that place. In contrast with two other neighbourhoods, in Legok, all three types of linguistic landscape are found; road signs, with a total of seven signs; the second is shop signs, with a total of 52 signs; and street names, with a total of five signs. The last neighbourhood in Taman Pondok Jati also found all three types of linguistic landscape; road signs (10 signs), shop signs (95 signs), and street names (3 signs). There is one advertisement for Masangan Kulon, two signs in Legok, and nine signs in Taman Pondok Jati. The most dominant sign in all three neighbourhoods is the shop sign, because in all three neighbourhoods there are many shops or house shops that are in line, especially in Taman Pondok Jati. One of the neighbourhoods (Legok) is also called a market. It is said that the neighbourhood has many of the shops.

Table 2. The language(s) used as a signs

Language	Masangan Kulon	Legok	Taman Pondok Jati
Indonesian	16	28	39
Indonesian-English	6	23	68
Indonesian-Java	2	15	10

The second distinction is the language(s) used to represent Linguistics Landscape as a sign. The above table shows three different languages, which are two different languages combined. The first language is Indonesian, displayed as a sign in three different neighbourhoods. This language is used by 16 signs in Masangan Kulon, while it is used by 12 signs or 28 signs in Legok. Then in Taman Pondok Jati, there are 39 signs that display the Indonesian language. The first combination of languages is Indonesian and English. In Masangan Kulon, there are 6 signs that use Indonesian and English as a language display. Then in the second neighbourhood (Legok),

there are 23 signs that use these two combination languages, and in the third neighbourhood (Taman Pondok Jati), there is the most use of these two combination languages, with a total of 68 signs.

The second combination language is between Indonesian and Java. This is the lowest of the three different languages spoken. In Masangan Kulon there are 2 signs, then in Legok there are 15 signs, and the last neighbourhood (Taman Pondok Jati) has reduced 5 of the 15 signs in Legok that used these languages (Indonesian and Java). People in Masangan Kulon and Legok prefer to use Indonesian language signs, whereas people in Taman Pondok Jati prefer to use a combination of Indonesian and English language signs, particularly in shop signs.

Table 3: the most used signs

Masangan Kulon	Legok	TPJ
24 items	66 items	117 items
11,59%	31,88%	56,52%

Table 3 shows the total of the whole signs in each neighbourhood and follows at the bottom with the percentages of the signs in three neighbourhoods. From table 3 above, the researcher found the highest items and percentage that were reached by Taman Pondok Jati, with 117 items and 56,52%, and then, the second position was held by Legok, with a different number of 51 items and a percentage of 31,88%. The lowest position was held by Masangan Kulon with 24 items, and it got 11,59%.

CONCLUSION

The linguistic landscape of three neighbourhoods in Sidoarjo is found in the kinds of signs such as: road signs, shop signs, street names, and advertisement signs. The languages that are used as signs in those three neighbourhoods are Indonesian and two combinations of languages, such as Indonesia-

English language and Indonesia-Javanese language. The most populated neighbourhood that used the signs to communicate indirectly with the others is Taman Pondok Jati, with a total of 117 items, and the precentage is 56,52%. The second position was reached by Legok with a total of 66 items, and the percentage is 31,88%. The lowest neighbourhood is Masangan Kulon, with a total of 24 items, and the percentage is 11.59%.

The researcher found three differences between those three neighbourhoods. The first is the linguistic landscape found in every neighborhood, which includes road signs, shop signs, street names, and advertisements in varying amounts. In Masangan Kulon, I just found 1 sign. Legok (7 signs), TPJ (10 signs). The highest number of shop signs is in Taman Pondok Jati with 95 signs, followed by Legok with 52 signs, and Masangan Kulon with 21 signs. The lowest number of the kinds of signs are street names with the number of each neighbourhood (1 in Masangan Kulon, 5 in Legok, and 3 in Taman Pondok Jati). The three neighbourhoods with the most signs in Masangan Kulon are Masangan Kulon (1 sign), Legok (2 signs), and Taman Pondok Jati (9 signs). The second distinction pertains to the language(s) used as signs, which is related to the study's title, the use of bilingualism.

The languages that are displayed as signs are Indonesian and two combinations of languages, such as Indonesian-English and Indonesian-Java. Indonesian and Indonesian-English are the most commonly used languages. People in Sidoarjo, especially in three neighbourhoods, prefer to use bilingualism (Indonesian-English languages) displayed in the form of signs to communicate indirectly with each other. The third difference is in the position of language or bilingualism between the three neighbourhoods. The position of bilingualism is dominated by Indonesian-English.

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