

**LINGUISTIC LANDSCAPE IN MEDAN SHOPPING MALL**

**SKRIPSI**

*Submitted in Partial Fulfillment of Requirements*

*For the Degree of Sarjana Pendidikan (S.Pd)*

*English Education Program*

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**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

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## PERNYATAAN KEASLIAN SKRIPSI

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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul “**Linguistic Landscape In Medan Shopping Mall**” adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenarnya.

Medan, Oktober 2023

Hormat saya

Yang membuat pernyataan,



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## ABSTRACT

**Vidinda Fahriaty. NPM.1902050064, “Linguistic Landscape in Medan Shopping Mall.” Skripsi: English Education Program. Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara. Medan. 2023.**

This research is related to the study of the linguistic landscape at one of the largest malls in Medan, namely Delipark, using the theory of Cenoz and Gorter which aims to study the dominant language used in the signs in Delipark, analyze the characteristics of the linguistic landscape, and explain the reasons why linguistic items are displayed in delipark. Data was analyzed using qualitative and quantitative methods. Qualitative is done because the research data comes from observation and quantitative is done to calculate the percentage of data. The data is focused on linguistic items in the delipark which includes indoor and outdoor areas. To complete the data, researcher have conducted interviews with visitors to the Delipark. Researcher have found 133 data consisting of monolingual, bilingual and multilingual signs. There are 76 signs that are monolingual or only use one language, namely English which makes English as the dominant language used on the signs in Delipark, 25 signs in Indonesian, 17 signs in Indonesian - English, and 2 signs in Indonesian - English - foreign language. And based on interviews conducted, it was found that the reason these linguistic items were displayed was to become a source of information, provide facilities for local and international visitors, and English is used because it is a universal language used by everyone in the world.

Keywords: linguistic landscape, linguistic items, Delipark.

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**The Researcher**

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Linguistic Landscape is the use of language in public space signs that we often encounter. Many people are aware of this public space feature known, but only a few can understand it well. For example, a common sign like "restroom" which refers to a place to urinate, some people may be confused about what is meant by a restroom, whether it is a place to rest or a place to urinate. So this is makes linguistic landscape is a science that is widely discussed and studied by scholars all over the world with the goal of determining who initiated, created, placed, and read it (Marten, Mensel, & Gorter, 2012). Linguistic landscape is a comparatively new phenomenon that has emerged due to a growing interest in multilingualism, language ecology, and globalization, in which languages interact to form the global environment (Abramova, 2016). According to Landry and Bourhis (1997), the concept of linguistic landscape refers to the collection of language displayed on various public platforms such as road signs, advertising billboards, street names, place names, commercial store signs, and public signs on government buildings. These linguistic elements collectively shape the linguistic landscape within a specific area, region, or metropolitan group.

Linguistic Landscape is important in the use of language in society; in other words, landscape linguistics can help to build a sociolinguistic context in a specific location or area. Chaer (2012) defines sociolinguistics as a linguistic discipline that

investigates the relationship between language and its social use. Sociolinguistics is an interdisciplinary field of study between sociology and linguistics, with a concentration on the relationship between language and social factors in society. As a sociological object, language is not seen or approached as a language but as a means of social interaction or communication (Chaer, 2004: 3). The focus of Linguistic Landscape is on the languages used and how they are represented in the public sphere. Linguistic landscapes are significant because they provide the context for our daily lives and are a valuable resource for language acquisition. It shapes our social interactions and gives us our identity.

Nowadays, public space signs have evolved into a written language that assists people in their daily activities, as evidenced by the fact that there are more public space signs than ever before. However, the language exhibited in public spaces does not necessarily correspond with the language spoken by locals. This is prompted by the fact that one language has a substantial impact as a "global" language is English, this is because its accessibility can be used to determine how accessible it is to everyone (Saxena & Omoniyi, 2010). Based on this, it is probable that the dominant language will have a more significant presence in place names and company signage, while the minority language will have a smaller presence (Ramamoorthy, 2002; Xiao, 1998).

The linguistic landscape research focuses on the analysis of written material on language signs in a certain location (Gorter & Cenoz, 2007). Several studies are conducted around the world to investigate the linguistic landscape in specific cities or countries in order to analyze the linguistic landscape in that country. For

example, Linguistic Landscape reported by Eliezer Ben-Rafael (2006) analyzed Linguistic Landscape in a variety of homogeneous and mixed Israeli cities, and in East Jerusalem. This study reveals essentially different Linguistic Landscape patterns in Israel's various communities: Hebrew - English signs prevail in Jewish communities; Arabic - Hebrew in Israeli - Palestinian communities; Arabic - English in East Jerusalem.

In Indonesia itself, Linguistic Landscape studies are still in limited number. A few studies are conducted by Aurelia Mayangsari & Diana Chitra Hasan (2022) that analyze the linguistic landscape in the shopping center in Cibubur. This study analyzes the linguistic landscape of the shopping center in Cibubur, specifically the visible languages and the proportions of topdown and bottom-up signs in Trans Studio Mall Cibubur. Then, the next LL research conducted by Dea dwi lestari (2019) studies Linguistic Landscape in biggest Mall in Medan.

Delipark Podomoro Shopping Mall is an object to analyze the linguistic landscape. Delipark Mall is currently the busiest shopping mall in Medan. Delipark is a shopping mall owned by PT Agung Podomoro Land Tbk and Capital Group that held a soft opening on Friday, November 29, 2019. Delipark Mall is the newest mall in Medan, with an Outdoor Lifestyle concept called Rivapark that is integrated with the Deli river landmark. With an extraordinary concept to provide a large outdoor lifestyle area to create a new standard meeting point in Medan (Akhyar, 2020). This mall attracts immigrants from various regions as well as international tourists. As a result, do not be surprised if foreign languages are spoken in the mall.



One of them is a guide sign, which uses a foreign language to help foreign visitors avoid getting lost.

Consider of the following example:



*Figure 1. Sign in Delipark*

The language displayed on the sign at Delipark Mall above shows the use of two languages known as bilingual information. The use of bilingual information is carried out to inform people who have the ability to understand two languages well or one language. The languages displayed on the sign are Indonesian and English. The display of the sign also shows that Indonesian is placed above English in accordance with the statement that "Indonesian must be used in public signs, road signs, public facilities, banners and other information tools which are public services accompanied by regional languages and/or foreign languages as equivalents." (Regulation of The President Republic Indonesia Number 63, 2019 Regarding The Use of Indonesian Language Article 40). However, there are still several signs that do not comply with these regulations, for example in other picture only displays English on the signs.

Realizing the signs around us, researchers are interested in conducting research that focuses on the linguistic landscape of one of the malls in Medan. Therefore, the researcher is interested in conducting research with the title "*Linguistic Landscape in Medan Shopping Mall*". This research will be conducted in a shopping mall known as Delipark Mall which can be found in the city of Medan. The purpose of this research is to investigate the predominant language on signs in Delipark Mall, to analyze the characteristics of the signs, and to comprehend the reasons why linguistic items are displayed.

### **B. Identification of the Problem**

Based on the above context, the following problems will be identified:

1. Analyze the types of linguistic landscape commonly used as signs in Delipark Mall
2. The characteristics of the linguistic landscape are used in Delipark Mall.
3. The function of landscape linguistics in the retail mall industry is not explained in detail.

### **C. Scope and Limitation**

The scope of this research is sociolinguistics which focuses on linguistic landscapes related to the language used in public space signs in one of the shopping centers in Medan. This study is focused on the language used, the characteristics and construction of the language. The limitation of this research is centered on the identification of linguistic landscapes on public space signs in Delipark Medan. The

language of this research data was released in monolingual, bilingual, and multilingual forms.

#### **D. Formulation of Problem**

1. What are the dominant language used on linguistic landscape in Delipark Medan?
2. How are the characteristics of linguistic landscape in Delipark Medan?
3. Why linguistic items realized in Delipark Medan?

#### **E. Objective of Study**

1. To investigate the dominant language that is used on linguistic landscape in Delipark Medan.
2. To describe the characteristics of the linguistic landscape realized in Delipark Mall.
3. To investigate the reason of realization of linguistic landscape in Delipark Mall.

#### **F. Significance of The Study**

1. Theoretically

This research is expected to provide a theoretical contribution to linguistics, with a particular emphasis on the discovery of linguistic landscapes in Delipark Medan. Theoretically, this research can enhance the understanding of researchers or readers in the field of linguistic landscapes regarding the types, processes, and factors of the use of multilingual content in linguistic landscapes such as signs,

promotional boards, information boards, and buildings, particularly in public spaces like shopping malls.

2. Practically

- a. For readers, this research can aim to introduce them to what is meant by linguistic landscape and its realization in social life, especially on signs of public spaces in the city of Medan.
- b. For students, as a reference for those who are interested in studying linguistics and are interested in doing further studies in linguistic landscape
- c. For other researchers, it is hoped that this research can be used as teaching material for discussion of the subject matter, especially regarding the study of landscape linguistics.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

In a research, theories are needed to explain some concepts in the research concern. The concept which was used must be clarified in order to have the same perspective of implementation in the field. The theoretical explanation of the concept that were used in this research would be presented. In other word, the following considers important to be discussed for clarifying the concept used or being discussed, so that the reader will get the point clearer.

#### **1. Linguistic Landscape**

The term landscape linguistics was first used by Bourhis and Landry, who interpreted it as language testing and visibility on commercial and public signage in specific locations. "The linguistic landscape of a certain area, region, or urban agglomeration is formed by the language of public road signs, advertising billboards, street names, place names, commercial store signs, and public signs on government buildings." (Landry & Bourhis,1997: 25)

The languages of public signs are the target of research in the study of linguistic landscape, based on Bourhis and Landry's definition. Gorter (2006) re-emphasizes this issue in a recent state of the art paper, stating that the study of linguistic landscape is centered on "the use of language in its written form in the public domain." As a result, it refers to "the languages that are visible in a certain region, more particularly, the languages that may be found 12 in cities, indoor markets,

stores, schools, government and large business offices, moving buses, campuses, beaches, and other places" (Shohamy & Gorter, 2009).

