# The Function of English Usage on Linguistic Landscape of Padang: A Case Study on Khatib Sulaiman Street

**Ikrima Zahara[1], Dewa Putu Wijana[2]***
[12]Universitas Gadjah Mada
putu.wijana@mail.ugm.ac.id

## Abstract

This study deals with linguistic landscape found on Khatiib Sulaiman Street, Padang. The aim of the study is to identify the dominant language of the monolingual, bilingual and multilingual signs and to investigate the function of English displayed on the signs. Thus, this study uses mixed method, quantitative and qualitative, since the data and the analysis of this study is in the form of pictures and text and the justification is proven by the percentage. By using multilingualism approach on a linguistic landscape research, 236 pictures of signs displayed on Khatib Sulaiman Street as the data of this study were collected on June, 2021, and then was classfied to be monolingual, bilingual, or multilingual based on the languages that exist on each sign. This research found that there are 117 signs in Bahasa Indonesia-only, 14 signs in English-only, 82 signs in Bahasa Indonesia-English, 12 signs in Bahasa Indonesia-Minangnese, 6 signs in Bahasa Indonesia-Arabic, 3 signs in Bahasa Indonesia-English-Minangnese, and 2 signs in Bahasa Indoensia-English-Arabic. Monolingual signs are dominated by Bahasa Indonesia indicating that national languages still has the strongest position. Foreign language that is predominant in bilingual and multilingual signs is English. Gorter (2006) divides types of signs in linguistic landscape into two: bottom-up and top-down, type of sign that uses English the most is type bottom-up, displayed to live both informative function, which are to tell the name of shops and to do marketing and symbolic function, which are to symbolize modernity, sophistication, professionalism, and social status.

*Keywords: Linguistic Landscape; Bottom-up; Top-down; function of linguistic landscape; Padang*

## INTRODUCTION

Accoding to Demska (2019), in many occasion, linguistic landscape that is displayed in a region has possibility to use more than one language or in other words is being bilingual or multilingual. Spolsky (2009) explains that the signs are designed for two or more scripts different languages and are intended for international guests or speakers of other languages in multilingual regions. Thus, there is a term called bilingual or multilingual signs that refer to signs that have two or more scripts in different languages. Multilingual society in Indonesia can be considered as the location of linguistic landscape studying multilingualism since the people in the country speak at least more than one language. Wirza (2019) confirms the multilingualism by stating that there are conflicting ideologies regarding the values of

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Bahasa Indonesia, ethnic languags, and English as the most used foreign language. This means that Indonesian people are at least bilingual or multilingual if they speak more than two languages. The use of English in multilingual regions according to Finzel (2013) can also reflect some kind of prestige.

In Asia, there are number of previous research regarding linguistic landscape. However, this current research will only focus on the usage of English as the second language of a country that have multilingual society by investigating the function of bilingual and multilingual signs. Li (2015) conducted a research investigating the use of English in the linguistic landscape of Suzhou, China and found that bilingualism exist in the linguistic landscape of the city. English is now the lingua franca of the world is the fact that brought Lawrence (2012) to conduct a research investigating English-Korean by visiting different areas of Seoul and Korea that have different social status and taking pictures of public signs, and then analyzing the signs according to language, domains, and location. Rowland (2015) conducted a linguistic landscape study that aims to seek for the visible display of multilingualism on public signage.

Not only across Asia, linguistic landscape in Indonesia has also been investigated. Since Indonesia has many cities with its own cultural background, number of research was done in each city. Linguistic landscape studies in cities in Indonesia were conducted with different aim, limitation, and focus. Yannuar and Tabiati (2016) conducted linguistic landscape research by visiting areas in Malang to investigate what language is the most dominant in Malang linguistic landscape, Lestari (2019), Ramadhani (2018), and Fakhiroh and Rohmah (2018) conducted linguistic landscape research investigating the dominant language in Medan, Gresik Kota Baru, and Sidoarjo while Silva (2017) conducted a linguistic landscape study to find out the language choice used by non-commercial signs in Jakarta city.

