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LANDSCAPE LINGUISTICS OF PUBLIC PLACES IN LABUHANBATU UTARA

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ABSTRACT

This study aims define which languages predominate in the Labuhanbatu Utara landscape, how texts are used, and why the texts are used. The study also suggests that societies, stakeholders and governments value local languages (expressions of cultural identity) and the Indonesian language as national identities to communicate formally or informally, especially in public settings. A descriptive qualitative design was used for this research. Bogdan and Biklen (1992) said that qualitative research is descriptive, i.e., it explains what is happening and what the data reveals. The research data was taken from the writings displayed on the nameboard, roadmap, mosque, store, pamphlet, billboard, etc.. installed in the data source in Labuhanbatu Utara. The study's data collection techniques included observation and documenting. According to the study's findings, the Indonesian language and local language have been used more and more in the past, especially in the landscape of government areas.

Keywords: *Landscape Linguistic; Public Place; and Labuhanbatu Utara*

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INTRODUCTION

The linguistic landscape is the scientific study of public space by examining the language used in public space in different languages and their patterns. Generally refers to signs displayed outside or inside a public facility or private enterprise. For example: Golter (2008:1) We claim

that language is all around us, expressed in shop windows, billboards, posters, advertisements, traffic signs, etc. It also means the realization of multilingualism symbolized by linguistic diversity in the public construction of publicity. When we leave our homes and go to apartments, highways, offices, commercial centers, educational centers, religious sites, everywhere, we see so much text in the form of plaques, street names, directions, etc. increase. , banners, etc. There are also many mobile texts attached to all kinds of vehicles as you sit and enjoy the passing of the cars. Of course, these texts are intended to provide information about place names, names of goods and services, information, etc. Landscape linguistics is mass communication in the form of extra-spatial symbols, such as road signs, billboards, place names and street names (Mulyawan, 2021).

Also, pay attention to how the languages are chosen to fill in the text. There are bilingual languages, which are Indonesian, English, traditional monolingual, or a combination of English and vice versa. The main focus of Landscape Linguistics (LL) is to demonstrate the clarity (visibility) and importance of written language used in public spaces. In summary, LL is a portrait of the linguistic situation in public space. General patterns of language use, language features, and language preferences in a region or country. The linguistic landscape is also the existence of language between spaces and places. Thus, (Farran, B., Hortobágyi, 2020) LL was found to account for some of the interdisciplinary research on the existence of various language problems interacting with other languages in public settings. rice field. Although LL is a relatively new term in linguistics, the concept has touched on other concepts such as sociolinguistics, multilingualism, linguistic politics, cultural geography, semiotics, literature, pedagogy, and social psychology.

Through the interaction of language in public space, we can understand the symbolic construction of space and the use of language to mediate social and political relationships. This is confirmed by the statement (BenRafael, Eliezer, Shohamy, Amara, 2006) that it points to a language object that marks a . On the other hand (Landry & Bourhis, 1997) proposed that Landscape Linguistics (LL) has her two functions, an informational function and a symbolic function. In the information function, the meaning of symbols distinguishes geographical regions of population and gives language to place names. In other words, the language acts as a marker in the area of the speaking community, distinguishing it from other densely populated areas with other languages.

North Labuhanbatu (Labura) is a regional autonomous region and its capital is Aek Kanopan. The people of North Labuhanbatu District are a heterogeneous community made up of diverse ethnic groups including Batak, Javanese, Malay, Acehnese and other ethnic groups. They speak 3 languages i.e. the local language (Batakese, Kualuh Malay, other ethnic groups etc.). national language (Indonesian); and foreign languages (English, Mandarin, Indian The language developments of Labuhanbatu Utara especially in the public area for example in the government office are better than in the private area. In addition, North Sumatra Provincial Ordinance No. 8 of 2017 aims to give priority to the Indonesian language and protect the local language and literature, which is being implemented in government departments of Labuhanbatu Utara. Republic of Indonesia Law No. 24 of 2009, Law on Flag, Language, Emblem and Anthem. General guidelines for Indonesian spelling. On the other hand, most of the languages used in the private sphere are foreign languages, especially English. There are several reasons for this; business minded, prestige, lifestyle. The purpose of this research is to define which languages predominate in the Labuhambatu Utara landscape, how the texts are used, and why the texts are used. The study also suggests that societies, stakeholders and governments value local languages (expressions of cultural identity) and the Indonesian language as national identities to communicate formally or informally, especially in public settings. intended to make a approach.