Futhermore, Ben-Rafael et al. (2006) assumed that "linguistic landscape refers to any sign announcement situated outside or within a public institution or a private enterprise in a certain geographic area." The linguistic landscape has been described in the literature in a variety of ways, including its use in non-linguistic and linguistic (understanding the rationale behind it) contexts, as well as its ability to gather and analyze data more systematically. To determine the linguistic landscape's goal, it is vital to analyze the advantages that exist in establishing the distinction itself, as well as the sequence of texts that are attempted to convey in the linguistic landscape.

## **2. Function of Linguistic Landscape**

Linguistic Landscape has two purposes: symbolic and instructive. According to Gorter and Cenoz (2009) and Bourhis and Landry (1997), "the symbolic function refers to the worth and status of languages as seen by members of a language group in contrast to other languages." Linguistic landscape serves a symbolic purpose as a sign of a community, area, and nation that may be found on roadways, public spaces, or buildings.

The instructive function, on the other hand, indicates the limits of language groups, demonstrating how language is used to advertise a product and as a communication tool. Several nations have created language policy laws governing the language used on billboards. This rule applies to language policy in education,

social, economic, and media settings, among others. The numerous languages utilized in this symbol represent the language's status and power.

Especially in the usage of English, which has become an international language as a result of globalization and is widely employed in terms of production, consumption, and the market economy. The usage of English signals in business attempts to enhance sales of economically driven items. Based on Pennycook, 1994 and Phillipson, 2003 "the usage of English also involves concerns of identity and power, and so might have ramifications for the balance of various languages in multilingual circumstances."

### **3. Factors of Linguistic Landscape**

This section will concentrate on the most intriguing aspects of the linguistic environment, particularly the effect of globalization, the spread of multilingualism, the spread of English, and the influence of language policy.

#### **a. The Effect of Globalization**

Globalization has several consequences, one of which is the language landscape. Globalization does not need a restricted style of living in one's physical surroundings. According to (Coupland, 2010), "mobility must be understood as a key characteristic of the socio-cultural setting of space, especially in the context of globalization." "Mobility, from both languages and people, may be characterized as a trajectory across a range of terraced places, managed and monitored when language delivers a sign," said (Blommaert, 2009)



**b. Multilingualism Spread**

According to (Lestari, 2019), The expansion of multilingualism is the next linguistic landscape component. Immigration, tourism, globalization, and the trend of revitalizing minority languages that began in the early twenty-first century all contribute to multilingualism. Furthermore, religion, different races, social and cultural components of society all contribute to the variety of languages and civilizations. When learning about linguistic signs, the usage of several languages can reflect the diversity of languages and civilizations.

**c. English Spread**

The spread of English is another aspect of the linguistic landscape. The spread is owing to historical causes or the expansion of the British Empire, as well as the United States, which is extremely influential in many disciplines. English is one of the many languages that are used in many environments and settings. Its usage is understood to enlighten tourists, particularly international visitors in a place where English is not the native language but still has an impact on the local populace. "The use of English can stimulate ideals such as international orientation, future orientation, success, sophistication, or pleasant orientation," said Piller (2001, 2003). However, "the use of English may also create concerns of identity and authority, as well as have implications for the balance of languages in bilingual and multilingual circumstances." (Phillipson, 2003; Fishman et al, 1996; Pennycook, 1994).

#### **4. Monolingual Information**

Wijana & Rohmadi, 2010 define a monolingual as a person who understands only one language, especially if the definition of that language is limited and diversity is merely a sense. Factors that have an effect on monolinguals in non-diglossia and non-bilingual cultures, where there is only one language with no varieties and it is used for a range of purposes, are only conceivable in primitive or remote societies, which are difficult to find in the modern era (Fishman, 2004, page 118, as cited in Chaer and Agustin).

#### **5. Bilingual Information**

Information in both languages it is essential to comprehend information in both languages word-by-word; the initial explanation will be multilingual. The Oxford Advanced Learner's Dictionary defines bilingual: (1) Capable of fluency in two languages. The information definition is written in two other languages, which will be explored. A sufficient definition of information comprises a factual account and an interpretation of what is occurring or existing. In addition, it should exhibit some natural language resembling information. However, it is optional to do so when natural definitions lose force, and universal explanations of Loose are unavailable (1998). The author views the bilingual material in this study as a summary of what is occurring and what is available to provide a plausible explanation in two languages.

#### **6. Multilingual Information**

A multilingual community is one where multiple languages are spoken. Multiple ethnic elements can be used to describe such a society due to the fact that

it is composed of various ethnic groups. Sumarsono and Partana (2002) Due to various factors, monolingual languages evolved into bilingual and multilingual ones. The advancement of communication technology, globalization, and the rapid education of the world have caused people's language requirements to vary, and the period's advancement has indirectly led to a blending of languages. In the history of the emergence of distinct languages, we observe four patterns: migration, colonization, federation, and Education in the border region.

## **7. Language Displayed**

Cenoz and Gorter (2006) state that "the first question concerning language displayed concerns the number of languages employed in each unit of study" (sign). The next inquiry is about which languages are being utilized, and the results are provided." However, words shown in different areas can be interpreted as signals.

### **a. Sign**

According to the Oxford Dictionary of English, signs can be defined as follows: (1) An entity, characteristic, or occurrence that serves as an indication of the likely presence or happening of something else; (2) A bodily movement or action employed to communicate information or guidance, particularly within a system of sign language; (3) A publicly exhibited notification that imparts information or instruction through written or symbolic means; (4) In astrology, each of the twelve equidistant divisions comprising the zodiac; (5) In mathematics, the attribute of being positive or negative in relation to quantity.

Signs are written texts that describe information in a particular place. According to Backhaus (2007), —sign is defined as any piece of written text, including anything from the small handwritten sticker attached to a lamp-post to huge commercial billboards outside a department store. Conveying the messages of general public interest, such as topographic, information, directions, warnings, instruction, and so on are the function of signs. —Signs on the LL can also play a symbolic role wherein appropriation, aspiration, transgression and hybridity are found to be indicators of changes in the social environment (Backhaus 2007). In addition, the placement of signs is also important for understanding spatial "ownership", power relations and interpretation of gaps and contradictions in social structures. The sign also serves as a marker and attracts people' attention, similar to a billboard advertisement. In linguistic landscape studies, there are substantial distinctions in the sorts of signals, namely:

- a) A top-down sign is an official government sign that represents the policies of certain languages, such as street names, road signs, and building names.
- b) Bottom-up signs are personal signs, such as retail signage, that reflect trends but may nevertheless have an impact on language policy. For example, stores, advertisements, and etc.

Based on Landry and Bourhis (1997), "there is more variation in bottomup indicators in all the places where they collected the data and discovered quite fascinating patterns." The discrepancies were not just between top-down and

bottom-up signs, but also between the numerous languages employed in top-down and bottom-up signs in various places, particularly in Hebrew and Arabic."

#### **b. Advertisement**

Billboard Advertisement Linguistic elements such as billboards are also considered. According to (Gorter & Cenoz, 2009), "The signage may notify us about the location of a business or the types of things that may be purchased at that place." Many are adverts with messages that aim to persuade us to buy particular things. According to that remark, the billboard of advertisement works to attract people to purchase informed items.

#### **c. Commercial Shop Signs**

Commercial store signs, such as signs for shop names and posters for sold items, are also included as store signs in the linguistic landscape. "Shop signs, sometimes known as 'shop-front advertisement,' are comparable to newspaper and magazine advertisements. Advertising and shop signs are both used to market a product, with the primary distinction being that advertisements are published in the newspaper or broadcast over the radio, whilst shop signs are displayed in public." (Edelmen, 2007).

### **8. The Characteristics of Linguistic Landscape**

According to Cenoz and Gorter (2006), the manner in which languages are displayed relative to one another will provide additional information regarding the relative importance of each language. The first language on the sign will be examined, followed by the size of the lettering of the language, and lastly the fonts

used for the language's letters. In their journal, the translation from one language to another also incorporates characteristics of the linguistic landscape.

To find out the characteristics of monolingual, bilingual and multilingual signs, Cenoz and Gorter provide several indicators to help researchers get a better understanding. The indicators are as follow:

**a. The First Language on bi/multilingual signs**

The first languages in bi/multilingual signs (which language appears first) is the first characteristic of the signs analyzed.

**b. Size of Text in bi/multilingual signs**

The next step is to analyze the font sizes of each language in all bi/multilingual signs; in the majority of cases, the majority language font is larger than the minority language font, but in a few cases, the minority language font is larger.

**c. Type of Font on mono/bi/multilingual signs**

The next step is to examine type of font used used to display the language's text.

**9. Public Space**

As defined by Carr, 1992 in his book Public Space, Public space is a shared area where the public can engage in various activities at no cost. The activities that occur can take the form of daily routines, seasonal activities, or an event. A community typically organises seasonal activities for a particular period, whereas daily routines are similar to relaxing or simply appreciating the environment. This area also serves as a frequent gathering spot, fostering substantial public interaction.

These factors indicate that public space is an essential component of daily life, serving as a space for movement, a gathering place, and a place for relaxation and recreation. According to Roger Scruton (1984) every public space has significance as a location with excellent access to the surrounding environment, a gathering place for the public, and a place where people follow local norms in their behaviour. In summary, public open space possesses three essential characteristics:

1. Meaning (meaningful)
2. The ability to accommodate the needs of every user in carrying out activities (responsive)
3. The capacity to accept diverse community activities without discrimination (democratic).