However, studies that dig the function of English usage in bilingual text found in cities linguistic landscape in Indonesia are still limited. This current research investigated the usage of English in Padang city since there is still no study that discusses the use of English in Padang linguistic landscape. This research took place a particular location, which is on Khatib Sulaiman street. This street is selected because this area is considered as one of the busiest streets in Padang and has a lot of important government buildings along the street. The function of English usage in linguistic landscape of Padang is needed to be investigated to find out the intention of using English on the signs.

This current study is also supposed to investigate in what type of sign that displays English on Khatib Sulaiman Street, Padang, top-down or bottom up, and to describe the function of it, the informative and the symbolic. The type of signs itself is firstly proposed by Gorter (2006) that differentiates signs based on the producer of the signs. 'Bottom-up' are commercial private items which include those which were issued by individuals, social actors, shop owners and companies in the form of names of shops, signs on businesses and personal announcements and 'Top-down' are official signs placed by the government or related Institution or those that are issued by national and public bureaucracy and public institutions, for instance, signs on public sites, public announcement, public building names, and street names. (Gorter, 2006).

## LITERATURE REVIEW

Linguistic landscape is an approach in linguistics that describes the choice of language in public signs in urban spaces; portrays signage that represents natural

scenery (Backhaus, 2007; Gorter, 2006). It is needed to mention that the "Linguistic landscape" has been becoming a zone of cooperation among a wider spectrum of specialists, including sociolinguistics. The term linguistic landscape itself was firstly mentioned by Landry and Bourhis (1997) that give the most common definition of linguistic landscape:

> "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration" (p. 25).

Landry and Bourhis firstly introduced the concept of Linguistic landscape through their investigation of sociolinguistics aspects in Canada. By using ethnolinguistic as the framework to examine bilingual setting, they on the role of linguistic landscape on language maintenance in a multilingual society. This means that sociolinguistics believes that the linguistic landscape of a city can give information about how the people in the city use languages. The representation of the status and the use of languages in linguistic landscape can be seen since linguistic landscape lives two functions: (1) informative function and (2) symbolic function (Landry and Bourhis, 1997). The informative function is the function of giving information contained in text in order to convey the  message of marketing products or service, congratulation/ celebration, events, and so forth while the symbolic function is related to the position of the nation, social and administrative strength of the ethnic groups (Landry and Bourhis, 1997).

**RESEARCH METHOD**

This research used qualitative and quantitative approach in analyzing the data since qualitative approach is dealing with text and pictures and aimed to draw descriptive understanding while quantitative approach is needed since this research needs percentage in discussing the result. The data source of this research are all linguistic material displayed in the linguistic landscape on Khatib Sulaiman Street, Padang on June, 2021 and the data were collected by taking its pictures. The data, which were in the form of picture, will be analyzed by firstly identifying the languages that appear in the picture by using KBBI Daring to identify Bahasa Indonesia and Online Oxford Dictionaries to identify English, Kamus Bahasa Minang to identify Minang language and Google to identify other language that cannot be identified by dictionareis above.

The researcher grouped the data by its type whether it is a monolingual, bilingual or multilingual sign to describe how those signs are monolingual, bilingual, or multilingual. The percentage of the languages usage then also counted by the way grouping them into two types of signs according to Gorter (2006), which are bottom-up sign and top-down signs. By looking at the percentage, it would be known which type of signs that use English more. The type of signs which contain English more then would be discussed deeper by identifying the function of English usage of all the signs.

**FINDING AND RESULT**
**1. Linguistic Landscape on Khatib Sulaiman Street**

From total 236 pictures of linguistic landscape displayed on Khatib Sulaiman Street in Padang as the data of this study, the researcher identified the languages of words, phrases, or sentences that are containes in each signs. By the result, it is

known that despite of signs that use only one language (monolingual), there are also signs that show more than one script which are referred as bilingual and multilingual signs. The codes that represent those kinds of language usage that are found in this table are ID : Indonesian Language, EN: English Language, MIN: Minang Language and AR: Arabic Language. The more detail information is written below:

**Table 1.** The Languages Use Found in Linguistic Landscape on Khatib Sulaiman Street, Padang

| Languages | Details | |
|---|---|---|
| | Quantity | Percentage |
| Monolingual Signs | | |
| ID | 117 Signs | 49,57% |
| EN | 14 Signs | 5,93% |
| MIN | - | - |
| AR | - | - |
| Bililngual Signs | | |
| ID - EN | 82 signs | 34,74% |
| ID - MIN | 12 signs | 5,08% |
| ID - AR | 6 signs | 2,54% |
| EN - MIN | - | - |
| Multilingual Signs | | |
| ID - EN - MIN | 3 signs | 1,27% |
| ID - EN - AR | 2 signs | 0,84% |
| Total | 236 signs | 100% |

The result of the identifying process of the languages that are displayed on each sign is making it possible to sort the signs whether it belongs to monolingual, bilingual, or multilingual signs.

**Monolingual Signs**

Monolingual signs are signs that use only one language. On Khatib Sulaiman Street, monolingual signs that use one language are dominated by Bahasa Indonesia with the percentage 89,3% while the rest 14% are monolingual signs that use English. The result somehow shows that Bahasa Indonesia has the strongest position in the region since the monolingual signs are dominated by Bahasa Indonesia. However, monolingual signs that use Minang language is somehow did not show up at all eventhough Minang language is used by the majority as the ethnic language in Padang.



**Figure 1**. Bahasa Indonesia Monolingual in Public Building Names

Monolingual signs are mostly found on signs category top-down since there are so many official agency offices located in Padang whose the building name is written

monolingual in Bahasa Indonesia. Furthermore, almot all public signs founf on Khatib Sulaiman Street are also written only in Indonesian script. This indicates that Bahasa Indonesia as the official language in Indonesia still has the strongest position in this city and is spoken by the members of society in Padang.

Monolingual signs on Khatib Sulaiman Street are also written in English even with very limited amount. In fact, those all monolingual signs that are written in English belong to private signs, or type bottom-up, since they are categorized as advertisements. The function of English on signs are explain in the next session.

**Bilingual Signs**

Foreign language which dominates bilingual signs on Khatib Sulaiman Street is English language and mostly displayed on signs type Bottom-up. The following table are the more detailed percentage information of the language usage in bilinguall signs on Khatib Sulaiman Street, Padang.

**Table 2.** Percentage Information of The Language Usage Based on Type of Signs

| Language | All Signs | % | Type of Signs | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | | | Top-down | % | Bottom-up | % |
| ID - EN | 82 signs | 78.09% | 5 signs | 71,42% | 77 signs | 78,57% |
| ID - MIN | 12 signs | 11,42% | - | - | 12 signs | 12,24% |
| ID - AR | 6 signs | 5,71% | - | - | 6 signs | 6,12% |
| EN - MIN | - | - | - | - | - | - |
| ID - EN - MIN | 3 signs | 2,85% | 2 signs | 14,28% | 1 signs | 1,02% |
| ID - EN - AR | 2 sign | 1,90% | - | - | 2 sign | 2,04% |
| Total | 105 signs | 100% | 7 signs | 100% | 98 signs | 100% |

There is an obvious difference between bottom-up and top-down type of signs regarding the frequency of language use in each type. English and other languages despite of Bahasa Indonesia are used more in bottom-up type. Bottom-up or private signs are before indeed proven to use foreign languages more, as explained by Gorter & Cenoz (2015) that there are always some space left for multilingual signs and most of the time, they are put up by private agents: the one hand commercial actors among the companies, shop owners, advertising agencies and or groups, organizations and private citizens.

Languages that appear in bilingual signs on Khatib Sulaiman Street, Padang are Bahasa Indoensia-Arabic language, Bahasa Indonesia-Minang Language, and Bahasa Indonesia-Minang Language. Bilingual signs that are using Bahasa Indonesia-Arabic Language on Khatib Sulaiman street is name of mosque and other are mostly dominated by signs that are issued by islamic private schools. Arabic language is used with Indonesian language to show some kind of religious value on these islamic private schools so that it can attract muslim people in Padang. These practice is shown in Figure 2 and Figure 3.

