Language used in shop signs in Kamal, Madura: virtual landscape linguistics using google street view

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Abstract. This study aimed to investigate the languages used in shop signs in Kamal, Madura using an internet application namely Google Street View. Within the framework of the linguistic landscape approach, it has to do with the existence, distribution, and factors influencing the existence of languages. This analysis used descriptive-qualitative methods. The data was pictures of shop signs in that area which was chosen by several criteria. The signs that we chose was sign in Kamal main road, it was only business signs, and we only analysed the name of the business signs. By using that criteria, we found 277 signs for our data. The data was analysed quantitatively to know the distribution and factors influencing the existence of languages in the signs. The findings revealed that the shop owners still used languages other than the Madurese language in their shop signs, such as English, Korean, Mandarin, and Arabic, with Indonesian being the most dominant language. It implies that as one of the gates of Madura, there is modernization and diversity demonstrated by the use of foreign languages in the area. It also supports the idea that the people in Kamal Madura are heterogenous. Moreover, using the Indonesian language in that area implies loyalty to the central Government’s language policy.

Keywords: Linguistic Diversity, Madura, Multilingualism, Shop Sign, Virtual Landscape Linguistics.

1 Introduction

Language is an important aspect of communication. Its primary function is to facilitate the interaction between speakers [1]. As a country of ethnic and tribes, Indonesia has many local languages [2]. Therefore, the majority of Indonesian people are bilingual [3]. They use the local language as their mother tongue and the Indonesian language as the country’s official language to communicate with friends and family from different tribes and regions.

One of local languages in Indonesia is Madurese. This language is spoken by Madura people, who live on Madura Island and outside the island as in daily communication [4]. As a local language, Madura is number three among the ten most spoken local languages in Indonesia and number five among the top ten ethnic groups in Indonesia [5].

However, recently, Indonesian language become more popular in Madura, especially in Kamal, Bangkalan. As one of the gates to Madura Island, Kamal has a heterogeneous community. It is a well-developed area in Bangkalan and become the most prepared area to be an industrial area in Bangkalan District [6]. It is influenced by several factors. Several people in Kamal work in Surabaya. Besides, the existence of the state university, Universitas Trunojoyo Madura, increases the number of immigrants in the Kamal so that the people in Kamal area are heterogeneous.

Moreover, the geographical location of Kamal which is close to Surabaya influences the language used in that area. Most people there used the Indonesian language when speaking with the immigrants. They will only speak Madurese with local people. It raises a question about what languages are used in public areas, especially in the shop signs there? As what Sakhiyya had mentioned that in three big cities in Indonesia, such as Jogjakarta, Semarang and Depok, the private signs that cover shop signs, there used Indonesian language, English and other foreign languages (Korean, Japanese, and Mandarin) while local languages were rarely used [7]. It was also happened in Sidoarjo city. Indonesian language was the dominant language used in the signs in public area while Javanese as the local language there was rarely used [8] The Indonesian language was also the dominant language in Malioboro street [9].

In linguistics, the study of language used in shop signs is an analysis of landscape linguistics. Landscape Linguistics (LL) is the language used on signs in public areas, such as traffic signs, street or place names, advertising boards or store names, and government building names [10]. According to Groter, LL analyses the use of language in signs in public spaces [11]. Landry and Bourhis [12] said that linguistic landscape...
refers to "seeing the appearance of language on public and commercial signs in a particular region or region".

Moreover, public signs have two main functions, informative and symbolic [12]. The informative function refers to the communication messages intended by the sign maker. The symbolic function is to index the language used on signs in the public area. The choice of language on the sign in public area is influenced by three factors. Those are the language mastered by the maker, the language known by the target reader, and the expectations from the reader's perception.

There are two kinds of signs. Those are top-down signs and bottom-up signs. Top-down signage was created by officials in certain locations, such as offices, schools, hospitals, and libraries. Individually made signs, such as business names, posters, graffiti, and advertising boards, are referred to as bottom-up signs [13].

As a new study in linguistics, the LL can be studied from several different perspectives, such as applied linguistics, sociolinguistics, sociolinguistics, anthropology, and cultural geography [14]. The concept of LL has been widely used in sociolinguistic research [15] to study the vitality of language [16]. The sign that appears in the LL indicates the pattern of communication in that area which is shown through the written language [14]. LL studies can also provide insight into how language regulations and policies are applied in the public area of a region or institution. Besides, the landscape in public area is also not only a marker of top-down language policy, but also an active component in the construction of identity, and public perception of a language [16]. LL can show an attitude and appreciation for a particular language. Therefore, in this study we focused on the language used in shop signs in the main road of Kamal. In the Kamal, people master two or more languages. It is because people who live there are heterogenous [17]. They will use language codes alternately in their communication.

Language selection on signs in public area in this world is always associated with the presence of English as an international language. The dominance of English is due to economic factors, modernity, and high prestige, especially in public signs in tourist areas [18] [19]; [20]; [21]. In the context of Indonesia, in addition to English, the Indonesian language often moves the local language to marginal positions, such as in signs of public areas. However, some studies show that for cultural tourism areas, the presence of local languages can support the authenticity of signs in public areas [22].