Creating a public open space is primarily motivated by concern for the local community. Creating spaces that can support activities and public gatherings can promote well-being. These areas serve as communication, movement, and relaxation hubs.

## **B. Conceptual Framework**

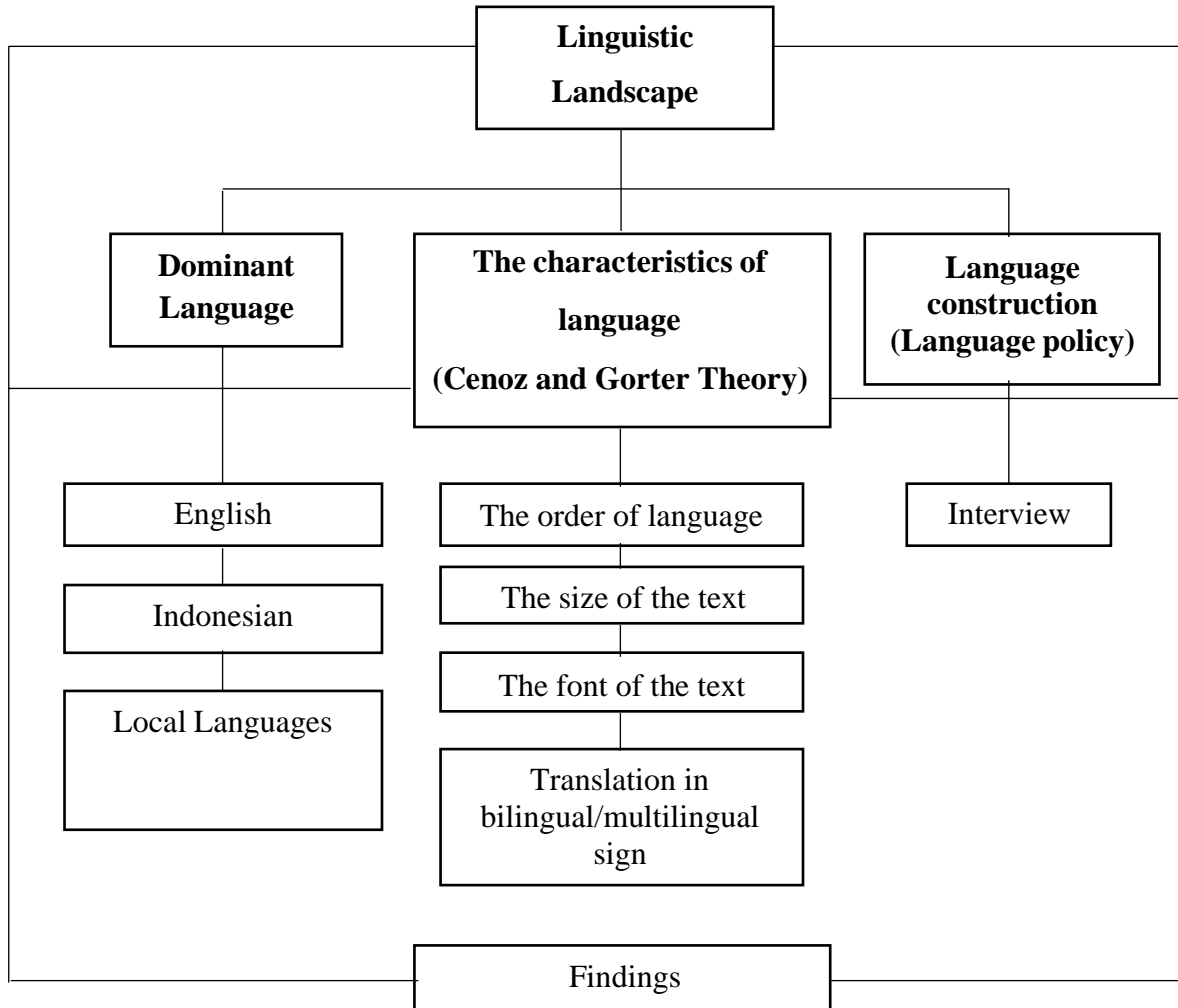
This investigation adhered to the linguistic landscape theory. It focuses on the language used in public space sign in Medan City and provides a descriptive analysis of the linguistic landscape in one of the city's malls, Delipark Medan. This study employs three primary indicators to analyse a region's linguistic landscape. The three indicators are:



1. Investigating the dominant language used in the linguistic landscape at Delipark Medan,
2. Describing the features of linguistic landscape realized in Delipark Mall, and
3. Investigating the reason of realization of linguistic landscape in Delipark Mall.

The language of the display is required as indicator data. The data indicates the predominant language used in the linguistic landscape of Delipark Medan, the manifestation of the linguistic landscape in Delipark Medan, and why linguistic landscape are displayed in Delipark Medan. Observations, documentation, and interviews were used to collect and complete the data, which was then analysed using Cenoz and Gorter's theory.

Figure 2. Conceptual Framework



### C. Related Research

There have been some previous studies related to this research including:

(1) English in the linguistic landscape of Jordanian shopping malls: Sociolinguistic variation and translanguaging (2020) was published in The Asian Journal of Applied Linguistics by Omar I. S. Alomoush and Ghazi K. Al-Naimat. The focus of this investigation is The spread of English is one of the most notable characteristics of the modern Jordanian visual marketplace and as well as an

insights into the stratification and categorisation of places in the Linguistic Landscape. The objective is to examine how English is negotiated and constructed in Jordanian shopping malls within their linguistic environment.

(2) A Study of Linguistic Landscape in The Shopping Center in Cibubur: Top Down And Bottom Up Category (2022) by Aurelia Mayangsari & Diana Chitra Hasan. Using Landry and Bourhis theory, the researcher analyzes the linguistic landscape of the shopping center in Cibubur, specifically Trans Studio Mall Cibubur. According to the author's findings, English and mixed languages dominate the Cibubur shopping center's linguistic landscape, consisting of English and Bahasa Indonesia. Because Trans Studio Mall Cibubur is one of Indonesia's largest and most modern shopping centers, English predominates the mall's linguistic landscape.

(3) The Dominant Language Used on Landscapes in Medan-Indonesia (2021) was published in International Journal of Linguistics, Literature and Translation by Maria Olivia Christina Sianipar. The researcher investigate the dominant language used (English or Indonesian Language) in the linguistics landscape in Indonesia. The author finding shows that the dominant language used at malls or shopping centres was English, while at the office building of private companies and streets, the linguistics landscapes were dominantly written in the Indonesian language.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This study uses mixed qualitative and quantitative research methods. According to the statement (Creswell, J.W. 2004) stated that mixed methods is an approach that combines qualitative methods and quantitative methods. Qualitative research in this study was carried out using data collection techniques which are carried out by observing, documenting and interviewing. Qualitative research aims to understand the object studied in depth. To describe the phenomenon of the linguistic landscape in Delipark Shopping Mall, researchers want to conduct in-depth research by looking for research subject data. Then, quantitative analysis here is used to calculate the number of each monolingual, bilingual and multilingual sign. In this case it looks like a percentage of each sign category. This study adapts the theory of Cenoz & Gorter (2006), this study analyzes images containing linguistic landscapes in Delipark Shopping Mall..

#### **B. Source of Data**

This research data was obtained from public spaces in Delipark Mall. The data is a representation of the linguistic landscape included in the documentation in the form of collected photographs. The data obtained is in the form of the language used on the signs at Delipark Mall. This information was obtained from photographs taken at the Delipark shopping center in Medan, especially the signs for public spaces.

### **C. Technique of Collecting Data**

According to Suhartono (2008: 69-70) data collection techniques are methods used to obtain or collect data as well as possible and processed and analyzed in accordance with the framework of research methods. Data collection can be done in any setting, any source, and any way. There are five techniques of data collection. Namely observation, interviews, questionnaires, documentation and triangulation. In this study used observation, documentation and interviews. The data was collected by implementing the procedures the following:

#### **1. Observation**

Observation is the first step in collecting data. Observations conducted at Delipark Mall Medan to find objects that are linguistic landscapes at Delipark Mall. Delipark mall chose as the research location because Delipark Mall is a relatively new mall in Medan and linguistic landscape are also found including signs, billboards and commercial shop signs. Objects were be found by taking photos of anything that appears at Delipark Shopping Mall Medan.

#### **2. Documentation**

The data was found by taking photos of anything that appears at Delipark Shopping Mall Medan in the indoor and outdoor of the areas.

#### **3. Interview**

The interview was conducted in this study among visitors in order to complete the data.

## **D. Technique of Analyzing Data**

According to the theory of Miles, Huberman, and Saldana (2014), the data was evaluated in several processes, namely in four parts: data collection, data condensing, data display, and conclusion drawing or verification.

### **1. Data Collection**

Data collection refers to the process of collecting data to be investigated. Data is collected from taking pictures of public space signs to determine whether or not there are linguistic features, the language used, and linguistic realizations found at Delipark Shopping Mall Medan in the landscape.

### **2. Data Condensation**

The act of selecting, abstracting, and transforming the data is referred to as the process of data condensation. The data was analyzed to determine whether or not the linguistic features, language used, and linguistic realizations found in Delipark Shopping Mall Medan were present in the landscape.

#### **a. Selecting**

Selecting means the way to select the best or most appropriate data. In this research, the data was selected based on the concept of linguistic landscape which contains textual data.