**Figure 2.** Islamic school name on Khatib Sulaiman Street, Padang



**Figure 3.** Advertising issued by islamic school on Khatib Sulaiman Street, Padang

Meanwhile, bilingual signs that are using Bahasa Indonesia-Minang Language on Khatib Sulaiman street is mostly dominated by restaurants that sell traditional food. Minang language is used with Bahasa Indonesia on bilingual signs to symbolize the authenticity from the food they offer. Some example of bilingual Bahasa Indonesia-Minang Language signs in restaurant names can be seen below:



**Figure 4.** Restaurant on Khatib Sulaiman Street, Padang

**Figure 5.** Restaurant on Khatib Sulaiman Street, Padang

Figure 4 as the example of Bahasa Indonesia-Minang Language bilingual sign is having scripts with two different language. The product of the shop is minangnese food as it uses script in minang language "*bareh solok*" which means rice from Solok. Rice from solok is very well known as the best quality rice in West Sumatera and might be used to highlight the high quality of minangnese food that they offer. It continues by displaying a menu with Minang script as "*samba lado jariang*" meaning "jengkol with chili sauce" after the word "*spesifik*" from Indonesian script, to stress more that their *"samba lado jariang"* is original from West Sumatera by using minangnese language. Not only in Khatib Sulaiman, many minangnese restaurants use this strategy, using minang script on their shop signs to present the authentizity of their food. This goes the same way with Figure 5 that use "*minang kabau*' in their brand but changing it a little bit to "*manang kabau*" in order to stress the originality of their food.

Unlike Bahasa Indonesia-Minang Language bilingual signs that are dominated by restaurant names, Bahasa Indonesia-English bilingual signs are tend to be more diverse, since it is not only used by one sector such as food or education, but as well by other sectors such as fashion, aesthetic, beauty, and technology for the shop names and advertising. Figure 6 and figure 7 are the examples of bilingual signs written with Bahasa Indonesia-English.



**Figure 6.** Bilingual Sign Written with Bahasa Indonesia-English

**Figure 7.** Bilingual Sign Written with Bahasa Indonesia-English

In this research, despite of the finding that proves English is the foreign language that is predominant and displayed more often than other foreign languages, the proportion of the usage is very limited since English on Khatib Sulaiman Street linguistic landscape are only seen in the form of word or phrase, not in a long text or more than one sentence. The function and the form of English usage on bilingual signs are discussed deeper in the next session.

**Multilingual Signs**

As mentioned before, languages that exist on linguistic landscape of Khatib Sulaiman Street are Bahasa Indonesia, English, Minang Language, and Arabic Language. Those languages are also found colaborated in few signs that are consideres as multilingual signs since the signs are written by more than two languages. There are 5 signs that are multilingual, 3 of them are written with Bahasa Indonesia-English-Minang, and the rest 3 are written with Bahasa Indonesia-English-Arab. Indonesia as the strong official languages exist on all multilingual signs as well as English as the dominant foreign language.

Multilingual signs that are written with Bahasa Indonesia-English-Minang are signs that are expected to be more welcomed and relateable since the sign offer familiarity. Those signs are announcement by officials to all members of society and one is used to promote local food with western value. In figure 8, there is a slogan on the sign that is written bilingual with Minang language and Bahasa Indonesia, *"Jan lupo kalua rumah tetap memakai masker"* (Don't forget to wear mask if you are going out) together with other script that also contain English in mentioning a term *knalpot racing*. In figure 9, there is also a sign that contains more than two languages which are Bahasa Indonesia-English-Minang language. Both figure 8 and figure 9 can be seen below.



**Figure 8.** Multilingual Signs Written with Bahasa Indonesia-English-Minang

**Figure 9.** Multilingual Signs Written with Bahasa Indonesia-English-Minang

Multilingual signs that are written with Bahasa Indonesia-English-Arabic Language are signs that are expected to be more valued as religious and trusted since Islam, a religion that is known to use Arabic language in many occasion, is the major religion in Padang. The practice can be seen in Figure 10 below.



**Figure 10.** Multilingual Signs Written with Bahasa Indonesia-English-Arabic language

## 2. The Function of English Usage on Linguistic Landscape of Padang

In the previous section, it has been explained that this research would only focus on the usage of English, thus, the next discussion will go deeper by the type of signs that use English more, which is based on the result, type Bottom-Up. Bottom-up signs/private signs/non-official signs are signs that are issued by individuals, associations or firms that act more or less autonomously limited to the authorized regulations and usually is displayed for personal benefit. Signs category that are referred as bottom-up signs are names of shops, signs on businesses and personal announcements (Gorter, 2006).

