

**LINGUISTIC LANDSCAPE IN PUBLIC SPACE: A STUDY OF SIGN  
IN KUALANAMU INTERNATIONAL AIRPORT**

**SKRIPSI**

*Submitted in a Partial Fulfillment of the Requirements  
For the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

By :

**VELDI HARDIKA**  
**1502050235**



**UMSU**  
Unggul | Cerdas | Terpercaya

**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA  
MEDAN  
2019**

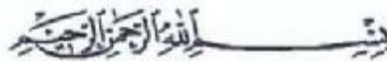


**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Webside : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**BERITA ACARA**

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I  
Fakultas keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-I Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Sabtu, 05 Oktober 2019, pada pukul 07.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa :

Nama Lengkap : Veldi Hardika  
NPM : 1502050235  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Linguistic Landscape in public space:  
A Study of Sign in Kualanamu International Airport

Ditetapkan : (  ) Lulus Yudisium  
(  ) Lulus Bersyarat  
(  ) Memperbaiki Skripsi  
(  ) Tidak Lulus

Dengan diterimanya skripsi ini, sudah lulus dari ujian komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd.)

PANITIA PELAKSANA

Ketua

Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

Sekretaris

Dra. Hj. Syamsuurnita, M.Pd.

ANGGOTA PENGUJI:

1. Prof. Amrin Saragih, M.A, P.hD
2. Rini Ekayati, S.S, M.A.
3. Pirman Ginting, S.Pd., M.Hum.

## LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Veldi Hardika

N.P.M : 1502050235

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Linguistic Landscape in Public Space:

A Study of Sign in Kualanamu International Airport

sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Dosen Pembimbing

Pirman Ginting, S.Pd, M.Hum

Diketahui oleh:

Dekan

Ketua Program Studi,

Dr. H. Elfrianto Nasution, S.Pd, M.Pd.

Mandra Saragih, S.Pd, M.Hum



**UMSU**  
Unggul | Cerdas | Terpercaya

**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Ext. 22, 23, 30  
Website : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**SURAT PERNYATAAN**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Veldi Hardika  
N.P.M : 1502050235  
Prog. Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Linguistic Landscape on International Airport: A Study of Sign in  
Kualanamu International Airport

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat ta npa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Agustus 2019  
Hormat saya  
Yang membuat pernyataan,



**Veldi Hardika**

Diketahui oleh  
Ketua Program Studi  
Pendidikan Bahasa Inggris

**Mandra Saragih, S.Pd, M.Hum**



## ABSTRACT

**Hardika, Veldi. 1502050235. “Linguistic Landscape in Public Space: A Study of Sign in Kualanamu International Airport”. A Skripsi. English Education Program of Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2019.**

The use of Bahasa Indonesia in the public space is the attitude of the community to the Indonesian language as national language. The existence of foreign language use in public spaces is one of the evidences that the society understands foreign language compared to Bahasa Indonesia in its own country. The use of Bahasa Indonesia in the public area of Kualanamu International Airport is highly influenced by many things including the attitude of stakeholders. This research aims to describe the use of linguistic landscape in Kualanamu International Airport, with indoor and outdoor areas. The methods used in this research were qualitative and quantitative methods. The quantitative method was used for calculating the dominant language displayed. The Data of visual pictures was collected in a way that was photographed and obtained by 131 pictures, instructions, restrictions, and local shops. This Data was analyzed by using the features expressed by Cenoz-Gorter i.e. the first language displayed, size of text, font type, translation and types of marks. The results of this study showed that monolingual signs amounted to 56 (42.74%), bilingual sign 49 (37.41%) and multilingual sign 26 (19.85%).

Keywords : *public space, linguistic landscape, international airport*

## ACKNOWLEDGEMENT



The greatest thanks to the Almighty Allah SWT who has given love, blessing and guidance that enable the writer to conduct this Thesis then complete it excellently as a partial fulfillment of the requirement for the degree of Sarjana Pendidikan (S.Pd) at English Education Program, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Bless and peace is upon the profhet Muhammad SAW who has broken human being from the darkness into the brightness era. Thanks to his beloved parents Suharto and Pelita Dewi, for their support morally and materially during his academic years in completing his study.

In the process of accomplishing this thesis, the writer was helped by many people through their guides, supports, prayers, comments and suggestion. Thus, the sincere appreciation are addressed for these following people:

1. Dr. Agussani, M.A.P., the Rector of University of Muhammadiyah Sumatera Utara.
2. Dr. H. Elfrianto Nasution, S.Pd, M.Pd., the Dean of Faculty of Teacher Training and Education.
3. Mandra Saragih, S.Pd, M.Hum., the Head of English Education Program

4. Pirman Ginting, S.Pd, M.Hum., the Secretary of English Education Program and also my Thesis advisor who was given the writer guidance, valuable suggestions, support and Time.
5. Prof. Amrin Saragih, M.A, P.hD and Rini Ekayati, SS, MA., the Thesis examiners who was given the writer time, support, and valuable input to finish this Skripsi.
6. PT. ANGKASA PURA II Kualanamu International Airport, as a place of research that was helped the data collection process from beginning to end.
7. All Lecturers of Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara who were shared their knowledge in academic and non-academic that were very useful to increase his experiences.
8. Asmaita, the Administrator Staff of English Education Program, for helping the writer on compling and administrating the fulfillments for this Skripsi.
9. His beloved brother and sister, Widi Hardika and Riska Hardika, who have been nicely and patiently waiting their brother and sister to finish his Skripsi.
10. His beloved cousins, Dr. Widya Andayani, S.S, M.Hum and Melya Andayani, S.Pd, who have been nicely and patiently waiting their cousins to finish his Skripsi.
11. All of his friends in IKAMABSII (Ikatan Mahasiswa Bahasa dan Sastra Inggris Se-Indonesia) and EDSA UMSU who were fought together in Organization.
12. All of wonderful Friends, thanks for every single smile, laugh, tear, help, struggle that we were passed together and even prayers that given to the writer in finishing this study.



The writer realizes that the content of his Thesis is still far from being perfect, but he kindly welcomes suggestions that will improve this thesis. The writer also hopes this Thesis would be useful for those who are interested in this field of study.

Medan, September 2019  
The writer,

Veldi Hardika  
NPM.1502050235

## TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGMENTS</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>v</b>
<b>LIST OF PICTURES</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>LIST OF APPENDICES</b> .....	<b>ix</b>
<b>CHAPTER I INTRODUCTION</b>	
A. The Background of Study .....	1
B. The Identification of the Pobleml.....	5
C. Scope and Limitation .....	5
D. The Formulation of the Problem.....	5
E. Objective of the Study .....	6
F. The Significance of Study .....	6
<b>CHAPTER II REVIEW OF LITERATURE</b>	
A. Theoretical Framework .....	8
1. Linguistic Landscape .....	8
a. Public Space .....	12
b. Use and Language in Public Spaces.....	13
c. Information and Symbolic Functions of LL.....	16
2. Language Displayed.....	17
a. Sign.....	17
b. Advertisement Information.....	19
c. Commercial Shop Information.....	19
3. Monolingual Information.....	20
4. Bilingual Information.....	20

5. Multilingual Information .....	21
6. The Features of Sign .....	22
7. Semiotic .....	23
8. Kualanamu Internatinal Airport.....	24
B. Conceptual Framework .....	29
C. Relavance Study.....	30
<b>CHAPTER III METHOD OF RESEARCH</b>	
A. Research Design.....	34
B. Source of Data.....	34
C. Technique of Collecting the Data.....	35
D. Technique of Analyzing the Data .....	35
<b>CHAPTER IV FINDINGS AND DISCUSSION</b>	
A. Findings .....	36
B. Discussion.....	37
<b>CONCLUSION AND SUGGESTION</b>	
A. Conclusion .....	57
B. Suggestion.....	59
<b>REFERENCES</b>	
<b>APPENDIXES</b>	

## LIST OF PICTURES

	<b>Page</b>
Picture 1.1 Sign.....	2
Picture 1.2 Sign.....	2
Picture 2.1 Monolingual Sign .....	20
Picture 2.2 Bilingual Sign .....	21
Picture 2.3 Multilingual Sign.....	22
Picture 4.1 Monolingual Sign (P16MoA).....	38
Picture 4.2 Monolingual Sign (P28MoS).....	39
Picture 4.3 Monolingual Sign (P2MoC) .....	40
Picture 4.4 Bilingual Sign (P70BiS) .....	42
Picture 4.5 Bilingual Sign (P86BiS) .....	42
Picture 4.6 Bilingual Sign (P102BiA) .....	43
Picture 4.7 Bilingual Sign (P100BiC).....	44
Picture 4.8 Multilingual Sign (P107MuS) .....	47
Picture 4.9 Multilingual Sign (P125MuS) .....	48

## LIST OF TABLES

	<b>Page</b>
Table 4.1 Type of Language .....	38
Table 4.2 First Language in Monolingual Sign .....	42
Table 4.3 First Language in Bilingual Sign .....	46
Table 4.4 Size and Font in Bilingual Sign .....	46
Table 4.5 Type of Translation in Bilingual Sign .....	47
Table 4.6 First Language in Multilingual Sign .....	50
Table 4.7 Size and Font in Multilingual Sign .....	50
Table 4.8 Type of Translation in Multilingual Sign .....	51
Table 4.9 Distribution of Information.....	52

## **LIST OF APPENDICES**

Appendix 1	The table of analysis (Monolingual, Bilingual and Multilingual Sign)
Appendix 2	The transcript of interview with authority airport
Appendix 3	The transcript of interview with private sector
Appendix 4	Form K-1
Appendix 5	Form K-2
Appendix 6	Form K-3
Appendix 7	Lembar Pengesahan Proposal
Appendix 8	Berita Acara Seminar Proposal
Appendix 9	Permohonan Perubahan Judul Skripsi
Appendix 10	Lembar Pengesahan Hasil Seminar Proposal
Appendix 11	Surat Keterangan Selesai Seminar Proposal
Appendix 12	Surat Pernyataan Bukan Plagiat
Appendix 13	Berita Acara Bimbingan Skripsi
Appendix 14	Surat Keterangan Perpustakaan
Appendix 15	Surat Konfirmasi Izin Riset
Appendix 16	Curriculum Vitae

# CHAPTER I

## INTRODUCTION

### A. The Background of the Problem

The linguistic landscape is around us all the time. Everybody understands what they read, but few realize it. People may know what organizations or companies post them, but never recognize who is putting them together. For example, advertisement of cigarette may refer to the smoker, but sometimes they also contain daily problems that make us wonder who made them. This language situation will illustrate how the language is relevant to an area. The language is represented by the language displayed in the area, and it was regarded as a linguistic view of the area itself. Language in the public area has recently been discussed and studied by many scholars around the world in Linguistic Landscape terminology. Ryan (2011) said that a very early study was conducted by Spolsky & Cooper (1991) which has the basic features of what became known as the Linguistic

Kualanamu International airport is an object to analyze the linguistic landscape. The airport is a place for migrants from various corners of the region. It means that the airport is as an entrance for local and foreign tourists to visit an area. Therefore, it is not surprising that there were many foreign language users at the airport. One of them was guided sign that uses a foreign language to guide visitors and migrants not to get lost.



*Picture 1.1 Sign*



*Picture 1.2 Sign*

The language displayed on the sign at Kuala Lumpur International Airport uses monolingual, bilingual and multilingual information to inform people with an ability of understanding either both languages or one of each languages. The languages shown here are Bahasa Indonesia, English, Arabic, Chinese and Japanese. It could be concluded that Bahasa Indonesia was the dominant language displayed in this area. There were still some signs that are not in accordance with the rules. For example, in Figure 1.2 Bahasa Indonesia is displayed after English and used the different font size.

The Indonesian language in public spaces was not for the development of the country-user attitudes and the advancement of Information technology more sophisticated and results in overlapping the use of language in public spaces foreign language, and the language of the region is used not in accordance with the provisions of the Applicable. Conditions that apply in accordance with the laws of the RI number 24 Year 2009 of the flag, language and emblem of the country, and national anthem In accordance with article 38 grains (3) and (4)



stating that "Bahasa Indonesia shall Used for the name of buildings or buildings, roads, apartments or settlements, Offices, trade complexes, trademarks, business entities, educational institutions, organisations established or owned by Indonesian nationals or other legal entities Indonesia "and (4)" The nomination as referred to in paragraph (1) and paragraph (3) may be Language or foreign language if it has historical, cultural, cultural, and local and/or religious ". The provisions, also in accordance with the contents of the youth oath, which is upholding Indonesian language.