#### **b. Focusing**

The focus is intended to pay special attention to appropriate data. In this study the focus was on the lingual units (words, phrases, sentences) of the LL sign.

c. Simplifying

Simplifying is related to data simplification. This is intended to make the data easier to analyze.

d. Abstracting

Abstraction means that in analyzing data, data must be considered theoretically or separately. In this study, researchers only use data that are based on existing theories about linguistic landscapes.

e. Transforming

In this process, the data was converted into (monolingual, bilingual, and multilingual) and analyzed for LL characteristics based on the theory of Cenoz and Gorter. In this section it can be seen in the appendix then proceed to the data display to make mass groupings.

### **3. Data Display**

Miles and Huberman (1992) define data presentation, which results from data compression, as a structured collection of data that permits inference and action. The data was analyzed by identifying the linguistic features used in the linguistic landscape of Delipark Shopping Mall, the dominant language used in the linguistic landscape of Delipark Shopping Mall, and the manner in which these linguistic features can be realized in the linguistic landscape of Delipark Shopping Mall.



#### 4. Conclusion Drawing or Verification

The final phase of the numerous phases that have been accomplished entails concluding the analysis and double-checking it with evidence gathered in the field. Researchers establish findings on the Linguistic Landscape of the Delipark Shopping Mall in Medan, based on credible data, statistics, and the results of actual field research.

Next, the theory is applied to the data to answer each research question. For the first question regarding the employment of multiple languages in the Linguistic Landscape of Delipark Shopping Mall in Medan, the following steps are required:

- a. First, signs have been analyzed based on the presence of language in the textual data.
- b. Second, after finding the language used, the number of languages is used to categorize signs based on groups (monolingual, bilingual, and multilingual). The use of language in monolingual signs was observed to identify existing languages in LL sign and in bilingual and multilingual signs to find language combinations.
- c. The researcher presents LL signs in a table so that they are easy to understand.

Below is the table of languages displayed:

Total	Groups	Languages	Number	Percentage
...	Monolingual	Indonesian	...	...%
		English	...	...%
	Bilingual	Indonesian - English	...	...%

*Table 1. Data Display Table*

d. The researcher use the formula to find the percentage of data in the table.

$$x = \frac{y \text{ (a number of sign that uses a language)}}{z \text{ (number of all signs)}} \times 100$$

$$x = 100\%$$

x = the result

y = a number of sign that uses a language

z = number of all signs

To answer the second research question about sign characteristics, an analysis of sign characteristics was carried out based on the theory of Cenoz and Gorter.

There are several steps to answer this research question:

- a. First, the sign was analyzed based on the theory of Cenoz and Gorter.
- b. Second, an explanation of the characteristics is presented clearly. Some of the features are supported with tables to provide a clear explanation and also pictures of the signs are also provided.

And the last the researcher transcribed the recorded interviews. After that, the researcher formulates the results into narrative paragraphs which will be presented in the conclusion to answer the third research question about the reasons linguistic items realized in Delipark Mall Medan.

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

#### **A. Finding**

This chapter presents the findings and analysis of the research. The research concentrated on a linguistic landscape in Delipark. The collection of data was conducted by photographing shop signs, billboards, and signboards in indoor and outdoor areas. There are 133 (one hundred thirty three) linguistic items used as research subjects, which represent a variation of monolingual, bilingual, and multilingual linguistic landscapes. To finalize the data, interviews were also conducted with 20 respondents, who were visitors to the Delipark shopping center.

The theory of Cenoz and Gorter (2006) was used to analyze the data. It was analyzed by categorizing and tallying the data according to the indicators of the linguistic landscape.

#### **1. The Dominant Language of Delipark Medan's Linguistic Landscape**

This research was conducted at the Delipark shopping mall Medan. The Delipark shopping mall contains 133 linguistic landscapes. The linguistic landscape is divided into three parts, namely monolingual, bilingual, and multilingual signs. There were four categories of monolingual signs: (1) Indonesian (19%), (2) English (57%), (3) French (0.7%), and (4) Latin (0.7%). There were six categories for bilingual signs: (1) Indonesian and English (13%), (2) English and Japanese (1.5%), (3) English and Thai (0.7%), (4) English and Arabic (1.5%), (5) English and Latin (4%), and (6) English and French (0.7%). In addition, multilingual signs are divided

into two groups: (1) Indonesian, English, and German (0.7%) and (2) Indonesian, English, and Japanese (0.7%). The predominant language utilized in Delipark Shopping Mall is English, accounting for a significant majority of 57.1%. As a result, English is the most commonly used language at Delipark Shopping Mall Medan.

*Table 2. Languages used*

Total	Groups	Languages	Number	Percentage
133	Monolingual	Indonesian	25	19%
		English	76	57%
		France	1	0,7%
		Latin	1	0,7%
	Bilingual	Indonesian – English	17	13%
		English – Japanese	2	1,5%
		English – Thai	1	0,7%
		English – arabian	2	1,5%
		English – Latin	5	4%
		English – France	1	0,7%
	Multilingual	Deutsch-English – Bahasa	1	0,7%
		English- Japanese – Bahasa	1	0,7%

#### **a. Monolingual Signs**

According to the findings of researchers, there are 103 monolingual numbers in the Delipark Shopping Mall in Medan. This comprises the languages of Indonesian, English, Latin, and French. The majority of monolingual signs at Delipark Shopping Mall Medan are written in English with 76 signs (57%),

followed by Indonesian with 25 signs (19%), Latin with 1 sign (0,7%), and French with 1 sign (0,7%). This demonstrates that English predominates over Bahasa, Latin, and French in terms of usage in Delipark Medan. Below are illustrations of monolingual signs in English, Bahasa, Latin, and French:

*Figure 3. Monolingual Sign*



Figure 3 demonstrates that the sign was monolingual, as it was entirely comprised of English. It was located on the boundary between indoors and outdoors and was constructed because the object called Delipark is a closed room. So this sign informs visitors that they can access Delipark through the door that has this sign.

*Figure 4. Monolingual Sign*



Figure 4 shows a sign that was created just in English, making it monolingual. Because the object was a public space frequented by many people, a sign indicating the presence of amenities like parking and restrooms was installed inside. Therefore, this sign was created with the aim of being a guide for visitors in which

direction they should go if they want to go to the restroom, Rivapark or to the parking area.

*Figure 5. Monolingual Sign*



Figure 5 shows that the sign was monolingual because it is only in English. It was located indoors, and the sign was designed to direct visitors to the indoor playground known as The Grove, which is located in the delipark. This sign was created since the object is a public space that is frequently visited, so visitors can visit the grove to sit and relax in addition to going around Delipark Mall.

*Figure 6. Monolingual Sign*



In addition, figure 6 was a monolingual sign because it was created in only one language, Bahasa Indonesia. This sign is located indoors and serves as a warning that visitors cannot access the grove through that door because it serves as an exit.

The objective is to inform visitors of the object's alleged entry and exit points. This indicates that visitors are not permitted to access the grove through this entrance.

*Figure 7. Monolingual Sign*



Figure 7 represents a monolingual sign because it contains only one language, Bahasa Indonesia. It was located indoors, specifically on the UG floor of the object, right in one of the park spots in Delipark called Rivapark. This sign was designed to inform visitors that they are not permitted to enter or stand in this area because it is located directly in a high area and could cause them to fall if they were standing in that place. This sign is present because the object is a public space, and visitors can be more cautious in that area because of that sign.

*Figure 8. Monolingual Sign*



Figure 8 shows that the sign was monolingual because it was only in French. The term concierge originated in France and means "keeper of the keys." In English, concierge also implies caretaker. The term "concierge" is used in Delipark to refer

to a receptionist. The sign is in the shape of an informative sign that informs visitors that services and support are available in that location. It is positioned directly at the G floor's entrance and seeks to be a place where the receptionist welcomes visitors at the front desk by greeting, welcoming, directing, and announcing information clearly and accurately.

*Figure 9. Monolingual Sign*



The sign in figure 9 was monolingual since it only contained one language, namely Latin. Pedestrian comes from the Latin phrase pedestres, which meaning "one who walks." This sign was created to inform visitors that the area is just for pedestrians who want to enter the Delipark. It is placed directly on the outdoor and by creating this sign, pedestrians who want to visit the delipark can follow the directions on the sign.

#### **b. Bilingual Signs**

Bilingual signs constitute the second most prevalent category of signage, following monolingual signs. There are 28 bilingual signs out of 133 total signs. In



Delipark, bilingual signs are displayed in Indonesian - English, English - Japanese, English - Thai, English - Arabic, English - Latin, and English - French. The majority of the 28 bilingual signs are written in Indonesian - English with 17 signs (13%), followed by English - Japanese with 2 signs (1.5%), English - Thai with 1 sign (0.7%), English – Arabic with 2 signs (1.5%), English – Latin with 5 signs (4%), and English – French with 1 sign (0.7%). This bilingual sign contains 16 signs with top-down names created by mall authorities and 12 signs with bottom-up names created by private parties. The following are examples of language used in bilingual signs.

*Figure 10. Bilingual Sign*



Figure 10 was a bilingual sign because it contains two languages, Indonesian and English. The first language displayed is Indonesian, followed by English as the second language. This sign is located indoors and was constructed because the object was a large mall with multiple floors, so the sign is displayed on the glass dividing one floor and another. This was meant to caution visitors not to lean on the glass barrier in order to prevent undesirable outcomes such as the glass barrier cracking or shattering, which could result in visitors falling from a height.

*Figure 11. Bilingual Sign*



Figure 11 was a bilingual sign because it employs two languages, but it differs from figure 10 in that the languages used are English and Japanese. The first language displayed is English, and the second language displayed is Japanese. The size of the signs displayed is also different, namely English has a larger size than Japanese. Because it was created by a private eatery and is a bottom-up sign, this sign is also classified as a commercial store sign. This sign is used by a bakery that sells Japanese cheese cake produced in Indonesia. On this sign, English (momoiro) is used to describe the shop's name, while Japanese (ももいろ) signifies that the food for sale originates in Japan. It can be concluded that this brand has reasons to use both English and Japanese because it sells Japanese delicacies and uses English so that ordinary people can comprehend the name of the store.