As a heterogeneous community, the language used in Kamal is not only Madura language as the local language but also Indonesia. It may affect the shop signs in that area. Moreover, the effect of modernity, people tend to use English for their shop signs. In Malang, people tend to use Bahasa Indonesia than Javanese as their local language in signs and symbols in public area. English is also found in that area and it is connected to lifestyle and modernity [23]. Therefore, this study focuses on languages used in shop signs in Kamal both monolingual and bilingual. We also try to employ the development of technology, Google Street View, to collect the data for this study. Google Street View can help people to travel virtually in order to plan or research before coming to the destination [24]. It can also explain the language situation in an area [25].

The study of LL in Madura is not new. Some researchers have done research on LL in Madura Island, such as Yusuf et al. They analyse the language patterns in LL of Pesantren. In this study, Yusuf et al focused on LL in An Nuqoyya, Guluk-Guluk, Madura. The results of the study showed that Indonesian language was used in the signs in that area. Moreover, Arabic and English was also used there [26].

In addition, Diana also studied about LL used in the labelling of historical objects at the Museum of Keraton Sunan. The results of the study showed that the language in labels the museum consisted of monolingual and bilingual (Indonesian and English) [14].

Furthermore, Purnawati et al. analysed language controversy in the heritage area of Gajah Mada Street. Denpasar, Bali, Indonesia. Indonesian language is the most common language used in signs and symbols in public area in that area, then followed by English [27].

In several previous studies, the previous researchers focused on tourism places and educational institutions in the region outside Bangkalan district. Therefore, in this study, we focused on the language used in shop signs in Kamal. Besides, this study also employed Google Street View to collect the data. The purpose of this study is to know the existence, distribution, and factors influencing the existence of languages used in shop signs in Kamal. Besides, we want to know the common language used in shop signs in that area. It will reveal the language's vitality and power in that area.

2 Method

Kamal is one of regions in Bangkalan District, East Java Province, Indonesia. Kamal is one of the gates to Madura Island because there is a harbour there. Besides, the presence of state campuses in the area increases the number of immigrants in that area so that the population there is heterogeneous.

We employed descriptive-qualitative methods to reveal the existence, distribution, and factors influencing the existence of languages used [28] in shop signs in Kamal. The data were documented by photographs [29]. It relied on visual analysis [30].

In this study, the data were collected from virtual spaces using the Google Street View application. The author explores the main road of Kamal area in the apps and then takes screenshots of signs which are then used as data in this analysis. Signs taken are signs on the name of the restaurant, stall and other name of business places. The analysis adopted Shohamy and Gorter’s theory which refers to the analysis of the characteristics of bilingual and multilingual signs to better understand the multi-ethnic and multi-cultural city [28].

Taking the data of landscape linguistics analysis using Google Street View is called by virtual landscape linguistics or VLL [25]. It was introduced by Ivkovic
and Lotherington in 2009. It was landscape linguistics in cyberspace [31]. The data of VLL can be collected using Google Street View [25].

There were 277 signs to be the data of this study. Then we analysed the data using several steps. The first was entering the data into Microsoft Excel by focusing on the language used in the data. The second, language used was grouped, whether monolingual or bilingual and whether it’s Madura, Indonesian, English, or any other language. And then, we counted the percentage of these languages on the data. Then, we analysed the reasons and functions of the language used in the data.

3 Results and Discussions

3.1 Results

The results showed that the owners of the shops in Kamal tend to use monolingual language rather than bilingual language for their signs shop. From 277 data, there are 167 shop signs that used monolingual language. Whether bilingual language was 119 (see table 1).

<table>
<thead>
<tr>
<th>Language type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual</td>
<td>119</td>
</tr>
<tr>
<td>Monolingual</td>
<td>167</td>
</tr>
</tbody>
</table>

The bilingual language used several languages. It was not only Indonesian and Madurese, but also foreign languages, such as English and Arabic. Indonesian-English was the most common bilingual language used in shop signs. There were 58 sign shops that used Indonesian-English. Indonesian-Arabic was in number two. There were 25 sign shops that used the Indonesian-Arabic language. Indonesian-Javanese was still popular. 5 sign shops were found in Kamal area using the Indonesian-Javanese language.

The combination of Madurese-English was also found once in that area and the rest was Arabic-English with a total was 9. While Javanese-English was 2. The interesting of the data found was the use of Korean and Mandarin words. The bilingual English-Korean was found 1 and English- Mandarin was also 2 (see table 2 below).

<table>
<thead>
<tr>
<th>Language type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesian</td>
<td>147</td>
</tr>
<tr>
<td>English</td>
<td>15</td>
</tr>
<tr>
<td>Javanese</td>
<td>5</td>
</tr>
</tbody>
</table>

Besides, bilingual sign shop in Kamal also uses monolingual. There's a variety of languages. The most common language used was Indonesian with a total of 147. English was 8 and Javanese was 5 (see table 3).