Linguistic Landscape (LL) examines the visibility of letters in public space signs. The term LL was first defined by Landry and Bourhis (1997) as the language used in public road signs, billboards, street names, place names, commercial store signs, and public signs of government buildings, form the linguistic landscape of a particular region. A region, or group of cities. Written language forms the study of the linguistic landscape in public space signage. Landry and Bourhis (1997) were the first experts to define LL, the linguistic landscape is the visibility and prominence of a language in public and commercial signage in a particular region or region. , the term refers to: "The language of public road signs, billboards, street names, place names, commercial store signs, and public signage of government buildings together form the linguistic landscape of a particular locality, region, or urban cluster.

Recognized in the use of language is the concern of Landry and Boolis. This refers to the language that everyone in a particular region can see (Bourhis & Landry, 2002). "Linguistic diversity in LL is influenced by multilingualism and bilingualism. It is a common phenomenon in this world. has meaning" (Gorter, 2007). Functions of the linguistic landscape Functions of the

linguistic landscape are informative and symbolic. According to Landry and Bourhis, 1997, "Informative functions mark the boundaries of the domain of language groups. They indicate that a particular language or languages are used in communication or selling products. On the other hand, symbolic functions It relates to the value and status of the language under consideration. Golter (2007) stated that in Linguistics Landscape characters also have linguistic diversity, A linguistic landscape can tell the identity of any region. There is a language landscape. The languages in the linguistic landscape are Local social scale. Letters containing languages are named language landscape. However, there is only one language. Part Top-down and bottom-up, and from the diversity of languages in linguistics, as well as the various features available in the linguistic landscape Landscapes and language landscapes also have their own features, such as: Providing information, warnings, promotions, etc.

Moreover, the English word "Semiotics" comes from the Greek *sēmiōtikéepistēmē*, meaning the science (*epistēmē*) of signs (*sēmēion*, *sēma*). A sign is an object that tells something-a message. We need someone who understands them, that is, an interpreter. According to many scholars such as Ferdinand de Saussure, M.A.K Halliday, Saragih, Fawsett and Sebeok mentioned that semiotics is the study of semiotic systems and symbols and their use in interpretation. Semiotics therefore examines symbols in terms of their function in symbolic processes within symbolic systems. Those involved in semiotics include linguists, philosophers, psychologists, sociologists, anthropologists, literary scholars, aesthetic and media theorists, psychoanalysts, and educators. Traditionally, semiotic analysis examines the role of signs and the role they play at the social and cultural level. As (Chandler, 2007) points out, semiotics is important because it helps us not take 'reality' for granted as a purely objective entity independent of human interpretation. She teaches us that reality is a system of signs. The study of semiotics helps us to become more aware of reality as structure and the role we ourselves and others play in that structure. It helps us understand that information and meaning are not "contained" in the world, in books, in computers, in audiovisual media... Meaning is not "given" to us. We are actively creating meaning according to the complex interplay of codes and conventions that we are not normally aware of. Recognizing such codes is inherently fascinating and intellectually empowering. Learn things that can only be understood through code. By studying semiotics, we realize that these symbols and codes are usually transparent, obscuring our task of "reading" them. Living in an increasingly visualized world of symbols, we must learn

that even the most "realistic" symbols are not what they seem. In addition, the use of symbols cannot be avoided in all aspects of human life. Sending information to someone who interprets or deciphers the symbols. Symbols may operate through any of the senses: sight, sound, touch, smell, or taste, and their meaning may be intentional, such as a word pronounced with a particular meaning, or Sometimes it's unintentional, like words pronounced with a particular meaning. B. A symptom that is indicative of a particular medical condition.