It means that making the language Indonesia as a country language must take precedence over local language and foreign languages, both in public space and in state affairs in Indonesia. State of the language in public space, especially at international airports we could conclude that the use of Bahasa Indonesia in public space must take precedence despite the fact that public spaces in large cities have been flooded with many Foreign languages, regional languages, and mixed language foreign-Indonesians, and regional languages. Primary in public space must comply with the provisions of the regulations such as in the name of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business, educational institutions, organizations established or owned by citizens of Indonesia or Indonesian legal entity. The phenomenon of spreading foreign languages in public spaces is also a reflection Indonesian character as sovereign nations. The rise of a phenomenon the use of foreign language in urban public spaces is also one of the evidence that our community is more of a foreign language than Bahasa Indonesia.

Therefore, the study was aimed to fill gaps by investigating aspects of monolingualism, bilingualism, and multilingualism in the linguistic landscape of Kualanamu International Airport and conducting interviews with the official authorities. The spread of foreign language in Indonesia can also be seen at Kualanamu International Airport as a public place or tourism area. As we know, the country, Indonesia is a country that upholds the language of unity is Indonesian language that means Indonesian language must be more dominant than other foreign languages that exist in the airport. Foreign language had spread in Indonesia already getting increasing. By researching languages in public spaces can be useful for readers to know how the Indonesian language is maintained so that the Indonesian language as the language of the unity of the country continues to grow.

The Kualanamu International Airport is a large place where many people make contact and communicate, not only from the same country but most also come from different countries. It is supported by Singhasiri (2013) stating that tourist attractions can be regarded as a meeting point for visitors from all over the world. Therefore, the researcher conducted an analysis of the problem to provide a better perspective on the language displayed and the linguistic landscape at Kualanamu International Airport because this tourist site has more areas that need to be Analyzed to find out how sociolinguistic through the linguistic landscape plays a role in this area.

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

The problem of this research identified as follows,

1. The types of language were realized in monolingual, bilingual, and multilingual.
2. The linguistic landscape was dominantly used visual design, such as displaying pictures, symbols, signs to giving the meaning of signs that design.

## **C. Scope and Limitation**

The scope of this study is sociolinguistic concerning with the linguistic landscape. The limitation of this research focuses on finding linguistic landscapes in the area of Kualanamu International Airport. The analysis conducted in the languages displayed in the form of signs, advertisement billboards, and commercial shop signs in the area of the airport. The languages displayed as the data in this study were released in monolingual, bilingual and multilingual.

## **D. The Formulation of the Problem**

The formulation of the study as follows:

1. What are the types of language in Kualanamu International Airport?
2. How are the features of the linguistic landscape realized in Kualanamu International Airport?
3. Why linguistic landscape is constructed in Kualanamu International Airport the way they are?

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

The objectives of the study as follows:

1. To identify the types of language in Kualanamu International Airport.
2. To describe the features of the linguistic landscape realized in Kualanamu International Airport.
3. To investigate the construction of the linguistic landscape in Kualanamu International Airport.

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

The result of this research was aimed at giving benefits both theoretically and practically.

#### 1. Theoretically

This research contributes both of theoretical and practical in the study of linguistics, especially focuses on finding linguistic landscape of Kualanamu International Airport. Theoretically, this research can enrich the research in the field of the linguistic landscape. The analysis will be directed at the language being shown in the form of signs, promotion boards and business shop sign in the zone of Kualanamu International Airport. The language being shown as the information in this investigation is monolingual, bilingual and multilingual. Hopefully, this research can help people who have been in Kualanamu International Airport to make easy their journey and make people know the special identity or signs in a certain Kualanamu International Airport.

## 2. Practically

Practically, the helpfulness of the outcomes would depict as the accompanying: (i) Readers and students of the English Department to be well-educated about Linguistic Landscape of monolingual, bilingual and multilingual data in Kualanamu International Airport. (ii) Individuals of Indonesia, particularly in Medan to enable them to keep up the nearby dialects being contained in such time and could give the information or tip to them when they want to learn a linguistic landscape. (iii) Scientists and researcher that are going to lead a further report on Linguistic Landscape in a multilingual society.

## **CHAPTER II**

### **THE 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**

Talking about the languages in public spaces speaks of the theory of landscape linguistics. In Linguistic theory which is considered to be a combined theory of applied linguistics, sociolinguistic Anthropology, sociology, psychology, and cultural geography according to Landry and Bouhis (1997) is the use of language for public road signs, billboards, street names Store name, the name of the government building in a regional group, region, or City. This opinion was expanded by Shohamy and Gorter (2009) stating that Landscape linguistics is a language in the environment, words, and imagery displayed in Public space and became the center of attention in a rapidly growing region, While Armand, et al. (2008) Crowdsourced landscape linguistics with the term Environmental print, which is urban as text, meaning that the language is widely

used in Urban area public space, which is a region that uses many different languages and Regarded as text.

Languages play an important role in the texts in these public spaces. The use of language is not detached from societal symptoms. People engaged in relationships and social activities use language as a tool to identify the existence of community members. In line with Blommaert and Maly (2014), "Language, in that sense, is the most immediate and direct identifier of people and the most immediately sensitive indicator of social change". From there, language is a marker of social change occurring in the community. In this regard, a place highlights the behavior of certain languages than others. It can be the domination of certain social groups in its activities, such as social activity, politics, economics, education, and religion. Text domination marks the dominance of these activities so that they automatically mark the dominance of certain groups of other groups within a region. From this, it is important that there is a discipline to examine language phenomena of how a language behaviour in public spaces participates to be a marker of social interaction within the community.

In the last decade, emerging disciplines are called landscape linguistic (linguistics lancape/linguistics cityscape). This study was temporarily considered a sociolinguistic branch because it saw the symptoms of language and social symptoms in the multiethnic society that emerged. However, this branch of science expanded to a wide range of interdisciplinary studies, including linguistic studies of anthropology, sociology, ethnography, psychocholinistic, educational, and socio-cultural studies (Shohamy and Waksman, 2009). The Linguistic

Landscape (hereinafter abbreviated to LL) is a study focused on the use of language in public spaces, either monolingual, bilingual, or multilingual.

LL provides information relating to sociolinguistic behaviour and comparative use of language at the formal and unofficial spatial level. At the official sign, the texts are produced by the Government-hereinafter introduced the TopDown concept-and at the unofficial (nonofficial sign) level, the texts are produced by private or individual-the next introduced concept Bottom-up (Landry and Bourhis,1997; Gorter,2006; Backhaus,2007; Ben-Rafael et al, 2006; Barni,2008; Barni and Bagna, 2008, Cenoz and Gorter,2006; Blommaert,2013). In addition to the use of language in the public room, LL also examines the use of such texts in certain areas, which are multilingual areas (Blommaert and Maly, 2014).

This approach is very useful for explaining how the texts are present and how the texts are distributed (spread) in the population and certain communities as well as their interrelationships or interaction patterns where society Ikut-serta in certain spaces so that there is an investigation into the power relations in a region (Blommaert and Maly, 2014). The Postcaterpillar LL was adopted from Landry and Bourhis (1997) and it was followed by another tokohfigure. The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration.

In the present era, language is no longer the sole ruler of a region. Language always has competition. Languages are always struggling for speakers.



There is strong language due to the factors of demographic strength, economy, language policy, and weak language tone. Presenting LL studies on an area can be known to the behavior of people living in an area, what the ideology of language is played, what language has power and prestige, and what language is marginalized (Cenoz and Gorter, 2008; Dagenais, Moore, Subatier, Lamarre, and Arman, 2009; Leeman and Modan, 2009; Yanguas, 2009 and Papen, 2012). Thus, language has a role in representing an ideology of language about how a language has power and prestige over other languages.

For example, there is an area of economic center (commercial area) in a city. The area is known to have abundant use of certain texts. The abundance also marks the power of the participating communities. The more the text is used in public spaces increasingly marking the power of certain community domination and strengthening the ideology of the society. In contrast, fewer of the texts present marked the weaker strength of the community. It is also supported by the power of those texts sitting in official spaces. More and more texts are displayed in official spaces marking the strong dominance of certain communities. It is correlated with the increasingly varied of their social activities. LL is able to parse and investigate complex systems where many actors are involved in the creation and interpretation of the message and the meaning of language (Ben-Rafael, 2009).

### **a. Public Space**

There is a variety of understanding about public space. Public Space by Kusumawijaya (2006) is defined as common space or land, where people can perform functional public activities as well as other side activities that can bind a community, either through daily activities or Periodic activities. Hakim (2003) says that a common space is essentially a container that can accommodate certain activities of its community, both individually and in groups; This public space form relies heavily on the pattern and mass arrangement of buildings. This is in accordance with the sense of public space according to Project for Public Spaces in New York (1984) that public spaces referred to generally in a city are the spaces used by human beings together in the form of roads, sidewalks, tamanparks, centres Shopping, public transport facilities and museums (Masanung, 2009).

Public space characters are very complex and varied. According to its nature, public space is divided into two types, namely (1) Closed public space is the public space contained in a building and (2) open public space is a public space outside the building which is often also called open space ( Budihardjo, 2005). According to Lynch and Carr (1981), the use of R public money as a joint space is an integral part of the social order, so it is necessary to control the freedom. Control in the use of public spaces relates to the importance of tolerance to the interests of others and the creation of order in the use of public spaces.

### **b. Use and Language in Public Space**

In Indonesia, the use of language in public spaces is regulated by the country. Law number 24 of the year 2009 on "flags, languages and emblems of the State, as well as the national anthem" chapters 36 to 38, the publication of forms in public spaces that must be used in Bahasa Indonesia. Article 36 states that the Indonesian language must be used in geographical name in Indonesia and for the name of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business entities, educational institutions, An organization established or owned by an Indonesian citizen or Indonesian legal entity. Article 37 emphasizes the Indonesian language must be used in information about domestic or overseas production products or services in Indonesia. Article 38 discloses that Bahasa Indonesia must be used in general signs, roadposts, public facilities, banners and other information tools which are public services. Then, at the end of each chapter the article is explained that the language of local and foreign languages can be used as complementary. That is, when Bahasa Indonesia, regional language, and foreign language used in public space, Indonesian language is placed at the top (preferably), the regional language underneath, and the most foreign language. However, due to socio-economic and business views are often institution name, signboard/instruction, public facility, business name/General sign shop, mass media, advertisement/poster, and range fabric using only local language or foreign language.

The use of language in public spaces must also be using the Indonesian language that is good and correct. The proper use of Bahasa Indonesia is in

accordance with its function and situation (Sugihastuti, 2012). There are three components that are noted in the proper use of Bahasa Indonesia, namely spelling, diction, and structure. Spelling is the whole rule in symbolizing the sound of speech and its use (Putrayasa, 2007). The Indonesian spelling is: (a) the use of spelling (letter-writing, letter-writing, writing, absorption, and use of punctuation), (b) Word writing (basic word, derived word, re-form, word Change, front-end, password, or combined words), (c) The use of particles, *lah*, *kah*, *pun*, (d) the use of language variety (raw oral variety and oral variety is not raw; The writing consists of a variety of raw writing and a variety of instandard writing), (e) The writing abbreviation and acronyms, (f) The writing of numbers and symbols of numbers, (g) The use of punctuation, and (h) the use of the suffix, prefixes, and endings.

The choice of word or diction in the use of language affects the impression and meaning caused. Word selection in a variety of languages relates to the correctness of word selection and appropriateness of word selection. According to Keraf (2005, p. 87), the correctness of the word selection relates to using the word according to the meaning to be achieved. Meanwhile, the suitability of word selection relates to the atmosphere and language environment. The structure relates to the wording in sentences. Sentences are the smallest language unit that can reveal a whole mind. The delivery process and acceptance of the contents are delivered perfectly when using effective sentences. Effective sentences have features: integrity, alignment, focusing, and saving (Alwi, 2003, p. 39).