<table>
<thead>
<tr>
<th>Language type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesian-English</td>
<td>58</td>
</tr>
<tr>
<td>Indonesian-Arabic</td>
<td>25</td>
</tr>
<tr>
<td>Indonesian-Javanese</td>
<td>5</td>
</tr>
<tr>
<td>Arabic-English</td>
<td>9</td>
</tr>
<tr>
<td>Javanese-English</td>
<td>2</td>
</tr>
<tr>
<td>Madurese-English</td>
<td>2</td>
</tr>
<tr>
<td>English-Korean</td>
<td>1</td>
</tr>
<tr>
<td>English-Mandarin</td>
<td>2</td>
</tr>
</tbody>
</table>

3.2 Discussions

3.2.1 Monolingual in shop signs in kamal

According to the result of the data, the shop signs in Kamal mostly used the Indonesian language, such as “Rumah Makan Asia Dua” (see Fig. 1).

Fig. 1. Shop sign using Indonesian language.

It was 53% (see Fig. 2). It is similar to other cities in Indonesia, such as Jogjakarta, Semarang, Depok, [7] and Sidoarjo [8] The use of the Indonesian language in the shop signs in Indonesia is because the shop owners are loyal to the language policy made by the Central Government [9] to use the Indonesian language as an official language [13]. Moreover, the Indonesian language is also a language used by all Indonesians including the Kamal community. Thus, the use of the Indonesian language on shop signs does not cause a misperception for its readers.

Fig. 2. Percentage of monolingual signs.
It was very interesting to know that Javanese was also used in monolingual shop signs, for example “Sego Sambel Ulek” as in figure 3 below.

Fig. 3. Shop signs using Javanese language.

It was 1.8%. The Javanese language used in shop signs in that area because Kamal is near to Surabaya which uses Javanese as the local language. Another language used in monolingual shop signs was English. It was 5.4%. The use of English in the shop signs due to economic factors, modernity, and high prestige, especially in public signs in tourist areas [18][19]; [20]; [21]. Other languages used in the shop signs were Arabic, Korean, and Mandarin. However, all of them were used in bilingual shop signs. Madurese as the local language there was also used in the shop signs but it was used in bilingual signs, such as “Sakera Barbershop”.

3.2.2 Bilingualism in shop signs in kamal

The Data showed that there were two kinds of language used in the shop signs. Those were Monolingual and Bilingual. Monolingual was the most common language type used in the data. It was 60%. While Bilingual was 42% (See figure 4). The use of foreign languages, such as English, Arabic etc because it was related to modernity [23].

Fig. 4. Bilingual Indonesian-Korean.

Moreover, The use of Korean language, such as “Mie Aigo” (as in figure 5) is related to the lifestyle in which many teenagers love to watch Korean dramas and bands. It was different with Mandarin. Mandarin was used in the shop signs in Kamal because it was the name of popular band, such as “Mixue”.

Arabic was also used in bilingual shop signs, such as the word “Toko Al Varezi”. The use Arabic in the data because it was related to the name of the owner. So that, the words that used were name of people. Moreover, Kamal is located in Bangkalan where religious city.

Fig. 5. Bilingual sign using Javanese.

Javanese was also used in bilingual shop signs, such as “Wani Kece barbershop” (figure 6). The use of Javanese word in the shop signs in Kamal may indicate the identity of the owner. According to the interview with the seller, they said that they were from Javanese. It also same with the shop signs that used Madurese language. It indicates the identity of the owner.

Fig. 6 Monolingual Vs Bilingual signs.

The font used in the names of the stores was equal. It indicated that the place of the language was also equal. There was no dominant language in the shop signs based on the font of the words. However, when we talk about the dominant language used in shop signs in that area. The answer was the Indonesian language. It was not because of the font but it was because of the frequently used of the Indonesian language in the data.

3.2.3 Language vitality in shop signs in Kamal

There were 7 languages used in the shop signs in Kamal. Indonesian was the commonly used in that area. It shows the loyalty to the language policy made by the government [13]. In Indonesia, Indonesian language is the official language. This policy has influenced the vitality of local language. The power of Indonesian as an official language weakens the position of local languages especially on signs in public area [13]. More teenagers and young people tend to use Indonesian language than local language.

Moreover, modernity and lifestyle also influenced the language used in the shop signs in Kamal. English as a global language and the rest of the foreign
languages seems more modern and interesting than the local language. Therefore, most of shop signs, such as barbershop, café, and beauty store tend to use foreign language than Indonesian or Madurese. Furthermore, According to the interview with some seller, they used foreign language, for example English because the words in that language are more commonly used than words in Indonesian and Madurese, such as the word “cell” for cellular stores and the word “laundry”.

4 Conclusion

From the explanations, we can conclude that as one of the gates into the island of Madura, the store owners in the Kamal area did not only use Indonesian on their shop signs, but also English, Korean, and Arabic, and Mandarin. The use of the Madura language in shop signs in that area is very limited. It shows that the communities in that area are already heterogeneous. Moreover, the use of foreign languages, especially English in sign shops in that area, is a consequence of globalization, where English is an international language so modern stores prefer to use English in their sign shop. In addition, the use of foreign languages can also be caused by a factor in the usage of a common word in the society.

References


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