Furthermore, North Labuhanbatu Regency (Labura) is a regional autonomous region which is still in the developmental stage of development with the capital city of Aek Kanopan. The people of North Labuhanbatu district are heterogeneous communities consisting of various ethnic groups including Batak, Javanese, Acehnese and Malay. One of the interesting things about this area is about language. The language used by the community in general is Kualuh Malay which originates from the coastal communities of the Kualuh river, namely Kualuh Hilir (Kampung Mosque), Kualuh Leidong (Tanjung Leidong), Kualuh Selatan (Tanjung Pasir and Gunting Saga) and Kualuh Hulu (Aek Kanopan). Kualuh Malay is used as a language of communication by almost all levels of society in their daily activities. And the Kualuh Malay language dominates as the language of instruction in the daily activities of the people of North Labuhanbatu which is used by almost all ethnic groups in the region.



It can be seen here that the North Labuhanbatu district is an area with a pluralistic society and can be said to be the center of various economic, social, educational and other social activities. This pluralism is further encouraged and supported by the fact that members of the community always meet and interact with members from other communities in the vehicle for activities. In the field of language, this fact has resulted in an increasing variety of codes owned and controlled by the members of that society. Multilingual naturally occurs in multicultural areas. This process occurs because of habit, where one language dominates another. This is due to the need for communication processes and mastery of a language. Likewise with the people of

the North Labuhanbatu district which is a multicultural area and ultimately the cultural diversity influences each other both in terms of customs and language.

METHODOLOGY

This research uses the descriptive qualitative method as the research design. In the descriptive qualitative method, the data were systematically and accurately analyzed based on the theory applied in the study. Bogdan and Biklen (1992) explain that qualitative research is descriptive which means what is going on and what data shows. In short, the descriptive method is a method that understands the phenomenon through the process of observations, interviews, and other sources of information based on the collection of data. The research data was taken from the writings displayed on the nameboard, roadmap, mosque, store, pamphlet, billboard, etc.. installed in the data source in Labuhanbatu Utara, such as Kualuh Hulu, Kualuh Hilir, Kualuh Selatan, Kualuh Leidong, Aek Kuo, Na IX X, Aek Natas and Marbau. Data was taken base on government area, business area, and multietnict area. The writers used documentation and analyzation method. The writers collected some picture of Linguistic Landscape in Labuhanbatu Utara, especially in the government area and private area. The writer eleborate some picture of Linguistic Landscape in Labuhanbatu Utara, especially in the government area and private area. The writer then selected and analyzed some Linguistic Landscape that have been found in Labuhanbatu Utara. In analyzing the data, the researcher used the theory proposed by Miles, Huberman, and Saldana (2014) namely: data collection, data condensation, data display and verification, and conclusion.

FINDINGS AND DISCUSSION

This present study concerning the linguistic landscape applied in public places of Labuhanbatu Utara. Moreover, concerning the categorize all the texts into those of Bahasa Indonesia (BL), Foreign Language (FL), and Local Language (LL) applied in public places of Labuhanbatu Utara.

Findings

Bahasa Indonesia (BL)



The data above shows that the Indonesian language is used by Labuhanbatu Utara Government. This shows the Indonesian language used massively in government buildings. In Labuhanbatu Utara, the use of Indonesian is also evident. The data shows it is nameplates are found in culinary businesses, here are fashion, and beauty salon. Linguistic data indicating the existence of monolingualism also appears in Indonesian.