Good and correct use of Bahasa Indonesia is often influenced by the presence of other languages. The situation of language use in Indonesian society is characterized by two languages, namely regional language as the language of mother and Bahasa Indonesia as the national language. Alwi, et al. (2003, p. 9), states that the collection element of the Javanese language is considered to be a rich Indonesian language, but the entry of the English levy by some people is considered pollution and purity of Indonesian language. It is because of interference. Chaer (2007, p. 66) Giving interference limitation is carrying the inclusion of other language elements into the language that is being used so that the rule deviation from the language is used.

Indonesian language consumption is also a language interference. The slang language is one of the branches of Bahasa Indonesia as a language for association. This term began to emerge in the late 1980 's. At that time slang language was known as the language of street people who tend to be rude. Now, slang language is a dialect of non-formal Indonesian language which is mainly used in a particular region or community. The interference of slang language sometimes appears in the use of Bahasa Indonesia in the official situation which results in the use of the language is not good and correct. Weinrich (in Chaer & Agustina, 2004) concluded the cause of interference that resulted in irregularities in the use of language. Factors of the cause of interference are: (1) communication participants, (2) The thin of language-user loyalty, (3) Not insufficient language vocabulary, (4) The disappearance of words that are rarely used, (5) the need for synonyms , (6) Language and language Prestige, and (7) a habit in mother tongue.

### **c. Information and Symbolic Functions in The Study Of Linguistic Landscape**

There are two actors to consider in this LL study, namely the text producers and the consumer of the text. Both actors influence each other in the results of the use of shared text. Text producers not only consider the production of the text, but who enjoy the product. Whether the text is already considered appropriate by the consumer or not. So, it should be seen, in fact what LL functions in looking at it.

The LL function is divided into two functions: information and symbolic functions. Landry and Bourhis (1997) Describe the associated function information (informational function). Informational function is the language in which these sign are written. Sign convey that the language of the sign can be used for communication within a private or government establishment. The sign in the Lanscape Linguistics can mark the territory of one language, and dominant language reflect the language in power of specific area. Private signs often display more linguistic diversity that government sign as private sign are often less regulated and included in E territory's freedom of speech right.

So, the function of information here refers to the texts produced by the Government and private/individual. The information function here emphasizes what information is provided to the text reader for the information provided by both parties. The texts also serve to mark the power of language over a region. Text produced by private/individual is more diverse than text produced by the government. This is due to the lack of rules governing the patterns of these texts. The function of this information refers to the information provided to the reader

on behalf of the place, general information, name of goods and services. Furthermore, in addition to the information function, LL also has a symbolic function. This function marks what symbols resulted from the emergence of the behavior of the texts.

Linguistics Lancape reveals deeper symbolic meaning's which can points to language policy, language imperialism, marginalization, discrimination, and other larger societal factors (Cenoz and Gorter, 2008). Symbolic functions refer to Language policy, language imperialization, language marginalization, language discrimination, and social factors that cause it. These social factors include cultural relations, group identities (ethnicity, gender, social status), power relations (economics, politics, Demographics), and language status (official and unofficial language).

## **2. Language Displayed**

Language Displayed According to Cenoz & Gorter, 2006, "the first question about language displayed concerns the number of languages used in each unit of analysis (sign). The next question is about which languages are being used and the result are given". However, language displayed in various of area can be conclude as signs.

### **a. Signs**

Oxford Dictionary of English has defined signs as: "(1) An object, quality, or event whose presence indicates the probable presence or action used to convey occurrence of something else; (2) A gesture information or instruction, a gesture

used in a system of sign language: (3) A notice on public display that gives information or instruction in a written or symbolic form; (4) Astrology each of the twelve equal sections into which the zodiac is divided; (5) Mathematics the positiveness or negative of quantity" .

Two of these entries, 1 and 3, are important to the present study. First of all, it is common knowledge that sign is part of semiotics. A unit that stands for something located is part of a semiotic sign. First, linguistic item 13 usually takes a physical form, such as sounds, images, acts, etc. From a semiotic point of view, this world is full with signs. Signs also refer to messages conveyed to reader uncertainty in written form in public areas This is used to spread messages in the public interest such as directives warnings, instructions, and so on.

“Public signs also appear in commercial contexts like marketing and advertising, where their function is to draw attention to a business or product” (Backhaus, 2007. p.5). Public sign is a sign that is associated with a sign in a public place such as schools, malls, offices or manufactured products and so on. The sign also has another function, which is as a signpost and draws the attention of visitors, such as a billboard advertisement. There are significant differences in linguistic landscape studies regarding the types of signs, namely, (1) top-down sign is an official sign of government that reflects the policies of certain languages such as name of street, signs of road, and names of building . (2) Bottom-up signs are personal signs such as signs in stores that reflect trends but may still influence language policy. for example such as shops, advertisements, and others.



Landry and Bourhis (1997) point out that "there is more diversity in bottom-up signs in all the areas where they collected the data and found very interesting patterns. The differences were not only between top-down and bottom up but also between the different languages used in top-down and bottom-up signs in the different areas mainly in the case of Hebrew and Arabic".

#### **b. Advertisement Billboards**

Advertisement Billboards also consider as Linguistic items. Gorter & Cenoz (2009) argue that "The signs may inform us about the location of a store or the kinds of products that can be bought at that location. Many are advertisements which contain a message that try to convince us to buy a certain products. On that statement, the billboard of advertisement functions to invite buyers to buy goods that are informed.

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

Commercial store signs are also included as signs of stores in linguistic landscape, for example, such as signs for shop names and posters for advertised products "Shop signs sometimes called shop-front advertisement are similar to advertisements in newspaper and magazines Both advertisements and shop signs are used to promote a product, the main difference being that advertisements are published in the press or broadcast over the air while shop signs are displayed in the public space" (Edelman 2007)

### 3. Monolingual Information

Monolingual is an individual that only holds one language, more so if the concept of the language is very narrow, that is only a sense of variety. (Wijana and Rohmadi, 2010:55). Factors that affect the monolingual in the society that is not diglosia and not bilingual, of course there is only one language and without variations and can be used for all sorts of purposes, this situation is only possible in society primitive Or remote that today is difficult to find. (Fishman in Chaer and Agustina, 2004:118)



*Picture 2.1 Monolingul Sign*

### 4. Bilingual Information

Bilingual information it is necessary to know the word for word of this terminology, the first to be explained is a bilingual delinition. Bilingual in the Oxford Advanced Learner's Dictionary has the following meanings: 1. Able to speak two languages equally well. 2. Using two languages; Written in two second languages, which will be described is the definition of information. A good

definition of the information is both factually describing what is happening or what is, as well as providing an explanation of the event. In addition, it should bear some natural language resemblance to the idea of information, but it is not necessary to obey it when natural definitions lose power and general explanation of Louse, (1998). 1N This study, the author considers bilingual information as an overview of what is factually happening and what is there to provide an explanation that is shaken in two languages.



*Picture 2.2 Bilingual Sign*

## **5. Multilingual Information**

Multilingual is a community that has multiple languages. Such a society happens because some ethnic form the community so that ethnic aspects can be said as a plural society. (Sumarsono and Paina Partana, 2002:76).The development of monolingual language became bilingual and eventually became multilingual due to many factors. The development of communication technology, globalization, the rapid education of the world causes the needs of the people

about the language is shifting and the progress of the era has indirectly blend between languages. In the history of the formation of languages that are different languages we see no – there are 4 patterns that are through migration, colonization, federation and Andication in the border area.



*Picture 2.3 Multilingual Sign*

## 6. The Features of Bilingual and Multilingual Signs

Cenoz and Gorter (2006) state the manner in which the dialects are shown versus each other will give us additional data on the relative significance given to every language. We will initially take a gander at the principal language on the sign, at that point the size of the lettering of the language lastly the text styles of the letters used. □ In their diary, the measure of data in bilingual and multilingual additionally considered to characterize the significance and the dispersion of language in a region. The interpretation of language-to-language likewise includes the attributes in the etymological scenes of a region. To characterize the attributes of bilingual and multilingual signs, Cenoz and Gorter give a few markers to help analysts having a superior comprehension. The markers are :

a) The first language in a monolingual, bilingual and multilingual sign

The primary trademark examined is the language above in a bilingual and multilingual sign.

b) Size of text in monolingual, bilingual and multilingual imprints

The subsequent advance is to break down the content size of every language in all bilingual and multilingual signs. By and large, the dominant part language is more noteworthy than the minority language.

c) Font of text in monolingual, bilingual and multilingual imprints

The subsequent stage is to see the text style type utilized for the printed showcase of the language.

d) Mount the data

Another normal for the monolingual, bilingual, and multilingual imprints investigated is the measure of data given in every language.

e) Interpretation in monolingual, bilingual and multilingual signs

A last trademark that is incorporated into this examination again correlations the data given in various dialects however centers around the utilization of interpretations in a sign.

## **7. Semiotic**

Earlier in this paper, the linguistic landscape had a symbolic function defined by Landry and Bourhis. Cenoz and Gorter also define the linguistic landscape should consider the font and font size as its own characteristics. This means that semiotics are considered to be studied in this study. Scion needs to be

defined as the source of information in letters and fonts in the linguistic landscape. A semiotic symbolic function, the measure in his book, Chandler (2007) says "Semiotics involve studies not only about who we refer to as ' buttons ' in everyday speeches, but whatever stands for something else. In a semiotic sense, the sign takes the form of a word, image, sound. Gestures and objects. Contemporary Semioticians who study signs are not in isolation, built as part of a semiotic ' sign-in system ' (such as medium or genre). They learn how the meaning is made and how reality is represented. "With this explanation, one can say that the linguistic landscape also includes semiotics in their studies.

## **8. Kualanamu International Airport**

Kualanamu International Airport (English: Kualanamu International) (IATA: KNO, ICAO: WIMM) is a global flight terminal that serves Medan, Indonesia. Located in the Government of Deli Serdang, 26 km east of Medan city center. Kualanamu is the third largest air terminal (after Jakarta Soekarno-Hatta and the new Bandung Kertajati) and the fourth busiest aircraft terminal in Indonesia in 2017.

The aircraft Terminal was opened to open on 25 July 2013, dealing with all flights and administrations transferred from Polonia International Airport. The air Terminal is based on the previous location of palm oil plantations for the plantation organization of Nusantara II, Tanjung Morawa. The aircraft Terminal is reliable to transform into the new Universal travel focus in Sumatra and the western part of Indonesia. It is part of the Indonesian-focused government

program under the "Masterplan to accelerate and expand economic development in Indonesia" (MP3EI) and one of the techniques at the ASEAN Single Aviation Market (ASEAN-SAM), an open sky approach in Between some countries in the southeast Asia Area from 2015.

#### The History of Kualanamu International Airport

History About The Development Plans of Kualanamu International Airport 1992 : The Election study of new airport location for the replacement Polonia International Airport by The General Director at of Air Transportation, where for 6 (six) alternative location in North Sumatera province, there are around Kualanamu, Pantai Cermin, And Hamparan Perak (each two location), By Considering 6 (six) aspect as follows: (1)Landscaping Zone Plans. (2)Economic Growth. (3)Economic Viability, Technically, Operational, Environment and Air Transportation Business. (4)Safety and Security Aviation. (5)Integrated intra and inter modes Selected 2 (two) alternative new airport location for replacing Polonia International Airport that is Kualanamu area and Pantai Cermin (each one location)

- a. 1994: this year the Directorate of Air Transport Jemderal makes basic research and basic design structures to move and also replace Polonia International Airport.
- b. 1995: In this year the decree of the Minister of Transportation No. 66/1995 on 21 September 1995 in the agenda of the establishment of a new airport in the area of Kualanamu to be a substitute for international airport

Polonia. The decree was completed by the Minister of Transportation with number 66/1996 on 6 November 1996.