According to Landry and Bourhis (1997), informative function serves information based on the text to convey for the reader while symbolic function is the symbol that is intended from a particular language used on the sign, such as power, status, history, etc. This research groups the finding based on its form which are shop signs, advertising, and personal announcement to describe the functions of each sign.

**Commercial Shop Names**

There are total 69 shop signs that have been found in this research that use English either with monolingual, bilingual, or multilingual script. However, this category is dominated with shop names so that it is more efficient to only discuss the examples of shop names that have been found. The sectors of the shops are Art & Tourism, Hospitality, Automotive, Household, Cafe & Restaurant, Florist, Health & Beauty, Tellecomuniaction, Photocopy & Printing, and Professional Servica. The representatives are listed below along with the informative and symbolic function of English usage in each sector.

**Table 3.** The Function of English Usage on Shop Signs

| Sector | Signs | English Script | Informative Function | Symbolic Function |
|---|---|---|---|---|
| Art & Tourism |  | BEAUTY ART | To give information regarding the name of the shops. | To symbolize the creativity and the aesthetic of the art product they made. |
| |  | CRAFT CENTER | | |
| |  | TRAVEL Free Wifi Snack Audio | | |
| Hospitality |  | Whizz Prime Hotel Guest Rooms Meeting | To give information regarding the name of the business and service that they offer. | To symbolize professionalism and the modernity of the service they offer. |
| |  | LAUNDRY | | |

| | | Laundry Dry Clean HP (handphone) | | |
|---|---|---|---|---|
| Automotive | | Service | To give information regarding the name of the automotive services business that they offer | To syombolize professionalism and sophistication of the service they offer. |
| | | Press | | |
| | | Sparepart Services | | |
| Household | | CCTV ( RUNNING TEXT TELEPHONE ALARM SYSTEM FAXIMILE FINGER PRINT SERVICE Infinity | To give information regarding the name of the services business that they offer | To symbolize the modernity of the service they offer. |
| | | WALLPAPER HOME DECOR Vinyl Wall Foam HP (Handphone) WA (Whatsapp) | | |

| Cafe & Restaurant |  | Kitchen | To give information regarding the name of the shops. | To symbolize the modernity and western value of the food and drinks. |
|---|---|---|---|---|
| |  | DIM Cafe Resto | | |
| |  | Hours Drive Thru | | |
| |  | FROZEN FOOD & BEVERAGE Nugget | | |
| Florist |  | Flower | To give information regarding the name of the shops and to inform that they sell flowers. | To symbolize the social status. |
| Health & Beauty |  | Beauty Women Sky Treatment Nail Art | To give information regarding the name of the shops and to inform what they offer. | To symbolize social status and modernity. |
| |  | Gym Station Fitness Center Suplement Store Coaching | | |

| | | Apparel | | |
|---|---|---|---|---|
| Tellcomunication |  | Cell All Operator | To give information regarding the name of the shops and to inform what they sell. | To symbolize the modernity. |
| |  | Cell Accessories Outlet | | |
| Photocopy & Printing |  | Photo Copy Print Copy Burning CD/DVD Print Copy Centre | To give information regarding the name of the shops and to inform what they sell. | To symbolize the modernity and sophistication. |
| |  | ID Card | | |
| Company & Professional Service |  | The *Tempo* Group | To give information regarding the name of the shops and to inform what they sell. | To symbolize the professionalim. |
| |  | Event Wedding Organizer Make up art Catering Entertainment | | |
| |  | Music Live | | |

It can be seen that every sector of business has different goal in using English on the linguistic landscape that they made. Namely professional service that use English to highlight professional impressional so that they can be trusted to give the best service, or food business that use English to offer modernity that offer foregin food and high social status to those who consume the food.

## Private Announcement and Advertisement

Bottom-up signs are also inclucing private announcement and advertisements. There are total of 25 signs that are categorized into this group. Some of the examplesare listed below along with the informative and symbolic function of the English usage.