These data indicates that the store-name board followed by subtitle forms a complementary meaning. The emerging subtitle is characteristic of the product being sold. The subtitle also serves to provoke consumers to enjoy the dish being sold. In addition, the subtitle also gives the impression of additional services, for example on "Soto Ayam, Ayam Jingkrak, Menerima Pesanan". In addition, subtitle also wants to show the popularity of the owner. In addition to culinary, the use of Indonesian language also appears in other business fields, such as

Toko Adik Kakak, Laris Berkah Iwi Tanjung, Jaya Mulia, Pengobatan Shin She, Wisata Sawah Labura,

Foreign Language



The data presented above demonstrate that English usage is closely related to modern needs. Even when translated into Indonesian, the terms used are less related and awkward. The signs on display are for goods and services related to the modern era (globalization). Furthermore, it was discovered that some businesses in Labuhanbatu, Utara, use English. like Yunie Home Gallery, Hauma Hela Hill, Dan's Barbershop, and Herta Collection. When we see, furniture, barbershop, and a flower bouquet is a modern culture. This shows that the existence of a global culture exists in Labuhanbatu Utara. There are several reasons why these landscapes use English rather than Indonesian. These four landscapes are located at Aek Kanopan. It uses English attracts for certain reasons; first, as traders, they usually prefer to use using English to make Indonesian into English aims to maintain a positive image of Indonesia. It also brings prestige to the dealer's business. the dealer said There are positive reasons why English makes a good impression, is interesting, and so on. Fashionable, more trendy, more intelligent, not outdated. Traders or businessmen simply imitate other businessmen to use it English to convince customers. They found that other English-speaking business people were more successful than non-English speakers. We want them to be successful too. When it comes to semiotics, businessmen really made good use of semiotics. They showed signs and symbols. However, I

want everything to run immediately Because it is "short" in business orientation without being conscious of the grammar system. better".

Local Language (LL)



Based on the road signs that the researchers found above, it is evidence that North Labuhanbatu still uses the regional language as a road guide, and the first photo is a notification that there is a market center that will be held that day in a village located as pictured, with railroad tracks. This proves the importance of using local languages so that all people can know the information to be conveyed clearly and unambiguously, in naming this aspect. And the community should also realize that there is no need to be proud to use the local language, in the sense that they should not be ashamed to use the local language to give names to the business fields they want to start.

The names of the place also become the characteristics of language preservation can be used through the naming of government buildings. The more choice of language code with all the advantages offered makes the larger the other languages to use. At least, the government

agencies in Labuhanbatu Utara have realized aspects of the use of the local language and Indonesian by enabling use the Indonesian language properly, such as the sample data in the first and second pictures, regarding the name of the government building or service office that uses it Indonesian. For society, of course, requires progress and globalization is unavoidable. However, the need for regional languages is also not abandoned. This is a characteristic of preserving Bahasa Indonesia and local languages.

The policy to be taken or applied, for this, we must be aware that we ourselves are users of the local language and Indonesian. We are the hosts. Therefore wherever we are, we are respected by other nations. We must be smart in using Indonesian and when we speak a foreign language. And the policy that must be implemented is that for the regions we must be able to adjust that we must use the regional language and use Indonesian for formal meetings, but we must not ignore the use of foreign languages, we must also master foreign languages, the most important thing is we must know where we use the three languages. And several policies that can be taken are to oblige the whole community, including regional students to always use the local language and preserve it, then use Indonesian properly and master foreign languages well.

CONCLUSION

This study found that the Indonesian language and local language have been used more and more in the past, especially in the landscape of government areas. There are a total of 38 Linguistic Landscapes that I found in North Labuhanbatu district, which include various aspects, for example sales, street names, buildings, shops, restaurants, and other places. And from the whole data; of the 38 data, there are 24 data using Indonesian, 6 data using foreign languages, and 8 data using local languages.

On the other hand, English is still the dominant language used in the private atmosphere. I hope that Indonesia, especially Labuhanbatu Utara, will recognize that the Indonesian language is our identity. Labuhanbatu Utara should serve as an example of proper Indonesian usage, especially in open terrain. In summary, some texts are used entirely in government contexts. However, it is partially used on private property. Government areas follow the rule of using Indonesian and local languages. On the other hand, they tend to use foreign languages or business-oriented English for private purposes.

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