*Figure 12. Bilingual Sign*



Figure 12 shows that the sign used was a bilingual sign because it uses two languages, Arabic and English. The Arabic language on this sign refers to the word “musholla”, which is interpreted as an Islamic Prayer Room. This sign is located

indoors and was created since the object was a public space that many visitors use, thus the sign identifies several locations that visitors may require, such as a musholla, restroom, first aid clinic, and elevator. As a result, the sign was created with the intention of directing guests in the direction of the musholla, restroom, first aid clinic, and elevator.

**c. Multilingual Signs**

Signs in multiple languages are still uncommon in the shopping malls in Medan city, especially in Delipark. These types of multilingual signage are only typically seen on billboards and commercial shop name. On multilingual signs in Delipark, there were only two signs. The first type is a billboard with English, Indonesian, and Japanese (0.7%), and the second type is a shop sign with Deutsch, English, and Indonesian (0.7%). However, languages besides English and Indonesian are not prevalent because they only appear in a single word and typeface, and their size is comparable to or smaller than that of the minority or majority language. The following are examples of the types of languages used by multilingual signs.

*Figure 13. Multilingual Sign*



The sign in figure 13 was multilingual because it consists of more than two languages, namely English, Indonesian, and Japanese. The Japanese language used in the sign is "さようなら" which is written in alphabetical letters, namely sayonara which means goodbye. The billboard is in the form of a billboard that is related to the object, namely a shopping center in which there are many shops. It is located indoors and aims to promote products and inform visitors about the treatments available at the beauty clinic. On the billboard, the word sayonara refers to the hair loss treatment available at that place, so the word sayonara is used to convey the message that with advanced sayonara treatment, consumers of the beauty clinic can say goodbye to hair loss.

*Figure 14. Multilingual Sign*



In figure 14 the sign was multilingual because it was made in more than two languages, not only English and Indonesian. The foreign language used in the sign is German, applied to the word “zeiss”. The multilingual sign is found on the nameplates of commercial shops made by private parties. On the commercial shop sign, the word Zeiss refers to the name of the founder of a manufacturer of optical and optoelectronic systems which was founded in Jena, Germany in 1846 by an optician, Carl Zeiss.

## **2. The Characteristics of language at Delipark Medan**

The researcher examines the composition of monolingual, bilingual, and multilingual signs in this section. Each of the collected signs has its own characteristics, not only how the language is spread in a region but also how it is displayed by those with the authority to do so. These characteristics demonstrate the relative significance of each language. They are categorised by Cenoz and Gorter (2006) into three indicators. The indicators are; First language on bi/multilingual signs, text size on mono/bi/multilingual signs, and font type on mono/bi/multilingual signs. These indicators are used to improve understanding of their characteristics.

*Table 3. Characteristics of Language*

Groups	Languages	Number	Percentage
First Language of bi/ multilingual signs	Indonesian	8	27%
	English	17	57%
	Thailand	1	3,3%
	Japanese	1	3,3%
	Arabic	1	3,3%
	Latin	1	3,3%
	Deutch	1	3,3%
Size of Text in bi/multilingual signs	All the same	7	23,3%
	Majority bigger	12	40%
	Minority bigger	9	30%
	Majority and Minority bigger	1	3,3%
	Majority and foreign bigger	1	3,3%
Type of Font on mono/bi/multilingual signs	All the same	106	80%
	Different	27	20,3%

**a. The First Language of bi/multilingual signs**

The language order in bilingual and multilingual signals is the first characteristic of the signs analyzed. Which language appears first and which language follows it. This section does not include monolingual signs, as there is only one language order in monolingual signs. See the table below for additional information.

No	Languages	Number	Percentage
1	Bahasa indonesia	8	27%
2	English	17	57%
3	Thailand	1	3,3%
4	Japanese	1	3,3%
5	Arabic	1	3,3%
6	Latin	1	3,3%
7	Deutch	1	3,3%

*Table 4. The First Language on bi/multilingual signs*

According to the table above, English is the first language as the first sign language. This includes signs, billboards, and commercial shop boards totaling 17 numbers with a percentage of 57%, followed by Indonesian with 8 numbers with a percentage of 27%. The English language appears more prominently on bilingual and multilingual signs in Delipark. The majority of linguistic items have English in the first position, followed by other languages. Not infrequently, English holds the position of first language. So it dominates almost all linguistic items and becomes the priority language.



*Figure 15. First Language on Sign*

Figure 15 are examples of bilingual signs that have the same meaning, namely as a tool to inform visitors about whether or not the lift they will use can be used to carry trollies. These signs were made related to the object, especially because this object is a shopping mall in which there is a supermarket that allows visitors to use a trolley to take their groceries home to the parking area by using an elevator, so these signs are made to make it easier for visitors with which elevator they use can go to the parking area. However, these signs are made in different shapes. In Picture 1, the sign was created by combining Bahasa Indonesia and English in a single sentence, with Bahasa Indonesia serving as the dominant language. Meanwhile in Picture 2, the signs are constructed in two different languages, arranged in different sentences and the first language used is English. From the table above it can be seen that English as the first language is superior to Indonesian.

**b. Size of Text in bi/multilingual signs**

The next step that needs to be done is an analysis of the size of the font used for each language on bilingual, and multilingual signs. There is typically a difference in the size of the text displayed on bilingual, and multilingual signs. In some cases, the language of the majority is given more prominence than the language of the minority in certain signs, and vice versa. The results are shown in Table...



No.	Aspect	Number	Percentage
1	All the same	7	23,3%
2	Majority bigger	12	40%
3	Minority bigger	9	30%
4	Majority and Minority bigger	1	3,3%
5	Majority and foreign bigger	1	3,3%

*Table 5. Size of Text in bi/multilingual signs*

In general, English as the majority language has a biggest size in writing the bilingual and multilingual sign writing with 12 number with a percentage of 40%. This is demonstrated by all the data in Appendix 1, and Picture 41 serves as an example. Picture 41 depicts a bilingual sign containing both English and Indonesian. The English word "EXIT" appears in the first language in the largest font size and boldest font style relative to other languages. This sign aims to direct visitors to the direction of the exit from the object called Delipark. Therefore, this demonstrates that the majority language is the largest measure used in Figure 41.

### **c. Type of Font on mono/bi/multilingual signs**

At this stage, researchers will examine the type of font applied on monolingual, bilingual, and multilingual signs. This indicator examines the font styles employed on monolingual, bilingual, and multilingual signs in Delipark. The results indicate whether or not the fonts are identical. According to the table below, the majority of the fonts used in the compiled monolingual, bilingual, and multilingual signs are identical.

No.	Type of Font	Number	Percentages
1	All the same	106	80%
2	Different	27	20,3%

*Table 6. Type of Font on mono/bi/multilingual signs*

The same type of font is used for virtually all of the signage in Delipark, regardless of whether they are monolingual, bilingual, or multilingual. The image below displays an example of a sign that employs the same font.



*Figure 16. Type of Font on mono/bi/multilingual signs*

### **3. The Reason of the Linguistic Landscape Features that have been Realised at Delipark Medan**

The results of interviews with 20 respondents who were Delipark visitors are presented in this section. This is done to determine the reason why certain linguistic landscape items are displayed in Delipark. There were some respondents who provided different replies to the questions, but the majority of respondents had the same answers. According to this information, the researcher has determined that there are three factors that influence why linguistic landscape items are realized, and the following is a summary of those factors.

#### **a. Serving as Information**

The signs in the delipark are one of the important things to display in public spaces. These signs are displayed as essential messages or sources of information for the general public, particularly for Delipark visitors. This relates to the explanation provided by the respondents (see Appendix II in interview 5, 6, 18 and

19), who stated that the presence of signs in public spaces such as Delipark will make it easier for visitors to discover the information conveyed on these signs and these signs also provide information a warning that will make visitors more careful when passing or being in a place where there is a risk of an accident.

**b. Provide Facilities for Local and International visitors**

Signs in the Delipark are displayed bilingual or multilingual to make it easier for local and international visitors to get the facilities. This is done to ensure that locals and international visitors from other countries do not become confused about the meaning of the signs that are shown. Some respondents (see interviews 2,4,7,8,9,10,11,12,15,17 in Appendix II) stated that the visitors who came to the Delipark were not only visitors from the local area, and that it was not uncommon to see visitors from other countries. As a result, it is necessary to include a foreign language, or more specifically the international language, which is English, as one of the languages that are used for signs at the delipark. This can help visitors from other countries comprehend the meaning of these signs.

**c. As a Universal Language.**

The English language is used by everyone in the world. In other words, English is a universal language or language used as a means of communication between groups that have different languages. This makes English a language that the community must acquire, both in conversation and in the language used on signs. At Delipark itself, the visitors are not only from Indonesia; there are also many international visitors who do not speak Indonesian who come to Delipark to hang out, shopping, or conduct business. This pertains to the respondents' explanations

(see attachment II in interviews 1, 3, 13, 16 and 20); I borrowed one of Miss Dila's explanations.

*“In my opinion, because maybe on several occasions mall visitors are not just local residents but there are also foreigners who are visiting the place. So it is also necessary to use English as a guide for visiting foreigners.”*

Therefore, it can be concluded that the Delipark is one of the destinations for foreigners when they visit Medan, and consequently, the signs in the Delipark are created and exhibited in English. This can enable foreign tourists to understand the meaning of the signs in Delipark.

## **B. Discussion**

The researcher draws conclusions based on the research findings after analyzing the data. This study analyzes the linguistic landscape of Delipark Medan based on the theory of Cenoz and Gorter's (2006). The use of linguistic landscape in public spaces, according to Cenoz and Gorter, can provide information about the sociolinguistic context and the use of multiple languages in sign language. Cenoz and Gorter also stated that studying linguistic landscapes is intriguing because it can reveal differences in official language policies used on signs such as road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings.