**Table 4.** The Function of English Usage on Private Announcement and Advertisment

| Business | Sign | English Script | Informative Function | Symbolic Function |
|---|---|---|---|---|
| Ciggarete |  | Punch pop Tropical Sensation | To do marketing for the product. | To symbolize the authenticity. |
| |  | Taste the purple sensasion | | |
| Bank and Finance |  | Finance | To do marketing for the product. | To symbolize professionalism and modernity. |
| |  | Cashless | | |
| Advertisement and Publication |  | Advertising Furniture Florist | To do marketing for the service. | To symbolize professionalism. |
| |  | Space Available | | |

| Airline |  | Lion air group | To do marketing for the service. | To symbolize professionalism. |
|---|---|---|---|---|
| Cars |  | All new | To do marketing for the service. | To symbolize social status and sophistication. |
| |  | Monster Download | | |
| Technology and Tellecomunication |  | One-stop-shopping Accessories Discount Printer Handphone | To do marketing for the service. | To symbolize social status and modernity. |
| |  | Unlimited Music Games | | |
| |  | In search of incredible | | |

| Hotel |  | Bridal Shower Romantic dinner Person Couple | To do marketing for the service. | To symbolize social status |
| Water |  | Change your water Change your life Anti oxidant Detox Hidration | To do marketing for the service. | To symbolize sophistication. |

## DISCUSSION

This research found that along the street of Khatib Sulaiman in Padang use multilingual linguistic landscape. This is proven by the existence of other languages other than Bahasa Indonesia forming the script. In Khatib Sulaiman Street, those other languages that exist are Minangnese, English, and Arab. Multilingualism on linguistic landscape found in this research is similar with other cities in Indonesia such as in Malang (Ardhian & Fajar, 2017), that found that the city have multilingual linguistic landscape, and Sidoarjo (Fakhiroh & Rohmah, (2018) which as well have multilingual linguistic landscape. These three city, have own three predominant languages other than Bahasa Indonesia, which are English, Arabic, and each tradtional language. Malang and Sidoarjo diplayed Javanese on some signs while in Padang is Minangnese. However, the difference between these cities is the additional language other than those three. The additional language in Malang are Ducth and Japanese while in Sidoarjo is other Asian languages. The dominance of monolingual linguistic landscape that is written in Bahasa Indonesia is shown in these three studies.

This reseasch, as well as previous research, also found out that type of signs in linguistic landscape that use English more is Bottom-Up type. This is proven by this research since English is used by 94 signs out of 148 signs category bottom-up (64%) while it only used by 5 signs out of 86 signs in top-down (5,8%). By far, this result is indeed similar to various linguistic landscape research approached by multilingualism before, in which proved that mostly Bottom-Up signs tend to use English more than the Top-Down signs (Finzel, 2012;  Shang & Guo, 2016; Prayitno, 2015; Oktaviani, 2019).

## CONCLUSION

This study exposes the linguistic landscape in Padang by conducting a case study on Khatib Sulaiman Street. This street is selected since it can be considered as the busiest road and the business area in Padang with plenty of official government buildings along the road. The observation is held by collecting total 236 pictures of signs along Khatib Sulaiman Street as the data of the study. This study found that there are few languages exist on signs displayed on Khatib Sulaiman street, which are Indonesian, English, Minangnese, and Arabic language.

Furthermore, there are indeed bilingual and multilingual signs that can be found along with monolingual signs. Monolingual signs are dominated by Indonesian script showing that indonesian language has the strongest position in Padang. Meanwhile, for bilingual and multilingual signs, foreign language that dominates these types is English since it is found that 78,09% of all bilingual and multilingual signs found in this research use English. From this research it can also be confirmed that each party has different intention in using particular language on the sign.

Also similar to the findings of previous research, bottom-up type, in this research, is proven to display English script more, or to be bilingual or multilingual than the top-down type. Thus, this research discussed about the function of English usage based on the signs from bottom-up type. For shop signs category, it is found that the informative function of the English usage is to inform the name of the business and to inform the service or the product of the business. While for private announcements and advertismenets, the informative function of English is used to promote the product and the service. The symbolic function of English in all categories are to symbolize creativity, modernity, sophistication, professionalism, and social status.

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