- c. 1996: To move the international airport Polonia, the party of PT. ANGKASA PURA II (Persero) as an SOE in charge of the air airport in Indonesia that establishes two lands to become the new airport that is the area of Kualanamu and beach mirrors, with an area of 1.365 hectares (each area)
- d. 1997: In this year PT. ANGKASA PURA II made the initial development of a new airport with the system "Ruislag". This development includes design development, master plan and airport facilities. In this year PT. LAMTORO GUNG PERSADA to invest in the development of new airports. Regarding the economic crisis in the new government regulation area, the identity of the development of new airport transfers has been executed. With the decree of the President of Indonesia No. 39/1997 on 20 September 1997 the identity of the development of the new airport changed to "forwarded to implementation" with the decision of the President Republic of Indonesia number 47/1997 on 1 November 1997.
- e. 1998: In this year, the execution of a new airport construction was ratified by the Decree of the Indonesian President number 5/1998 on 1 January 1998.
- f. 2002: In this year, the existence of renovation with the decree of Indonesian President number 39/1997 issued by KEPRES number 15/2002. The Ministry of Concept has been trusted to monitor the process



of continuation and implementation of the project that is in the construction of a new airport of your quality. On 22 March 2002, there was a re-examination conducted by the Ministry of Transportation CIQ Directorate General of Civil Aviation. This re-examination checks for the needs, availability and design criteria and development of the new airport of your quality area which is viable. With the MO System/LOAN Development The new airport of your quality area can be continued by the Minister of Transportation, but the funding from the state of Indonesia and PT ANGKASA PURA II (Persero) is as the organizer and the General airport management Approved by the Indonesian Government.

- g. 2003: In this year the Directorate General of Air Transport and PT. ANGKASA PURA II (Persero) have done some preparation of the development of new airports in the area of Kualanamu which is to parse the detail of engineering design in airport development.
- h. 2006: In this year vice president of Indonesia, M. Yusuf Kalla witnessed the laying of the new airport area in the area of Kualanamu as a starting mark in the development of new airports in the area of Kualanamu.
- i. 2007: The Minister of Transportation made the decree number KM 30/2007 on 16 July 2007 regarding the master plan of the new airport of your quality and amendments with the rule of Minister of Transportation number KM 16/2007 on November 29, 2007. Furthermore, the Minister of Transportation issued a decree number KM/57/2007 on 2 Noember 2007

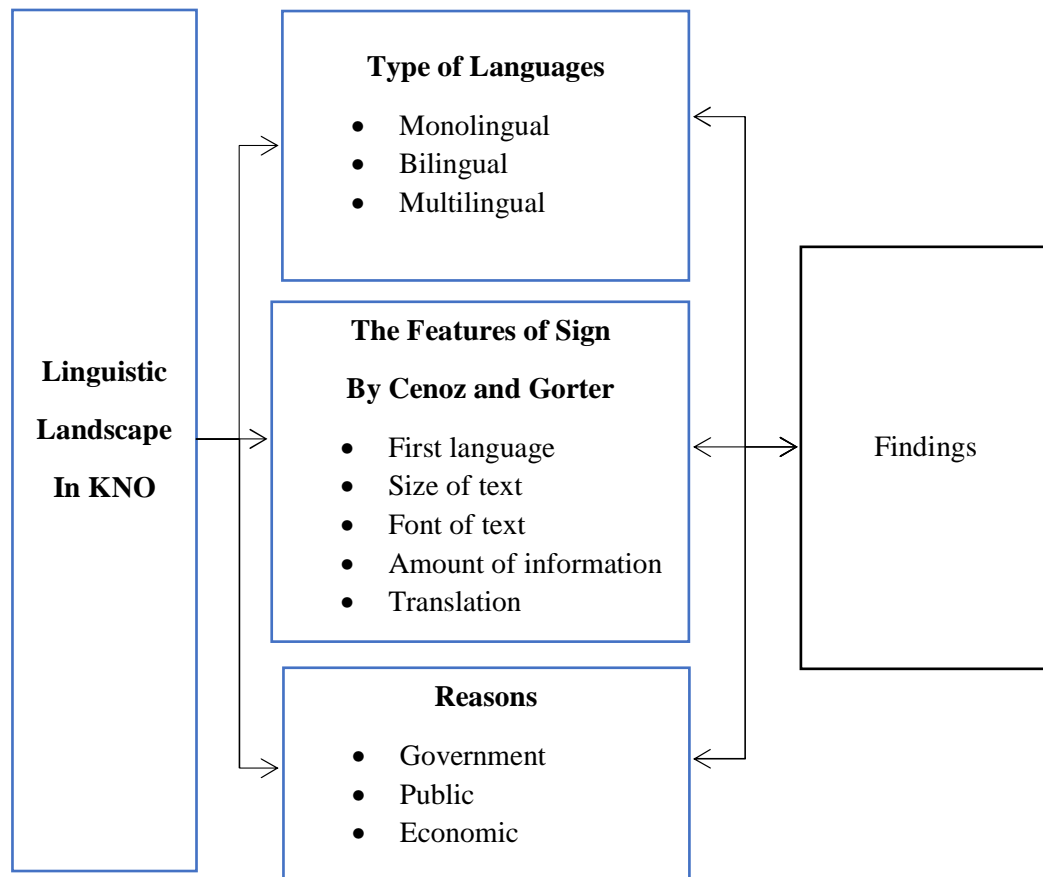
has been completed the operation of a new airport flight to your quality (KKOP).

- j. 2008: This year the new airport development process in your local area is still underway and is expected to be completed at the target set by the Indonesian Republic government.
- k. 2013: The new airport, the international airport, is officially opened to the general public as well as foreign people.
- l. 2014: In this year, Polonia International Airport is officially replaced in the area of Kualanamu and is named as your airport. On March 27, 2014 was inaugurated by the father of Indonesian President, Mr. Susilo Bambang Yudhoyono on March 27, 2014 until the airport was officially to operate.
- m. 2018: This year the international airport of your quality undertook renovation on the signs of information that uses several languages so that visitors from outside Indonesia can understand by seeing the mark.

## **B. Conceptual Framework**

This study was conducted under the theory of linguistic landscapes that state linguistic landscapes can provide information on sociolinguistic contexts and the use of different languages in language signs can be compared to the official policies of the region and use of language as reported in the survey. The study was conducted to achieve the study objectives: a) to investigate the language used in LL country KNO b) to investigate the marking category in KNO c) to investigate the LL development in KNO. Findings indicate the number of languages in KNO.

LL connects to a region and there should be a dialect to display in the open zone. Dialect indicates required as information on the marker. The information will show the dialect used in KNO that pushes the completion of the required language and how it is deployed in the zone. Moreover, on the other hand, the class and the symbolic capabilities of the information would provide a classification of the instructions displayed in the zone. Any one of the information would be collected from the language indicated on the region of Kualanamu International Airport. The writer would be instructed under the LL hypothesis. The author would create a meeting with the setting of language creators showing in the region of Kualanamu International Airport. The shop owner will also meet because the language shows are not only providing by the official division. The meeting was expected to make a reasonable understanding of the language displayed in the area.



### C. Relevant Studies

The previous relevant research results that were in accordance with this study are research conducted by Michael Ganeca Situmorang (2010) about LL of bilingual information in Kualanamu International Airport (KNO). The method used in this study is a descriptive qualitative method, using the phenomenology approach. Phenomenology was used so that the perceptions of the policy makers on the display were displayed in the area of the KNO and also the impact of LL on the visitors at the KNO was known.

This study aims to analyze the linguistic landscape of an airport named Kualanamu International Airport. This place is chosen as it is the open door for people to come to Medan. Since people cannot resist themselves to travel, it forces people to communicate to foreigner Airport is the best place to see this situation since it is the place where people communicate due to the traveling needs. The communication tools to be studied and discussed are the textual communication tools such as signs, poster, billboards and advertisement. It would discover the linguistic landscape of Kualanamu International Airport, it may reveal the language priority, the language function and how language distributed across the area.

The difference in this study with the research that a researcher would do lies in the method used. The method used by a researcher who would be conducted is a mixed method. Mixed method research combines quantitative and qualitative research methods in various ways, with each approach, adding something to an understanding of the phenomenon (Creswell, J.W. 2014). The quantitative study here provided the numerical statistics about the languages that were found in the LL of KNO. The results were classified into the language used in the sign and the function and use of the signs. Whereas the qualitative aspect of the study focused on analyzing the transcript of information recorded from interviewing policy maker on the language displayed in KNO about the function of LL.

In the previous research, the researchers investigated bilingual information so that the data with the most dominant amount was bilingual (bilingual). After

the development of the year, the KNO had a fairly progressive change. One of the changes was directly displayed. After observing the dominant data was no longer bilingual information, but multilingual information. This was very interesting to study for further researcher because the data taken is different from the data taken by previous researchers. Further, investigator not only investigate bilingual information, but also investigates monolingual and multilingual information on the KNO.

Shibliyev (2014) in his study analyzed the visibility of language in post-Soviet Baku throughout linguistic landscape. Shibliyev (2014) says "The language reflects the processes in the country, it can be assumed that the cardinal changes taken place inevitably influence the language balance. Therefore, it would be interesting to internalize these changes. Moreover, Baku, as a multilingual city with the representatives of indigenous and non-indigenous peoples, can serve as a laboratory to focus on how different forces conflict or coordinate their attitudes." In conclusion, the researcher of this study also say "It should also be mentioned that Turkish is very strong in such domains as catering and clothing. This implies that Turkish is on the way to establish its status as an influential language. What concerns the place of Russian in the public signs, Russian has completely lost its traditionally strong position. Even in instances when Russian is used in signs, it has subsidiary functions. Traditional Azerbaijani-Russian bilingualism in public signs has been replaced with Azerbaijani-English paradigm."

Another research about linguistic landscape comes from Jing-Jing Wang. Wang (2015) discusses linguistic landscape in campus. The research aims to

investigate the languages on signs displayed on Ito campus of Kyushu University. The conclusion she says "the campus signs do not show so rich a construction of linguistic landscape as the urban area. Instead, the study presents some features of signs campus, and at the same time also shows that the campus has its own traits, as indicated by the large amount of bilingual Japanese-English signs. A trend towards internationalization is also shown on these signs.

Sutherland (2015) also provides an example of a study in linguistic landscape. His study gives a description of writing system mimicry in linguistic landscapes in London. The study aims low to discover the choice to make a textual in one writing system superficially. At the conclusion he states "One clear conclusion is that focus on the decision-making processes of agents, which could be gleaned through interviews, is essential to truly understanding motivations for incorporating writing system mimicry."

## **CHAPTER III**

### **METHODE OF RESEARCH**

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

This research was a qualitative and quantitative mixture of research. According to the statement (Creswell, J.W. 2004) claim that the mixed method is a method approach that combines qualitative method and quantitative method. In qualitative research in this study used observation techniques and interviews in collected the data. Data collection activities in the used of language in public space in KNO were done by observation technique. Meanwhile, in obtained the data about the acceptance of the language used in public space in KNO was done with the interview technique. Then in the Quantitative approach, researcher applied a mathematical formula (statistics) technique that served to observed and calculated the data in the form of language in KNO based on mathematical approaches (statistical application).

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

The data for this research was derived from the public space in Kualanamu International Airport area. The data sources in this research were images that include linguistic landscape such as street markers, information boards, prohibitions, building names, name Figures, advertisements and other. This Data was taken using a digital camera.



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

The data were taken by applying grounded research technique. The data were collected by implementing the procedures as the following. (1) Visiting the Kualanamu International Airport. (2) Getting permission from authority. (3) Taking pictures related to linguistic landscape. (4) Obtaining the data on the acceptance of language use in public space in KNO by interview techniques based on the features of Cenoz and Gorter.

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

All of the which have been collected were classified to fill up the findings and they were analyzed using Cenoz and Gorter's theory. See the following steps :

1. Classifying the language on billboards in Kualanamu International Airport.
2. Analyzing the features of linguistic landscape on billboards in Kualanamu International Airport based on Cenoz and Gorter theory.
3. Ranging the results using a table.
4. Counting the percentage from the results.
5. Formulating the result why linguictic landscape constructed in Kualanamu International Airport.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

#### **A. Findings**

The data in this research were taken in the KNO area. Data gathered through observation and interviews. This type of language in KNO was the data taken, namely monolingual sign, bilingual sign and multilingual sign. The language displayed at this airport contains linguistic landscape characteristics. The researcher also had conducted an interview to retrieve the data describing LL in KNO. Once the data was collected, the researcher analyzed the data with the indicators expressed by Cenoz & Gorter. This indicator was useful to explain the characteristics of Linguistic Landscape in KNO. The Data that were analyzed could be seen in Appendix 1.