In this study, researcher investigated the predominant use of language displayed, the characteristics of signs, and the reasons why linguistic items were displayed at Delipark. The data obtained from observations are the languages that appear on the signs in the Delipark. There were around 133 data found from linguistic items in the Medan Delipark both indoors and outdoors, consisting of monolingual, bilingual and multilingual. The researcher also collected data by conducting interviews with visitors about their opinions about the use of language on signs in the delipark.

Regarding the aim of the first question about the dominant language used in linguistic items in Delipark. The researcher concludes that English is the most prevalent or dominant language in linguistic indicators in Delipark. From a total of 133 signs, the languages are displayed monolingual, bilingual, and multilingual. There were 103 monolingual signs discovered, including 25 numbers in Indonesian, 76 numbers in English, 1 number in Latin and 1 number in French. In bilingual signs, English continues to predominate, followed by Indonesian as a translator. Bilingual signs include 17 numbers in English - Indonesian, as well as other languages such as English - Japanese with 2 numbers, English - Thai with 1 number, English - Arabic with 2 numbers, English – Latin with 5 numbers, and English – French with 1 number. There are also 2 number of multilingual signs covering the use of Deutsch-English-Indonesian and English-Japanese-Indonesian language on billboards and commercial shop names.

Regarding the aim of the second question about the characteristics of the language used in Delipark. Using cenoz and gorter theory, the researcher analysed

the characteristics of language using only three indicators, including the first language used, text size, and font type. Using the criteria proposed by Cenoz and Gorter, researchers determined that each of the 133 signs in Delipark had their own characteristics. English predominates as the most common language used in linguistic items. It was found that English was used in 17 numbers for the use of the first language in linguistic items and managed to beat Indonesian with only 8 numbers. The size of the text in Delipark's linguistic items is the second indicator examined. In this section, the researcher analyses the most frequently used and largest text sizes for linguistic items. It was discovered that the majority language, English, occupies the first position, which is written in 12 linguistic items, indicating that English is written in a larger font size. The final indicator is the font type; the majority of linguistic items are created with the same font, but there are 27 linguistic items that use a different font type.

Finally, the third problem of this research is regarding the reasons why linguistic items are displayed in Delipark. Researchers interviewed 20 Delipark visitors in order to answer this question. The collected data indicates that the signs in the Delipark serve as a source of information for visitors; the presence of these signs helps visitors in obtaining information and also provides warning information for visitors to be more careful. This linguistic item also functions to facilitate local and international visitors so that they are not confused by the information they get from the signs in the Delipark. In addition, the majority of linguistic items in Delipark are displayed in English because English is a universal language. So that English becomes a required language for society to master.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

This study investigates the linguistic landscape of Medan, with a specific focus on Delipark shopping mall. The study's results were drawn from the data analysis. The first discovery is the dominant language in Delipark's linguistic landscape. English is the predominant language used for linguistic items in the Delipark. This was concluded based on the findings of 133 linguistic items found in indoor and outdoor areas which were classified into monolingual, bilingual, and multilingual. With a total of 76 numbers with a percentage of 57%. The usage of English in Delipark Medan's linguistic landscape items can be viewed as a symbol of luxury. Delipark is newest and largest mall in Medan has an image as a luxury mall, and English is considered a prestigious language that symbolizes luxury. As a result, the employment of English in the linguistic landscape items at Delipark Medan is intended to convey the shopping center's elegance.

The characteristics of the linguistic landscape in Delipark Medan were analyzed using three indicators based on the theory of Cenoz and Gorter (2006), which is the second discovery of the study. The first indicator is the dominant language used in sign language, which is English with a total of 17 signs and a 57% usage rate. The second indication is the size of the text on the signs, with English having 12 signs with larger text sizes than other languages. The last indicator is the type of font used on language items in Delipark, where 106 signs have the same

font type and 27 signs have font types that differ between the languages used. In this second discovering, the dominant language, namely English, is more conspicuous in terms of first-language usage and font size.

The last discovering of the study on linguistic landscape in Delipark Medan is related to the reasons why linguistic items are displayed in the mall. The researcher found that the signs displayed at Delipark serve as a source of information for visitors, to Provide Facilities for Local and International Visitors so that they are not confused by the information obtained from the Delipark signs, and lastly because English is a universal language. So that English becomes a required language that the community must master.

## **B. Suggestion**

According to the research findings, there are several suggestions from researchers for future researchers who are interested in studying linguistic landscapes. Future researchers are expected to conduct additional research on linguistic landscapes in order to acquire a deeper comprehension of linguistic landscape phenomena. Also, it is anticipated that future researchers will be able to resolve the gaps in this research. Because the object of this study is a mall in Medan, it is anticipated that future research will collect data from other public spaces, be able to compare data from various locations, identify differences and similarities between these locations, and classify signs according to their respective functions of these signs, for example the use of linguistic landscape on direction



signs, advertising signs, warning and prohibition signs, building names, informative signs, graffiti, slogans and so on.

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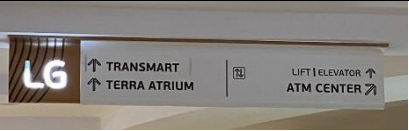





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## APPENDICES

Appendix 1. The Sign and The Language Used





No	Image	Language	Monolingual	Bilingual	Multilingual
1		Bahasa	✓		
2		English	✓		
3		Bahasa	✓		
4		English	✓		
5		Bahasa	✓		
6		English	✓		
7		English	✓		
8		English	✓		
9		English	✓		






10		English	✓		
11		English	✓		
12		English	✓		
13		English	✓		
14		English	✓		
15		English – Japanese		✓	
16		English – Thai		✓	






17	 A brightly lit sign for 'MARUGAME UDON UDON & TEMPURA' with a red square logo on the left.	English – Japanese		✓	
18	 A directional sign for 'RIVAPARK (G)' with an upward arrow and 'LM' logo. Other directions include 'RESTROOM   HANDICAP' and 'ATM CENTER (LG)'.	English	✓		
19	 A directional sign for 'RIVAPARK (G)' with an upward arrow and 'LM' logo. Other directions include 'FIRST AID CLINIC (LG)', 'TRAVELATOR   LIFT', and 'RESTROOM   HANDICAP'.	English	✓		
20	 A sign for 'kopi kenangan' in a white, cursive font with a heart icon on the right.	Bahasa	✓		
21	 A directional sign for 'RIVAPARK (G)' with a leftward arrow and 'LM' logo. Other directions include 'RESTROOM', 'PARKING AREA LM1', and 'ATM CENTER (LG)'.	English	✓		
22	 A colorful poster with text: 'ALL YOU CAN EAT!', 'LUNCH SESSION 10AM - 4PM (OR 12K+ PAX REGULAR AFTER HOURS)', 'SUMMER SESSION 5PM - CLOSE (OR 12K+ PAX REGULAR AFTER HOURS)', and a list of locations including Plaza Senayan, Emporium P, Grand Indonesia, Central Park, Kelapa Gading, Pacific Place, Kora Kasablari, Pondok Indah M, Lippo Mall Pl, Paksiwani Mall, and Tunjungan Plaza.	English	✓		
23	 A vertical poster for 'ERMA ULTIMATE HAIR CARE' advertising a 'New Treatment ADVANCED Sayonara Hair Fall Treatment' for 2.200.000. It features an image of a person's head and text: 'RONTOK AMPUH TERATASI, PERTUMBUHAN RAMBUT TERSTIMULASI' and 'Intelligent dermabeauty'.	English- Japanese – Bahasa			✓





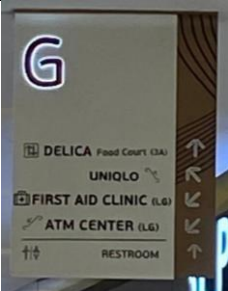




24		Bahasa – English		✓	
25		English	✓		
26		English – Arabian		✓	
27		English	✓		
28		English	✓		
29		Bahasa – English		✓	

30		English	✓		
31		English	✓		
32		English	✓		
33		English	✓		

34		English	✓		
35		English	✓		
36		English	✓		
37		Latin – English		✓	
38		France	✓		

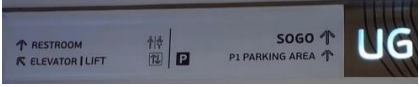
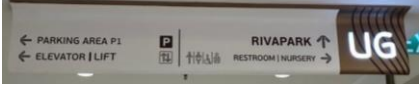





39		English	✓		
40		English	✓		
41		English – Bahasa		✓	
42		English	✓		
43		English	✓		

44		English	✓		
45		English	✓		
46		English	✓		
47		English - Latin		✓	
48		English	✓		

49		English - Latin		✓	
50		English	✓		
51		English	✓		
52		English – Bahasa		✓	
53		English – Bahasa		✓	
54		Bahasa – English		✓	

55		English	✓		
56		Bahasa	✓		
57		Bahasa	✓		
58		English	✓		
59		English – France		✓	



60		English	✓		
61		English	✓		
62		English – Latin		✓	
63		English	✓		
64		Deutsch-English – Bahasa			✓
65		English	✓		
66		Bahasa	✓		