There were 131 linguistic landscapes which found in Kualanamu International Airport. The linguistic landscapes were divided into three parts which are monolingual sign, bilingual sign and multilingual sign. A language that dominantly used in the airport was Bahasa Indonesia. Bahasa Indonesia became the first language in this airport as much 93 (80%) language items. The information was distributed in 5 areas, Level 1 with 31 signs, level 2 with 50 signs, Outside with 22 signs, Airport Entry with 19 signs and in the Airport railway station with 9 signs. The signs at this Airport had a category of signs, including information signs with 102 numbers, Commercial shop signs with 15 number and an advertisement signs with 14 numbers. The Top-down signs as the

official signs dominated with 103 signs, while the Bottom-up signs contributed with 28 signs.

The type of language that mostly found in Kualanamu International Airport was in monolingual sign. There were 56 (42.74%) of linguistic landscape features in monolingual sign, 49 (37.41%) numbers in bilingual sign and 26 (19.85%) numbers on multilingual sign at Kualanamu International Airport. From the size of the text of language items, Bahasa Indonesia dominated as the bigger size with 59 (78,66%) than the others language. Most of the types of font from all the linguistic items were all the same with 57 numbers and 18 in different font of language. The language translation of the sign in the airport had three types, namely word to word with 56 (42.75%), partial with 17 (12.97%) and no translation with 58 (44.28%).

## **B. Discussion**

After the observation, the researcher described the problem of this study. First of all, the researcher described what languages that was used in KNO. The types of languages which spoken generally were Bahasa Indonesia, English, Arabic, Chinese, French and Japanese. Those languages were categorized as the type of language that was monolingual, bilingual, and multilingual. This had been demonstrated when the researcher was conducting the interviews on the airport authorities regarding the languages shown in KNO. Here was the interview script.

*".....In KNO, use monolingual, Bilingual and Multilingual information. The sign uses Bahasa Indonesia, English, Arabic, Japanese Language and Chinese Language".*

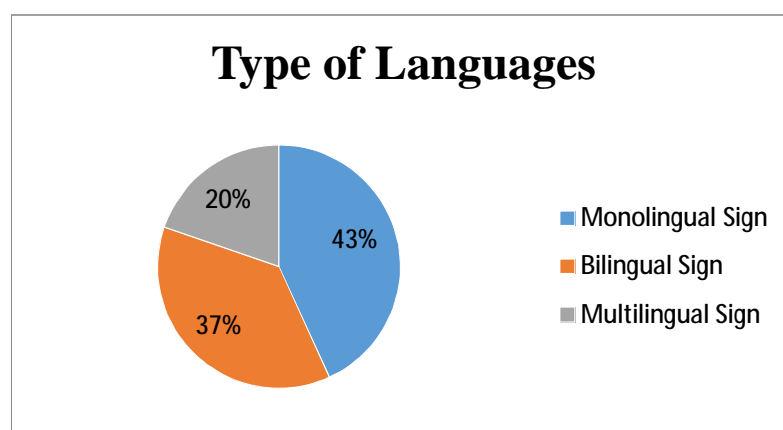
(Terminal Inspection Service Officer)

In the interview's script above, it could be concluded that the airport using monolingual, bilingual and multilingual language. At the time of the observation, the researcher collected the data in a sign with all three types of languages by photographing the signs using digital cameras. There was a table of several examples of language types, namely monolingual, bilingual and multilingual that could be seen below:

**Table 4.1 Types of Language**

Type of Languages	Number	Percentage
Monolingual Sign	56	42.74%
Bilingual Sign	49	37.41%
Multilingual Sign	26	19.85%
<b>Total</b>	<b>131</b>	<b>100%</b>

To calculate the percentage of languages shown in KNO, the researcher used mathematical formulas and outlined it by using the pie chart.



Based on the research findings related to all three types of languages at kualanamu international airport, the researcher found 57 monolingual signs (43.18%), 49 bilingual marks (37.12%) and 26 multilingual signs (19.70%).

### **1. Monolingual Sign**

Based on the findings which had been conducted by the researcher, it could be concluded that this mark had a greater number than the bilingual and multilingual marks. There were 57 signs that used a single language. This includes Bahasa Indonesia, English and also Japanese language. The dominant language used in monolingual sign was the Indonesian language which amounted to 46 marks, followed by a sign that used English with a number of 40 marks and the last one was the Japanese language which amounted to 1 mark. This indicated that the Indonesian language beaten English and Japanese. On this mark had three categories of signs of information signs (34 marks), commercial shop sign (13 marks) and used signs (9 marks). In this category there were two types of marking signs made by the airport authority called top-down (34 marks) and a sign made by the private sector named bottom-up (22 mark). As it was known that this sign only use one language so that on this sign there was no any translation.

These three languages could be applied throughout the airport area. Below was an example of a monolingual sign that used Indonesian language, English and Japanese.



*Picture 4.1 Monolingual Sign(P16MoA)*

Advertisement sign was a category of this sign. Bahasa Indonesia was the language used in this sign. The function why the Indonesian language was used because the target of the advertisement that was in the sign was the local community so that the correct language spoken was Indonesian. The other reasons why Bahasa Indonesia was used in this sign because this sign distributed in the domestic arrivals area and this advertisement promoted a national bank (BNI), so that the language spoken was the national language of Indonesia. Another feature on this mark were official and non-official, which are made by private parties in the airport, so it was named Bottom-up sign. The size and font used also vary. It was made to attract the attention of visitors to read and see the advertisement on this mark. Therefore, this sign of the circumcision was a unique size and font.



*Picture 4.2 Monolingual Sign (P28MoS)*

Another example of a monolingual sign that used in the Kualanamu International Airport was English. This mark was a sign of information to indicate

a shower room, in which the meaning of that was the shower room was aimed at passengers or migrants who had a long time to spend, such as international flights. With a flight that was quite old passengers need facilities to clean the body. Usually the flight time that spent a long duration had passengers from different countries. So obviously this sign was only using English as an international language so that tourists abroad understand the intent of the sign. Another feature that differed from the previous sign was the Top-down which is the sign made by the airport authorities. Furthermore, this mark also had an icon which explained the meaning of the information in the mark by describing it through images or directions.



*Picture 4.3 Monolingual Sign (P2MoC)*

This example of the third sign was the same, and they were monolingual as the example of the first and second signs (code). But it had a difference which used only Japanese (no translation) and was clear as the first language in the show. The mark was located on the first floor and was made by a private sector called Bottom-up sign. This mark had the same size and font as it used only one language. This mark shown the name of the restaurant so called a commercial shop sign. This sign was used in Japanese as it offers Japanese specialties. So that

it could be concluded that this sign was using Japanese language to introduce the restaurant brand that offers typical Japanese food as an economic necessity. Further, the researcher was taking a closer look at the linguistic landscape feature of the monolingual sign. The language used on the monolingual sign would be clearly seen in the table below:

**Table 4.2 First Language in Monolingual Sign**

<b>First Language</b>	<b>Number of Sign</b>	<b>Percentage</b>
<b>Bahasa Indonesia</b>	29	51,78%
<b>English</b>	26	46,42%
<b>Japanese</b>	1	1,80%

In addition, the researcher also conducted an interview to get information about why the Indonesian language was displayed first from other foreign languages.

*“.....For the dominant placing, Bahasa Indonesia is the most dominant to be placed first in the sign”.*

(Terminal Inspection Service Officer)

Based on the findings' conclusion, Bahasa Indonesia was the dominant language that's used in the monolingual sign. The translation usage, size of text and font of text were not in this sign because this sign used one language only. Even though some signs were having a different sizes, but they were still same in the used of one language.



## 2. Bilingual Sign

A bilingual sign was a second category which larger than a monolingual sign. Bilingual sign at International Airport used Bahasa Indonesia, English, Chinese and Arabic. Indonesia has a national language in Bahasa Indonesia, which in the using of language we should uphold the unity language that is Indonesian language. In this sign had 7 marks made by the private party named bottom-up and 39 marks made by the airport authorities named top-down. Here was an example of some kinds of language used on a bilingual sign.



*Picture 4.4 Bilingual Sign (P70BiS)*

This sign used two languages and they were Bahasa Indonesia and English. Bahasa Indonesia was the first language displayed and followed by English. It was obvious that this sign was used Bahasa Indonesia and English because it already had a provision that made by the airport authorities. The used of English and Bahasa Indonesia in this sign had some reason. First of all, Indonesian language should be made in bilingual sign to uphold the unitary language of the Indonesian language followed by English, as we known the international airport as the entrance of entrant who emerging from various

Countries so that English was deliberately made as an international language because almost all the tourists know English.



*Picture 4.5 Bilingual Sign (P86BiS)*

Similar to the first bilingual example before, this sign also used Bahasa Indonesia and English as well, but had a difference in language placement. This distinction was clearly seen that in this sign used English first and followed by Indonesian language. This reason was made because this mark was on the outside of the international terminal so that the foreign tourists could see and understand the information on the sign by looking at the first language displayed which is English.



*Picture 4.6 Bilingual Sign (P102BiA)*

This sign was different from the previous bilingual sign, because it used two languages, namely Arabic and English. The first language used was Arabic with the same size and font in English. Arabic as the first language used because the sign was an advertisement made by the private sector that was Saudi airlines originating from Saudi Arabia, so it was not surprising the first language displayed was Arabic. This mark was a sign of information that used word-to-word translations, which means that each word was translated into English so that the reader understands the meaning of the information conveyed. In addition, this sign was made by Saudi airline, which was referred to as a bottom-up mark, on the other side of this mark also had a branched symbol which showed the company logo of Saudi Arabia Airlines.



*Picture 4.7 Bilingual Sign (P100BiC)*

The sign was also different, using both Chinese and English. The first language used was Chinese and had a different size that was Chinese language had a size greater than in English. It was the evidence that this sign was made by a restaurant with a typical Chinese food originating from Singapore so no wonder Chinese language was more dominant displayed than English language. This sign was also categorized as a commercial shop mark because it was made by the private sector of restaurant and bottom-up sign. Partial translation was one of the

things used in this sign which Chinese language explained the name of the restaurant and English explained where the restaurant originated.

It could be concluded that this mark had a reason to use Chinese and English as it offered typical Chinese food and used English that it was an international restaurant that originated from the Singapore. Another reason why this language was used because it played as an economic necessity in marketing. Then, the researcher would take a closer look at the linguistic landscape feature on Bilingual sign. The first Feature was the first language used in the bilingual sign. Here was a table to explain the first language on the bilingual sign.

**Table 4.3 First Language in Bilingual Sign**

<b>First Language</b>	<b>Number of Sign</b>	<b>Percentage</b>
<b>Bahasa Indonesia</b>	38	77,55%
<b>English</b>	9	18,37%
<b>Chinese</b>	1	2,04%
<b>Arabic</b>	1	2,04%

The table above explained that the Indonesian language was the first language dominant used in the sign of bilingual sign. Second of all, the researcher analyzed the size of the fonts of each language in bilingual sign. The following tables describe the size and the fonts of each language in bilingual sign.

**Table 4.4 Size and Font in Bilingual Sign**

<b>Type of Size on Bilingual Sign</b>		
<b>Type of Size</b>	<b>Number of Sign</b>	<b>Percentage</b>
All the same	10	20.41%
Foreign Language Bigger	6	12.25%
Bahasa Indonesia Bigger	33	67.34%
<b>Type of Size on Bilingual Sign</b>		
<b>Type of Font</b>	<b>Number of Sign</b>	<b>Percentage</b>
Same all languages	34	69.39%
Different	15	30.61%

The result of the table above showed that the size of Bahasa Indonesia bigger type text was greater than the other type. While the type of font in bilingual sign dominant used the font of the same text. A final feature included in this research was gained the comparative of the information given in the different languages but focused on the use of translation in bilingual sign. Below was a table that showed the translation information on bilingual sign:

**Table 4.5 Type of Translation in Bilingual Sign**

Type of Translation	Number of Sign	Percentage
Word to word	34	69.39%
Partial	13	26.53%
No Translation	2	4.08%

This was mean that the translations in bilingual sign were dominant used a word to Word type translation. Although some of them were not used translations or partial translation types. To clarify the formation of translations on the mark, the researcher conducted an interview to take a closer look at how the translation stated on the sign in KNO.