67		English	✓		
68		English	✓		
69		English	✓		
70		English	✓		

71		English	✓		
72		Bahasa – English		✓	
73		English	✓		
74		English	✓		
75		English	✓		

76		English	✓		
77		English	✓		
78		English	✓		
79		English	✓		
80		English	✓		
81		English	✓		
82		English	✓		








83		English	✓		
84		Bahasa – English		✓	
85		English	✓		
86		English	✓		
87		Bahasa	✓		
88		Bahasa – English		✓	

89		English	✓		
90		English	✓		
91		English	✓		
92		English – Bahasa		✓	
93		Bahasa – English		✓	

94		English	✓		
95		English – Arabian		✓	
96		English – Bahasa		✓	
97		Bahasa	✓		
98		Bahasa	✓		
99		Bahasa	✓		

100		English – Bahasa		✓	
101		Bahasa	✓		
102		English	✓		
103		Bahasa	✓		
104		Bahasa	✓		
105		Bahasa	✓		













106		Bahasa	✓		
107		Bahasa	✓		
108		Bahasa	✓		
109		Bahasa	✓		
110		English	✓		
111		English – Bahasa		✓	
112		English	✓		




113		English – Bahasa		✓	
114		Bahasa - English		✓	
115		English	✓		
116		English – Bahasa		✓	
117		Bahasa	✓		

118		English	✓		
119		English	✓		
120		Bahasa	✓		
121		English	✓		
122		English	✓		

123		English	✓		
124		English	✓		
125		English	✓		
126		English – Latin		✓	
127		English	✓		

128		Bahasa	✓		
129		English	✓		
130		Latin	✓		
131		Bahasa	✓		
132		Bahasa	✓		

133		Bahasa	✓		
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## **Appendix 2. Interview Transcripts**

### **1. An interview with Miss. T as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: I think the language is quite easy because there are some signs that don't include Indonesian, but the use of English is easy for some people to understand.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: I think because that place is a public place that is passed by many people and also some people who pass through the place, we can say maybe they don't use Indonesian so this place needs to use another language such as English for their signs.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (language diversity)

### **2. An interview with Miss. A as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: I quite understand what the meaning of the information/warning conveyed in the signs or symbols is aimed at several corners of the mall.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: Because in my opinion Indonesia has become a foreign destination for activities such as traveling, working, and other interests. We also know that English is the language of world unity. So it is not surprising that the combination of two languages in existing signs makes foreign citizens able to

understand the instructions for the symbols that are displayed in several corners of the mall area.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Provide facilities for local and international visitors)

### **3. An interview with Miss. Y as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, I think these signs can make it easier for visitors who visit the place to get information because the common language used now is clearly using Indonesian too, and using English as a foreign language which most foreigners can understand too. So of course the language used on these signs helps visitors to know what information is conveyed on the signs.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: In my opinion, the sign was made in several languages so that not only people who speak Indonesian understand it but also people who speak foreign languages, so the meaning of the sign can be known by various people. In my opinion, the sign is displayed in that place because there are many things that visitors may not know when visiting the place, so the use of these signs is to avoid confusion or mistakes when visiting.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (language diversity)

### **4. An interview with Mr. I as a visitor**

Interviewer: Good morning Sir, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, I understand because there are 2 languages where the signs contain my first language, namely Indonesian.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: To make it easier for foreigners to read the signs in the mall, especially since the mall is a very large and luxurious mall, therefore in my opinion it is mandatory to use two languages to provide information on the signs.

Interviewer: Okay Sir, that's all my questions. thank you very much Sir.

Interviewee: yes. (Provide facilities for local and international visitors)

### **5. An interview with Miss. Z as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: In my opinion, the use of language on signs in a place can make it easier for visitors to find out the information contained in that place, in order to comply with every rule that has been set and be able to determine what we need.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewer: The sign is made in several languages so that visitors know the intended information, and the sign is displayed so that visitors understand the meaning of the sign.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Serving as information)

### **6. An interview with Miss. N as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?



Interviewee: For me as a visitor, this can make it easier for visitors, because we know Medan is the 3rd largest city in Indonesia. Because of this, it is not only local visitors but also visitors from abroad who visit Delipark. Therefore, the use of English and Indonesian can make it easier for local visitors and foreign visitors to read the signs.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: So that it can be understood by visitors from all people and these signs contain a warning so that an accident does not occur which can endanger visitors

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Serving as information)

#### **7. An interview with Miss. S as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, of course it can make it easier for visitors to get information by looking at the signs

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: Because not all groups who visit come from Indonesian citizens, there are some people from abroad who visit so it is made in several languages, one of which is English.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Provide facilities for local and international visitors)

#### **8. An interview with Mr. M as a visitor**

Interviewer: Good morning Sir, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two

languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: In my opinion, all the languages and signs in this delipark really help visitors to follow the existing rules

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: In my opinion, the sign was made using several languages because it was initiated by the variety of visitors who came to the Delipark

Interviewer: Okay Sir, that's all my questions. thank you very much Sir.

Interviewee: yes. (Provide facilities for local and international visitors)

### **9. An interview with Miss. D as a visitor**

Interviewer: Good morning Miss, may I ask you something for my research Findings?

Interviewee: Good morning, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: In my opinion, the use of two languages on the signs at Deli park is very useful for visitors, especially for foreign tourists. So that it can make it easier for them to understand the meaning of an existing sign.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: Because as I said before that to make it easier for visitors to understand an existing sign. So there is no misunderstanding.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (Provide facilities for local and international visitors)

### **10. An interview with Miss. M as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor

here, do you think these languages can make it easier for visitors to get information?

Interviewee: Maybe for some local visitors it will be difficult to understand because they are constrained by a language they don't understand other than Indonesian. However, the many languages used may also make it easier for other visitors who use languages other than Indonesian. In my opinion, most of the signs still use Indonesian besides the use of other foreign languages. So that it makes it easier for all visitors who will read these signs.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: This was done by the mall because the mall is one of the largest malls in Medan and is also relatively new. So that many local and foreign visitors come to the mall, so they use various languages for their signs. And when foreign visitors come to visit, it doesn't confuse them to find out information. Likewise local visitors, they still understand the signs because they still use Indonesian and it is also very good because they use various languages

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Provide facilities for local and international visitors)

### **11. An interview with Miss. V as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, in my opinion this language can make it easier for readers to get information for tourists, signs written in English are very useful for those who still don't understand Indonesian, for local people (Indonesian) these writings are useful to know the rules in malls that they didn't before know.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: In my opinion, these signs are made in several languages because for some people, for example tourists who don't understand Indonesian, having English on the signs can make it easier for them to understand the rules and instructions in the mall, these signs are displayed in places like it shows rules or prohibitions for visitors that could result in danger, unwanted accidents or other incidents, and so that visitors can easily find out what they can do and what they can't do in the mall without having to have an officer announce the rules.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (Provide facilities for local and international visitors)

### **12. An interview with Miss. C as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, it is

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: Because as we know Delipark is a public tourist spot visited by many tourists from abroad, not just local tourists. So using a foreign language makes it easier for them to find out various information and why is it displayed in a public place so that it is easily known by many people

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (Provide facilities for local and international visitors)

### **13. An interview with Miss. PC as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor

here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes of course. Because the language is very clear. Then, people who don't speak Indonesian can read English to understand what the signs mean.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: Because there are many people who only speak a certain language

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (As a result of linguistic diversity.)

#### **14. An interview with Miss. P as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: In my opinion, signs that use English and Indonesian are very helpful.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: With these signs, we as visitors can more easily find out information. Especially for signs that use two languages, namely English and Indonesian, this is very useful for visitors who are not Indonesian (tourists). With these two languages, it can make it easier for domestic visitors or tourists to understand information easily.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome. (Provide facilities for local and international visitors)

#### **15. An interview with Miss. R as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two

languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: In my opinion, these languages can make it easier for visitors to get information, especially as we know that Delipark Medan is a large mall, so this language is very beneficial for visitors, for example, when we have to pray and have to find a prayer room. If there is no information or languages on the signs we will be confused. And also we become aware of dangerous places so as to prevent visitors from having accidents.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: In my opinion, why are the signs made in several languages because not only local residents visit the Delipark, but foreigners or tourists also visit it, so to make it easier for tourists, they are made in various languages. So that local residents and tourists remain comfortable and enjoy when they come to Delipark.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (Provide facilities for local and international visitors)

#### **16. An interview with Miss. D as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, the signs made can help mall visitors who are inside

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: In my opinion, because maybe on several occasions mall visitors are not just local residents but there are also foreigners who are visiting the place. So it is also necessary to use English as a guide for visiting foreigners.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (As a result of linguistic diversity.)

### **17. An interview with Miss. N as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: The language used in signs can make it easier for visitors to get information if the language is appropriate to the needs, understanding of the target audience, and the context of the place.

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: To facilitate understanding and communication with a variety of visitors who speak different languages

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: yes. (Provide facilities for local and international visitors)

### **18. An interview with Miss. W as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, it is

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: because when there are no signs, the visitors will be disorganized.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome.

### **19. An interview with Miss. T as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, of course

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: because with signs in several languages, visitors, both local and international, will get the information they need.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome.

## **20. An interview with Miss. Z as a visitor**

Interviewer: Good afternoon Miss, may I ask you something for my research Findings?

Interviewee: Good afternoon, yes of course.

Interviewer: As we know, in Delipark there are many signs, and as can be seen, most of the signs are in English and some are in two languages, such as English and Indonesian. You as a visitor here, do you think these languages can make it easier for visitors to get information?

Interviewee: Yes, it make me easy to get information

Interviewer: Why do you think the signs are made in several languages and why are they displayed here?

Interviewee: because those who visit this Delipark are not only local visitors but also international visitors, so English is required as an international language to be displayed on the signs.

Interviewer: Okay miss, that's all my questions. thank you very much Miss.

Interviewee: you're welcome.



Appendix 89. Permohonan Persetujuan Judul



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Nama : Vidinda Fahriaty  
NPM : 1902050064  
ProgramStudi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
What is written on public signs is more than you think: A study of Linguistic Landscape	ASU 4 Jan 2023

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Medan, Desember 2022

Disetujui oleh

Dosen Pembimbing

(Dr. Khairun Niswa, M.hum.)

Hormat Pemohon

(Vidinda Fahriaty)

Appendix 90. Form K-1



MAJELIS PENDIDIKAN TINGGI  
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
 Website : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Form : K - 1

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
 Program Studi Pendidikan Bahasa Inggris  
 FKIP UMSU

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Vidinda Fahriaty  
 NPM : 1902050064  
 Program Studi : Pendidikan Bahasa Inggris  
 Kredit Kumulatif : 117 SKS  
 IPK Kumulatif : 3.70

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disahkan Oleh Dekan Fakultas
22/12/22	What is written on public signs is more than you think Linguistic Landscape	
	Linguistic Landscape in State Museum of North Sumatera	
	An Analysis of Oriental Methapor on BBC News about G20 in Indonesia	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 20 Desember 2022

Hormat Pemohon,

Vidinda Fahriaty

Dibuat Rangkap 3 :  
 - Untuk Dekan/Fakultas  
 - Untuk Ketua/Sekretaris Prodi  
 - Untuk Mahasiswa yang bersangkutan

Appendix 91. Form K-2



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Vidinda Fahriaty  
NPM : 1902050064  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

What is written on public signs is more than you think: A study of Linguistic Landscape

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Dr. Khairun Niswa, M.hum.

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 20 Desember 2022  
Hormat Pemohon,

Vidinda Fahriaty

Dibuat Rangkap 3 :  
- Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Prodi  
- Untuk Mahasiswa yang bersangkutan

Appendix 92. Form K-3

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 839 /IL.3/UMSU-02/F/2023  
Lamp : ---  
Hal : Pengesahan Proyek Proposal  
Dan Dosen Pembimbing

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Vidinda Fahriaty  
N P M : 1902030064  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : What is Written on Public is more than you think: A Study of Linguistic Landscape.

Pembimbing : Dr. Khairun Niswa.,M.Hum.

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

- 1.Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
- 2.Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan.
- 3.Masa kadaluwarsa tanggal : 11 Februari 2024

Medan 20 Rajab 1444 H  
11 Februari 2023 M



Wassalam  
Dekan  
  
Hani Samudurnita, MPd.  
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

- 1.Fakultas (Dekan)
- 2.Ketua Program Studi
- 3.Pembimbing Materi dan Teknis
- 4.Pembimbing Riset
- 5.Mahasiswa yang bersangkutan :  
**WAJIBMENGKUTISEMINAR**



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## Appendix 94. Berita Acara Seminar Proposal



MAJELIS PENDIDIKAN TINGGI UNIVERSITAS  
MUHAMMADIYAH SUMATERA UTARA FAKULTAS  
KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp. (061)6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Rabu tanggal 31 bulan Mei tahun 2023 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkang : Vidinda Fahriaty  
NPM : 1902050064  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : What is Written on Public Signs is more than you Think: A Study of Linguistic Landscape

No	Masukan dan Saran
Judul	Kurang jelas karena ditulis dalam bentuk pertanyaan
Bab I	Data kurang valid . Masih diragukan
Bab II	sudah cukup jelas
Bab III	Proses kurang jelas tahapannya
Lainnya	Data masih perlu diperbanyak karena ybs masih ragu
Kesimpulan	<input checked="" type="checkbox"/> Disetujui ( ) Ditolak <input checked="" type="checkbox"/> Disetujui dengan adanya perbaikan

Dosen Pembahas

(Dr. Cut Novita Srikandi, S.S., M.Hum)

Dosen Pembimbing

(Dr. Khairun Niswa, M.Hum)

Panitia Pelaksana

Ketua

(Pirman Ginting, S.Pd., M.Hum)

Sekretaris

(Rita Harisma, S.Pd., M.Hum)

**Appendix 95.** Lembar Pengesahan Hasil Seminar Proposal



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061)6619056  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**

Proposal yang sudah diseminari oleh mahasiswa dibawah ini:

Nama Lengkap : Vidinda Fahriaty  
NPM : 1902050064  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Linguistic Landscape in Medan Shopping Mall.

Pada hari Rabu, tanggal 31, bulan Mei, tahun 2023 sudah layak menjadi proposal skripsi.

Medan, 3 Agustus 2023

Disetujui oleh:

Dosen Pembahas

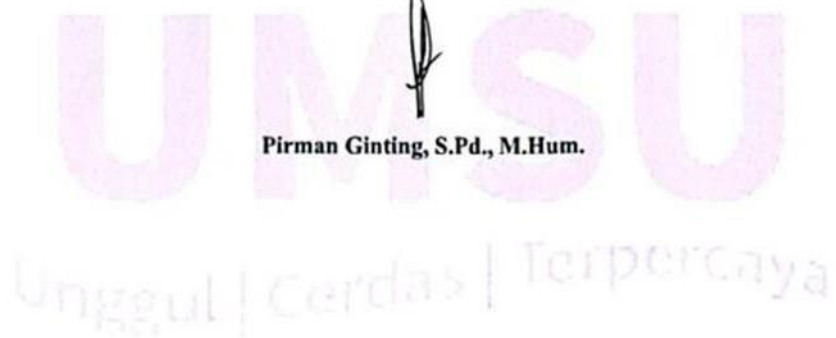
Dosen Pembimbing

(Dr. Cut Novita Srikandi, S.S., M.Hum)

(Dr. Khairun Niswa, M.Hum.)

Diketahui oleh:  
Ketua Program Studi,

Pirman Ginting, S.Pd., M.Hum.





Appendix 96. Permohonan Perubahan Judul Skripsi



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061)6619056  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth. Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal: Permohonan Perubahan Judul Skripsi

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr.Wb.

Dengan hormat, yang bertanda tangan di bawah ini:

Nama Lengkap : Vidinda Fahriaty  
NPM : 1902050064  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan perubahan judul skripsi, sebagai mana tercantum di bawah ini:

What is Written on Public Signs is more than you Think: A Study of Linguistic Landscape.

Menjadi:

Linguistic Landscape in Medan Shopping Mall.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan ibu saya ucapkan terimakasih.

Medan, 3 Agustus 2023

Ketua Program Studi  
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum

Dosen Pembahas

Dr. Cut Novita Sriyadi, S.S., M.Hum

Hormat Pemohon

Vidinda Fahriaty

Dosen Pembimbing

Dr. Khairun Niswa, M.Hum



## Appendix 97. Surat Keterangan Seminar Proposal



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp. (061)6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan  
Universitas Muhammadiyah Sumatra Utara, menerangkan dibawah ini :

Nama : Vidinda Fahriaty

NPM : 1902050064

Program Studi : Pendidikan Bahasa Inggris

Judul Proposal : Linguistic Landscape in Medan Shopping Mall

Benar telah melakukan seminar proposal skripsi pada hari Rabu tanggal 31 Mei tahun 2023.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan  
Fakultas Atas kesediaan dan kerjasama yang baik, kami ucapkan terimakasih.

Medan, 7 Agustus 2023

Ketua Program Studi

(Pirman Ginting, S.Pd., M.Hum)

## Appendix 98. Surat Permohonan Izin Riset



Nomor : 2966/II.3/UMSU-02/F/2023  
Lamp : ---  
Hal : Izin Riset

Medan, 17 Muharram 1445 H  
14 Agustus 2023 M

Kepada : Yth. Bapak/Ibu Kepala  
Perpustakaan UMSU  
Di  
Tempat.

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Vidinda Fahriaty  
N P M : 1902050064  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Linguistic Landscape in Medan Shopping Mall.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Wassalam  
Dekan  
  
Dr. Hj. Syamsu Yurnita, MPd.  
NIDN : 0004066701

**\*\*Peringgal**

## Appendix 99. Surat Keterangan Selesai Riset



**SURAT KETERANGAN**  
Nomor: 2879/KET/II.9-AU/UMSU-P/M/2023

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Vidinda Fahriaty  
NPM : 1902050064  
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan  
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ SI

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

*"Linguistic Landscape in Medan Shopping Mall"*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 26 Safar 1445 H  
12 September 2023 M

Kepala UPT Perpustakaan,  
  
Muhammad Arifin, S.Pd, M.Pd



## Appendix 14. Curriculum Vitae



### VIDINDA FAHRIATY

Gmail: vidindafahriaty@gmail.com | Phone: 0821-6458-4848 | WA: 0821-6458-4848

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I am committed to learning and self-development so that I can continuously achieve better results. I am always highly enthused about my work, likes challenge, and willing to learn new things.

#### Core Competencies

- Teamwork
- Adaptability
- Time management
- Attention to detail

#### Education :

University of Muhammadiyah Sumatera Utara, Medan, ID | Sept 2019 – Sept 2023  
Bachelor's degree, English Department

- Major: English Education
- GPA: 3.72/4.00  
Thesis: "Linguistic Landscape in Medan Shopping Mall"

PT MariBelajar Indonesia Cerdas | Feb 2022 – Jun 2022

Non-degree, Modern Educator

- Modern Educator
- GPA: 3.70/4.00

Final Project: "Penerapan Model Flipped Learning untuk Merealisasikan Dimensi Profil Pelajar Pancasila pada Mata Pelajaran Pkn Jenjang SMP Dan SMA"

#### Teaching Experience:

- As an English Teacher on Pengenalan Lapangan Persekolahan (PLP) 1 & 2 at SMP PAB 2 Helvetia in 2021.
- As an English Teacher on Pengenalan Lapangan Persekolahan (PLP) 3 at SMK Budi Agung Medan in 2022.

- As an English Teacher on Kuliah Kerja Nyata (KKN) at SDN 105396 Ujung Rambe in 2022.

**Additional skills:**

- Teaching English
- Bilingual English and Indonesia
- Microsoft Office
- Good Communication Skills