*“.....There are Some of them use the same font, but there are also some sign use different font. It depends on the information that will be shared.it uses to emphasize the area that will be given an information”.*

(Terminal Inspection Service Officer)

It was mean that the used of italics and thickly was useful to emphasize areas that would be given signage or information. Like the example in the image above, an emphasizes italics used to emphasize that this place was not a regular place but

rather a place to pray and need to emphasize through the language font to avoid people entered this place with Improper.

### 3. Multilingual Sign

No wonder multilingual signs were found at the international airport. In this multilingual sign the language showed was Bahasa Indonesia, English, Arabic, Chinese, Japanese and French. There were two types of languages that showed in multilingual markings. The first type was filled with Bahasa Indonesia, English, Arabic, Chinese and Japanese. The second type was a sign filled with languages of Indonesia, English, Chinese, German, Arabic, Thai and French. On this sign it had a top-down type of 26 marks and had no type of bottom-up. There were some examples of the type of language used by multilingual tagging.



*Picture 4.8 Multilingual Sign (P107MuS)*

This sign was in Bahasa Indonesia, English, Arabic, Chinese and Japanese. As an international airport, which had a variety of visitors that coming from various countries such as Europe, UK, Saudi Arabia, China, Japan and other countries. This made the airport to display the languages that had been selected. The chosen language was based on the number of tourists who visited the country. Most visitors came from various countries to Indonesia, so that the international

airport in Indonesia using Arabic, Chinese, and Japanese. Obviously the sign was in English because English was the international language and did not forget to also display Indonesian language that aimed to uphold and maintain the national language of the country of Indonesia.



Picture 4. Multilingual Sign (P125MuS)

This sign was slightly different from the first sign which used Bahasa Indonesia, English, Chinese, Arabic, German, Thai and French. This mark had a large font size that was the Indonesian language that had been set in the rules of making markings by airport authorities. It was clearly Indonesian language was the first language that shown because to uphold the national language of the state of Indonesia, which was contained in the paper "Youth Oath". In addition, this mark had a useful word per word translation to provide clear information to both foreign and local readers. The symbols used on this mark were useful to illustrate how the procedure used the ready-to-drink tool and the prohibition symbol to avoid damaging the apparatus.

This sign showed more language because it contained the content of human needs. This indicated that if a visitor was thirsty, they could take the

mineral water close to the sign. Using many languages on this sign aimed to reduce the level of dehydration in visitors. For example, if visitors came from France and only knew the French, visitors could understand that this sign was a sign of free mineral water because it was in the sign using the French language. And if there was no French language on the sign, it could make unwanted things happened. The linguistic landscape feature would be explained by subsequent researcher about the first language used on the multilingual sign in KNO. Here was the first language information on the multilingual sign.

**Table 4.6 First Language in Multilingual Sign**

<b>First Language</b>	<b>Number of Sign</b>	<b>Percentage</b>
<b>Bahasa Indonesia</b>	26	100%
<b>English</b>	-	-

Results from the table above shows that the multilingual sign uses Bahasa Indonesia as the first language. This is done because it already has rules in making signs made by the airport authorities. The next feature is the size and font of the language displayed inside the multilingual sign. The table below shows the result of the size and font of the language in the multilingual sign.

**Table 4.7 Size and Font in Multilingual Sign**

<b>Type of Size on Bilingual Sign</b>		
<b>Type of Size</b>	<b>Number of Sign</b>	<b>Percentage</b>
All the same	-	-
Bahasa Indonesia Bigger	26	100%
<b>Type of Size on Bilingual Sign</b>		
<b>Type of Font</b>	<b>Number of Sign</b>	<b>Percentage</b>
Same all languages	23	88.46%
Different	3	11.54%



The table above explained that the size of the text in the multilingual sign used Bahasa Indonesia bigger. Afterward, the font of the text on this sign was dominant using the same font. This was confusing why the sign used a different font type. To answer this issue, the researcher conducted an interview to find out the answers.

*“.....There are Some of them use the same font, but there are also some sign use different font. It depends on the information that will be shared.it uses to emphasize the area that will be given an information”.*

(Terminal Inspection Service Officer)

It was mean that the use of italics and thickly was useful to emphasize areas that would be given signage or information. Like the example, in the image above, then emphasizes italics used to emphasize that this place was not a regular place, but rather a place to pray and need to emphasize through the language font to avoid people entering this place with Improper. In the last case the researcher analyzed the translation information in the multilingual sign using the table below.

**Table 4.8 Type of Translation in Multilingual Sign**

<b>Type of Translation</b>	<b>Number of Sign</b>	<b>Percentage</b>
Word to word	22	84.62%
Partial	4	15.38%
No Translation	-	-

The table above explained that on the dominant multilingual sign using Word to word translation. This was done for making the reader understand the meaning of the information conveyed through the same word structure of each language.

#### 4. Language Distribution

In this section, the researcher was looking for information on the distribution of existing languages in KNO. The findings were found by the researcher that the airport provided information in accordance with the region. Like the example below:

**Table 4.9 Distribution of Information**

Pictures	Zone	Number of Sign	Code
	Level 2	50	P122MuS
	Level 1	31	P90BiS
	Outside	22	P63BiS
	Airport Entry	19	P115MuS
	Airport Railway Station	9	P78BiS

The example above showed signs with distribution of the place. It could be concluded that the sign (**P122MuS**) was located on the second floor of the airport showing the placement of large size luggage before entering the boarding room. The second sign (**P90BiS**) described the emergency exit for migrants distributed on the first floor of domestic and international arrival locations. The third sign

(P63BiS) was distributed outside the terminal building, explaining the exit and crossing. The next sign (P115MuS) was distributed in the airport entry area which gave the information on the introductory platform and the last sign (P78BiS) was distributed on the Airport railway station area explaining the train schedule. This mark was distributed according to the location so the reader was not confused to find the desired location, these reasons, then explained why the sign was displayed according to its location. It was soothing that the sign was placed according to the needs and location so that the reader made no confusion.

*”.....For the arrangement, there is a division to arrange them, the division is terminal inspection services So they are the one who arrange the location and the type of information.....it is really true So the one who could place the information is only the airport authority If there is a private sector or other tenant, they should firstly have a permission from the airport authority to place the information and other things”.*

(Terminal Inspection Service Officer)

From the results of the interviews above, it could be concluded that the signs in adjusting to the region and its rules. It aimed for, not to confuse visitors. The findings of the researcher on the distribution of language in each region was the presence of each KNO area, among others, 34 signs outside, 24 marks in the located entry, 47 marks in Level 1, 19 marks at the airport railway station and 83 mark on level 2.

## **5. Factors influencing language selection in KNO**

This section presented the findings of the interview regarding the Public-language election of the space in the linguistic landscape around "KNO". In a sociolinguistic context, a community that had a variety of languages could affect a speaker made a choice in the language usage when communicating with other people and daily activities. The researcher had identified 4 factors that influenced the selection of languages of the respondents, namely language policy factors, majority factors, economic factors, and identity factors.

### **a. Basic language factors**

The Indonesian state had a national language that is Bahasa Indonesia. As explained in the paper "Youth Oath" which required to uphold and to maintain the language of the unity of the Indonesian language. This suggested that every user of the language should first prioritize the Indonesian language compared to other foreign languages. In the case of language appearances on the sign in KNO, it had also been arranged in making the markings by airport authorities in which should be dominated Indonesian language in the language displayed in the mark. This was done because Bahasa Indonesia was the official language of the Indonesian state. It did not mean that signs in the airport did not used foreign language, but had a condition when using more than 1 language should dominate the Indonesian language as a respect to uphold the official language of the state of Indonesia.

*"..... Language selection in the "sign board" should follow the rules made by the airport authorities and the provisions of the Law of the Republic of Indonesia. So in this restaurant use Bahasa Indonesia and English with the applicable provisions ".*

(Restaurant owner)

It can be concluded that the Bottom-up at this airport must follow the rules that have been made by the airport authority or the government.

b. Majority factors

The majority factor was intended as a result of the group as more and more of its numbers (Nor Hisham Osman, 1994). The event was that the Bandara District was the entry point for the country around the world, so that the international language is compulsory for the use of the English language. Everyone has understood the English language. This is done to make tourists around the world not to be aware of the information that was in the sign.

*".... Almost all people understand the English language. In addition the airport is the gateway for international tourists. Some of the tourists understand English. So our restaurant uses international language that is English, so that tourists can understand what food we sell. "*

(Restaurant owner)

In concluding that the airport is the door for foreign tourists, so that the restaurant restaurant in the airport is using several languages such as Indonesian, English, Japanese and other foreign languages. It can make foreign tourists understand the products or food sold by the restaurant party.

c. Economic factors

The researcher focused on the group's traders. Though, language policies played an important role in the business and even traders were more focused on their trading activities. The respondent of the study said the language selection depended on the aspect of the customer. The shop owners only provided priority to customers who often came to the stores and speech languages of the customers. This was because the business was to increase the income aspects of the traders. Therefore, the selection of languages of the traders was an easy to attract customers. The owner of the shop in KNO said their business was more focused on foreign communities and business income was also depended on the public in the Indian community. This caused the traders to select English language as a dominant language in one of the business premise sign boards. Such as an example of restaurants available in KNO used English and Indonesian language in the food menu presented was done to increase sales income. It was clearly done because how could they bought food but did not know the languages available in the Food menu presented. Hence, the restaurant was in English so that it would be aware that the food menu was served.

*".... The use of Bahasa Indonesia and English is very tired for us. Basically, our target is foreign and local. Therefore, English is used so that foreigners can understand the kind of food we are selling. So does the locals".*

(Restaurant owner)

Thus, using two languages in the Commercial shop sign can increase the income of a commercial figure. Therefore, English is often used because it is an international language where everyone can understand this language.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

After analyzing the data, it was concluded that:

1. The linguistic landscape in Kuala Lumpur International Airport consist of 131 signs. The type of language in the airport are monolingual sign with 56 signs (42.74%), bilingual sign with 46 signs (37.41%) and multilingual sign with 26 signs (19.85%). these signs across 5 areas. the Area are *Level 2* with 50 signs (36,16%), *Level 1* with 31 signs (32,66%), *Outside* with 22 signs (16,79%), *Airport Entry* with 19 signs (14,50%) and *Airport Railway Station* with 9 signs (6,87%). The linguistic landscape in this airport is made by official and non official linguistic landscape actors. The official signs named as Top-Down signs, while non-official as Bottom-Up signs. The Top-down signs consist of 103 signs (78,6%) and the Bottom-up signs consist of 28 signs (21,4%).
2. The features of linguistic landscape in this airport studied use five indicators. The first indicator id first language in the sign. From this indicators Bahasa Indonesia appears firstly on the signs with 67 signs (51.15%), followed by English with 61 signs (45.57%), Japanese 1 signs (0,76%), Chinese 1 signs (0,76%) and Arabic 1 sign (0,76%). The next indicator is size of text on the sign. In bilingual sign and multilingual sign, there are 10 signs have the same size. Bahasa Indonesia gain 59 signs with

bigger size than other language while Foreign language has 6 signs with bigger signs than other. The third indicator is type of font on bilingual sign and multilingual sign. In this case, the languages have 57 signs with the same type of font and 18 signs with different font. The fourth indicators is amount information. In this indicators, there are 128 (97.7%) signs share the same information and English give more information in 2 signs (1.5%) while Bahasa Indonesia give more information with 1 sign (0.8%). The last indicator is translation on the sign. There are 58 signs (44.3%) with no translation, 56 signs (42.7%) with word-to-word translation and 17 sign (13%) partial translation.

3. There are 3 factors why linguistic landscape was built in this airport area. They are the basic language factor, the majority factor and the economic factors. The airport is a place of entry for foreign tourists so it is very clear the airport uses more than one language so that international visitors can understand the language in public spaces. Besides English is a language that must be used in commercial shop sign which can increase the marketing of their restaurant. Like an example of how foreign tourists can order food if they don't know what language is displayed on the food menu as well as local visitors. So they use a variety of languages so that international and local tourists can understand what food they offer. Finally, the use of several languages on the sign has rules made by the government and authority airport which must put Bahasa Indonesia as the first language displayed. This is also explained in the legislation.



## **B. Suggestion**

Based on the conclusion above, it is advisable that:

1. In learning a language as the social, culture, and natural science, linguistic landscape will give us a contribution, to find much more system of using sign inside and even also, naturally.
2. For the readers, it is suggested better to understand the linguistic landscape analysis in Kualanamu International Airport. So they will be know the linguistic landscape in public space as a study of sociolinguistic. Since it is more things to discover with this theory and there are plenty of subject could be analyzed.
3. For other researchers, Researchers look forward to further researchers can expand and add a new public place type or can compare and can be analyzed using linguistic landscape. In addition to international airports, there are many public places that convey information values and other identities that can be further analyzed by analyzed by researchers. So that will make the study of the linguistic landscape of public space more varied and developing.

## REFERENCES

- Alwi, H., et. al. (2003). *Tata bahasa baku bahasa indonesia*. Jakarta: Pusat Bahasa dan Balai Pustaka.
- Backhaus, P. 2007. *Linguistic Landscapes: A Comparative Study of Urban Multilingualism in Tokyo*. Clevedon Buffalo: Multilingual Matters.
- Blommaert, J. 2013. *Ethnography, Superdiversity and Linguistic Landscapes: Chronicles of Complexity*. Ontario: Multilingual Matters.
- Budihardjo, E. (2005). *Tata ruang perkotaan*. Bandung: Alumni
- Chaer, A. (2007). *Linguistik umum*. Jakarta: Rineka Cipta.
- Chaer, A. & Agustina, L. (2004). *Sosiolinguistik: Perkenalan awal*. Jakarta: Rineka Cipta.
- Cenoz, J & Gorter, D.2006. *Linguistic landscape and minority languages. International Journal of Multilingualism*. Vol 3 (1).
- Chandler, D. (2007). *Semiotics: The Basics*. New York. Routledge.
- Creswel, J.W. 2014. *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. University of Nebraska-Lincoln.
- Chaedar and Leonie Agustina, 2004, *Sosiolinguistik Perkenalan Awal*. Jakarta: PT Rineka Cipta
- Edelmen, L. 2007. *What's in a Name? Classification of Proper Names by Language*. Shohamy, E & Gorter, D. *Linguistic Landscape: Expanding the Scenery*. New York.
- Hakim, R. (2003), *Komponen perencanaan dalam arsitektur lansekap*. Jakarta: Bumi Aksara.
- Kusumawijaya, M. (2006). *Kota rumah kita*. Jakarta: Borneo.
- Keraf, G. (2005). *Diksi dan gaya bahasa*. Jakarta: Gramedia Pustaka Utama
- Landry, R., & Bourhis, R.Y.1997. *Linguistic landscape and ethnolinguistic vitality, Journal of Language and Social Psychology*. 16 (1), 23-49.
- Lynch, K. & Carr, S. (1981). *Open space: Freedom and control*. London: The Smithsonian Institution.
- Loose, R.M. (1998). A Discipline Independent Definition of Information, *Journal of the American Society for Information Science*. Vol. 48 (3) 254-269.
- Masanung. (2009). *Ruang publik*. Diperoleh dari <http://masanung.staff.uns.ac.id/2009/04/28/ruang-publik/>.
- Putrayasa, I.B. (2007). *Kalimat efektif (Diksi, struktur, dan logika)*. Bandung: PT Refika Aditama.

- Ryan, D. 2011. *A Comparison of the Linguistic Landscapes of Manchester*. Manchester. University of Manchester.
- Singhasiri, W. 2013. Linguistic Landscape in the State Railway Station of Thailand: The Analysis of the Use of Language. *The European Conference on Language Learning 2013*.
- Spolsky, B. & Robert L. C. 1991. *The languages of Jerusalem*, Oxford: Clarendon Press.
- Shohamy, E. & Gorter, D. 2009. *Linguistic landscape: Expanding the scenery*. New York: Routledge.
- Sugihastuti. (2012). *Bahasa laporan penelitian*. Yogyakarta: Pustaka Pelajar.
- Sumarsono dan Partana, Paina. 2002. *Sosiolinguistik*. Yogyakarta: Sabda.
- Undang-Undang Republik Indonesia Nomor 24 Tahun 2009 tentang Bendera, Bahasa, dan Lambang Negara serta Lagu kebangsaan. Jakarta: Badan Pengembangan dan Pembinaan Bahasa, Kemendikbud.
- Wijaya, I Dewa Putu dan Rohmadi, Muhammad. 210. *Sosiolinguistik Kajian Teori dan Analisis* Yogyakarta: Pustaka Pelajar.






[https://en.wikipedia.org/wiki/Kualanamu\\_International\\_Airport](https://en.wikipedia.org/wiki/Kualanamu_International_Airport)




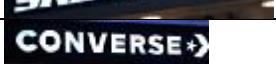
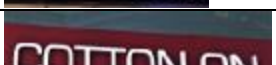



(Accessed on April 20th 2019)

<https://kualanamu-airport.co.id>



(Accessed on April 21st 2019)



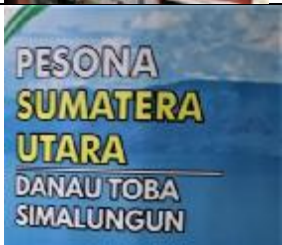

APPENDIX 1

MONOLINGUAL SIGN								
No	Picture	Zone	Categor ies of Sign	Official & Non Official Sign	Transla tion	Description	Meaning	Code
1.		Level 1	C	B	N	<p>Monolingual sign is a sign that uses one language. At this monolingual sign has a 13-mark, commercial Shop category sign which consists of 12 Bottom-up types and 1 Top-down. These signs are distributed in the area of the Airport railway station (1), Level 1 (2) and Level 2 (10). The language displayed in the mark also varies from 9 to English, 3 using Bahasa Indonesia and only 1 in Japanese. These signs have no translation, but some signs have an icon. Additionally, some signs use larger sizes and different fonts.</p>	English is the most widely used languages in the commercial shop sign. The reason why English is used is useful as a marketing necessity. As known as commercial shop sign is a figure that sells products and food like sign (P3MoC, P6MoC, P7MoC, P8MoC, P9MoC, P10MoC, P12MoC and P13MoC). So using English can increase the level of visitors because almost all foreign and local visitors understand the international language is English. Moreover. People who use English is an international brand so it is clear that the figure is using English as an international language. The second most widely used language is Bahasa Indonesia. On the mark (P5MoC) clearly use the Indonesian language because the restaurant comes from Indonesia and offers	P1MoC
2.		Level 1	C	B	N		P2MoC	
3.		Level 2	C	B	N		P3MoC	
4.		Airport railway station	C	T	N		P4MoC	
5.		Level 1	C	B	N		P5MoC	




6.		Level 2	C	B	N	<p>Indonesian food. In addition, this sign is placed in front of the domestic arrival door so that the majority target target people are local visitors. On the sign (P2MoC) Jugan equals the sign (P5MoC) but has a difference in the language used. The language displayed on this sign is Japanese. Very clearly Japanese is used because this character sells Japanese food and is a restaurant from Japan so that using Japanese language. In addition, this mark is distributed in the International departure area where the target of this restaurant is foreign nationals. In the commercial shop sign there are several figures created by the airport authority called Top-down and there are also signs made by the existing freedom figure in the airport so it was named Bottom-up. Bottom-Up is clearly the type of sign used in this case but there is one sign made by the airport authority which is the sign (P4MoC). This sign is made by the airport authority which is useful to offer a special food originating from Indonesia and show the tourist and cultural locations available in the North</p>	P6MoC
7.		Level 2	C	B	N		P7MoC
8.		Level 2	C	B	N		P8MoC
9.		Level 2	C	B	N		P9MoC
10.		Level 2	C	B	N		P10MoC
11.		Level 2	C	B	N		P11MoC
12.		Level 2	C	B	N		P12MoC
13.		Level 2	C	B	N		P13MoC








							<p>Sumatera area. So that indirectly the airport introduced the wealth of Indonesia to foreign and local visitors. Some signs have an icon where it is useful in explaining the brand figures. Like sign (P1Moc), This Mark has a circle icon with the letter "K" in the middle of the circle. The icon means "Circle K" which as the name of the character. This sign is the brand name of international figures so it is clear in English. In addition, some sign using large text size aims to clarify information that signifies the existence of their character. This sign has a different background and font color, as in the P7MoC sign, The screening in this sign uses a different color than each word used to indicate a colorfull impression showing The color of The child. It is explained that the figure is a children's clothing figure.</p>	
--	--	--	--	--	--	--	---	--




14.		Level 2	A	B	N	<p>Advertisement sign is a sign that promotes producing goods and services. This sign consists of 8 types of bottom-up signs and only 1 top-down type, so this sign is a NT because it is a monolingual sign that uses only one of. This mark is distributed in the second floor area (3 marks), the 1st floor (3 marks), 2 marks on the airport railway station and only 1 mark in the Airport Entry area. In this sign, the 5mark uses English and 4 marks using Bahasa Indonesia. These marks are used different sizes and fonts to promote their products. Additionally the sign also has an icon.</p>	<p>This category is made by private parties at the airport so that it is named bottom-up. 5 of these signs use the English language, such as the P14MoA, P15MoA, P19MoA, P17MoA and P122MoA signs. The base why this mark uses English because the sign is placed in an international departure area where the majority of people around the area are international visitors. Another reason why it uses the English language is because it is an international language. As with the sign P15MoA, Malaysia Airlines is a Malaysian international company, making it clear that it is an international language. Other than that as we know almost everyone can use English this is one of the bottom base why this sign is only used English as the international language. This sign was made by the Malaysian Airlines airline so it is named as a bottom-up sign. This Mark also uses an icon in explaining the rule information about the baggage, such as a sample suitcase icon indicating that the passenger</p>	P14MoA
15.		Level 2	A	B	N	<p>Advertisement sign is a sign that promotes producing goods and services. This sign consists of 8 types of bottom-up signs and only 1 top-down type, so this sign is a NT because it is a monolingual sign that uses only one of. This mark is distributed in the second floor area (3 marks), the 1st floor (3 marks), 2 marks on the airport railway station and only 1 mark in the Airport Entry area. In this sign, the 5mark uses English and 4 marks using Bahasa Indonesia. These marks are used different sizes and fonts to promote their products. Additionally the sign also has an icon.</p>	<p>This category is made by private parties at the airport so that it is named bottom-up. 5 of these signs use the English language, such as the P14MoA, P15MoA, P19MoA, P17MoA and P122MoA signs. The base why this mark uses English because the sign is placed in an international departure area where the majority of people around the area are international visitors. Another reason why it uses the English language is because it is an international language. As with the sign P15MoA, Malaysia Airlines is a Malaysian international company, making it clear that it is an international language. Other than that as we know almost everyone can use English this is one of the bottom base why this sign is only used English as the international language. This sign was made by the Malaysian Airlines airline so it is named as a bottom-up sign. This Mark also uses an icon in explaining the rule information about the baggage, such as a sample suitcase icon indicating that the passenger</p>	P15MoA






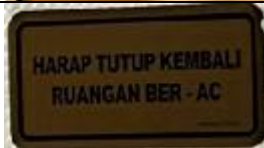
16.		Airport Entry	A	B	N	<p>must have a luggage capacity under 7kg if brought into the cabin of the aircraft. Next icon that shows the company logo which describes the company from Malaysia. So that bias we conclude that the English language is used as an international language. The use of icons is also used on this sign which is useful to explain the meaning conveyed on the mark. Another feature available on this tag is the use of different sizes and fonts. In the P20MoA sign use a larger size than the other sentences that exist on different signs and fonts. It is useful to explain the familiarization in using the products offered so that there needs to be pressure in the use of language to attract the attention of visitors.</p> <p>In addition to using English. 4 advertisement marks on monolingual type using Indonesian language. This has a similar reason to the case of a sign that uses English. As in the P16MoA sign that promotes the National Bank of BNI, so that the advertising goals are aimed</p>	P16MoA
17.		Airport railway station	A	B	N		P17MoA
18.		Airport railway station	A	T	N		P18MoA
19.		Level 1	A	B	N		P19MoA







20.		Level 1	A	B	N			P20MoA
21.		Level 1	A	B	N		<p>at local visitors. Therefore, Bahasa Indonesia is used as the local language that is understandable for local visitors. Another reason due to the distribution of this Mark's location, this sign is raised in the domestic arrival area so that the Indonesian language is more appropriate to use in this area. The sign also has a background that has a variety of colors that show the company's color and are useful to attract visitors to read it, so that visitors are interested in the ad. Some</p>	P21MoA
22.		Level 2	A	B	N		<p>Kaliamt use different fonts to emphasize the meaning of the fish's meaning.</p>	P22MoA






23.		Outside	S	T	N	<p>This sign uses a blue color in the background of the sign which is distributed on the area of the terminal building amounted to 6 marks and 4 signs that are on the second floor of the terminal building. This mark is top-down type and has an information hint icon. This sign uses only one language. 7 signs using Bahasa Indonesia and 3 signs using English.</p> <p>The colors used in the background have the meaning set by the airport authorities. On this sign use a blue background which means that this mark indicates a general clue. The top-down is the type of this sign, this is because the sign is made by the airport authorities. On the P25MoS sign using 2 colors on the background of the mark, it is used because this sign has two information. The first information is to use a blue background because as a clue for information indicating the motor parking area, the second sign uses a red background indicating a ban on which a motorcycle is forbidden to the lobby. This is the reason why this sign uses a two-color background. There are 7 signs using Bahasa Indonesia and there are 3 signs using English. As in the P30MoS sign that uses English, This mark shows the direction of the place so it is called an information mark. This sign uses a handy pointer icon</p>	P23MoS
24.		Outside	S	T	N		P24MoS
25.		Outside	S	T	N		P25MoS
26.		Level 2	S	T	N		P26MoS
27.		Level 2	S	T	N		P27MoS
28.		Level 2	S	T	N		P28MoS
29.		Outside	S	T	N		P29MoS


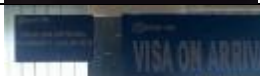


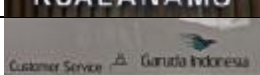

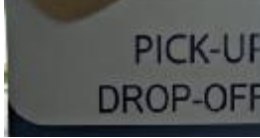


30.		Outside	S	T	N		telling the reader where the shower room is located so that the reader is not lost and confused to find the place. This Mark is a sign of information to indicate a shower room, meaning that the shower room is aimed at passengers or migrants who have a long time to spend, such as international flights. With a flight that is quite old	P30MoS
31.		Outside	S	T	N		passengers need facilities to clean the body. Usually the flight time that has a long duration has passengers from different countries. So obviously this sign is only using English as an international language so that tourists abroad understand the intent of the sign. On the P31MoS sign using Bahasa Indonesia. This is why it is used because on this sign it shows information for bus drivers who have a special road. Bus driver in the airport is an Indonesian citizen so that the sign uses national language for easy to understand for bus drivers. Other than that some sign using icon to show and clarify the information conveyed on the mark. To clarify the meaning on the sign not only use the icon but with different size and font	P31MoS
32.		Level 2	S	T	N			P32MoS

							sizes can also emphasize the meaning of the information that is on the mark. This sign has no translation because it is a sign that uses only one language.	
33.		Outside	S	T	N	These signs are a top-down sign that is a type of information sign. The background color used on this sign is yellow. This sign uses only one language so it is named monolingual sign. The language used in this sign is Indonesian and Bahasa, 5 signs using Bahasa Indonesia and 3 marks using English. This sign also has an information hint icon.	These signs use a yellow background created by the airport authorities so it is named Top-down. On the use of the background color sign has rules and reasons so that the yellow background on these signs has meaning. The airport authority uses a yellow-colored setting to show the intended information for the staff at the airport. But some signs that have yellow colors are not always aimed at airport staff such as P35MoS, P38MoS, P39MoS and P41MoS. Some of these sign marks show an information mark. This sign also uses an icon which is useful to describe the meaning that is in the information by using an image or direction of the show. In addition, these signs use different sizes and fonts to emphasize the meaning that this information must be known. On this sign use 5 marks with	P33MoS
34.		Airport Entry	S	T	N		P34MoS	
35.		Level 2	S	T	N		P35MoS	
36.		Level 2	S	T	N		P36MoS	
37.		Airport railway station	S	T	N		P37MoS	
38.		Level 1	S	T	N		P38MoS	

39.		Airport entry	S	T	N		Bahasa Indonesia and 3 using English. As with the P36MoS sign, This sign is a monolingual sign which only uses Bahasa Indonesia (has no translation) and is clear as the first language in the display. This Mark is located inside Airport entry airports and is created by an airport authority called top-down sign. This Mark has the same size and font as it uses only one language. This Mark uses a black text color and is set in yellow which means that the marking of the information indicates the direction out of the airport entry area for officers who have an airport fitting. In addition, this sign has a handy pointer icon to give the reader a morning hint to avoid mischoosing directions to get out of the airport entry. This sign uses Indonesian language because it is outside the terminal that is not frequented by foreign tourists. Next sign using English like sign P41MoS. This sign uses English which explains the area that visitors are not allowed to reach. The base is why the English Bhasa is used because this sign is in the International departure area. Usually in	P39MoS
40.		Outside	S	T	N			P40MoS




							international departures have visitors from different countries, so that the language used is the international language that is English. This sign was made by the airport authorities so named top-down sign and namely information sign that shows the prohibition. This Mark also has a "stop" icon indicating that the area is not reachable by the visitor.	
41.		Outside	S	T	N	Green is the background color of these two marks. This mark is top-down type and is an information token. The language spoken in this sign is Bahasa Indonesia. This sign is distributed outside the terminal building area.	This sign is in Bahasa Indonesia. The reason why these two signs use Bahasa Indonesia is because it is the national language that is Bahasa Indonesia. In addition, this sign is addressed to local residents in the airport area so as not to dispose of garbage in the airport area so that the right language is Bahasa Indonesia. In addition, this sign uses a green setting that signifies information that is outside the terminal of the airport so that it is marked with a green background. These two marks are made by the airport authorities so it is named top-down sign. This mark is a sign of information.	P41MoS
42.		Outside	S	T	N			P42MoS





43.		Outside	S	T	N	This sign has a background with a directional color. Some signs have a background other than red but the color of the text is red. This is a top-down type and a sign information. This sign uses the national language that is Bahasa Indonesia. Some of these marks also have icons.	This mark is distributed in the outside area of the terminal building. The reason why this sign is using Indonesian language because your information is addressed to local residents who are outside the terminal building. This sign was made by the airport authorities so it is named a top-down that is a prohibition type. The setting used is a red color that has rules in making markings by airport authorities. The red color on these signs indicates a ban by which the reader should not conduct prohibition information on these signs. As in the P46MoS sign, This sign uses Indonesian language that has the sign that This mark is addressed to Indonesians so as not to rally in the airport area and be placed outside the terminal building. This sign has a red text color explaining that this is a prohibition of some black text that aims to explain the location of the prohibition. This sign was made by the airport authorities so it is named top-down sign and a type of informational token indicating the prohibition.	P43MoS
44.		Outside	S	T	N			P44MoS
45.		Outside	S	T	N			P45MoS
46.		Outside	S	T	N			P46MoS
47.		Outside	S	T	N			P47MoS




48.		Level 2	S	T	N	<p>These signs use a language of 6 English signs and 3 signs that use Bahasa Indonesia. This sign consists of 2 bottom-up marks and 7 top-down marks. These signs use a black-and-white background, which shows the general instructions in addition to the sign and also has a different background that shows the name of the place or the name of the building. There is a sign that has a large icon and size text.</p>	<p>Bahasa Indonesia is the national language which is a daily language used by local residents and in the rules of making signs made by the airport authorities require the Indonesian language as the first language used. Therefore the Indonesian language is used in the P50MoS sign, This sign is a sign of information that shows the name of the office space. The reason for the language used in this sign is because this sign is intended for office staff. As we know that Stadd at the airport is a citizen of Indonesia so that the language used in this sign is the national language that is Bahasa Indonesia. This sign was made by the airport authorities so named top-down and categorized a token of information indicating the name of the office. This Mark also has a different size and font to indicate that the office is where the director general is a tax. In addition, this sign also uses the English language as in the P55MoS sign. The reason for English is used in this sign as this sign is in front of international arrivals so this sign</p>	P48MoS
49.		Airport Entry	S	T	N			P49MoS
50.		Outside	S	T	N			P50MoS
51.		Level 2	S	T	N			P51MoS
52.		Level 2	S	B	N			P52MoS
53.		Level 1	S	T	N			P53MoS
54.		Level 1	S	B	N			P54MoS
55.		Airport entry	S	T	N			P55MoS
56.		Level 2	S	T	N	P56MoS		










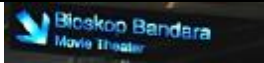



							<p>is aimed at international residents to find information on tourist attractions in Indonesia. Therefore, English is made in this sign as an international language. This sign is made by the airport authorities so it is named top-down sign and is categorized as a sign of information that shows information about tourist arrivals. This sign uses a black-and-white background that shows the airport facilities.</p>	
--	--	--	--	--	--	--	---	--




BILINGUAL SIGN								
No	Picture	Zone	Categor ies of Sign	Official & Non Official Sign	Translatio n	Description	Meaning	Code
57.		Outside	S	T	W	These signs are the type of information sign that has a different background that is green, yellow, red, blue and black. This already has provisions in the sign creation rules made by the airport authorities. These signs use two languages so it is named bilingual sign. The first language used in this sign is Bahasa Indonesia and followed by English as the second language shown. It also has translations, 9 word-to-word translation and	The first language used is Bahasa Indonesia. This has been applied in the rules of creating a sign that Bahasa Indonesia should take precedence over other foreign languages. As in the quotation "the young oath" to uphold and respect the national language then Indonesian language must be displayed first. As in the P61BiS sign. This sign is a bilingual sign using Bahasa Indonesia and English. The first language used is the Indonesian language that has a size greater than the English language and has a bold type of font. Clearly the dominant Indonesian language is displayed because it already has a rule in the	P57BiS
58.		Level 2	S	T	W			P58BiS
59.		Level 2	S	T	W			P59BiS



60.		Outside	S	T	W	<p>1 partial-type translation. Some signs have an icon as a means of reinforcing information in the information mark.</p>	<p>creation of a sign made by the airport authorities explaining that the Indonesian language must be dominant displayed from other foreign languages in order to maintain a Unified language Republic of Indonesia. In addition, this sign also has 3 different settings and icons. The first setting has a blue background which signifies the garbage disposal of paper type that has a paper icon. The second setting is red, indicating that this trash is for the garbage of bottles and cans and has an icon of bottles and cans. The final background is green signifying the waste of organic waste like fruit garbage and has a fruit icon. Icon in this sign aims to explain the type of garbage through images so that the garbage waster does not misplace trash into the trash. In addition this sign uses Word to Word translation so that the reader can clearly display the information displayed in</p>	P60BiS
61.		Outside	S	T	W			P61BiS
62.		Level 1	S	T	W			P62BiS
63.		Outside	S	T	W			P63BiS

64.		Level 1	S	T	P		<p>the sign.</p> <p>In the rules of creation of various background colors are made to have the meaning of blue and black which signifies general instruction and green color indicating information outside the terminal building. In addition, there are some signs that use English first in the sign that is on the sign P62BiS. This sign is a sign of Bilingual using English and Bahasa Indonesia. The first language used is English and has the same size and font. Bias was concluded that English has a strongswan greater than the Indonesian language.</p>	P64BiS
65.		Level 1	S	T	W		<p>Though the rules made by the airport authorities require the Indonesian language as the first language to be displayed. In addition, this sign has a street guide icon to tell the exact position of the entrance. This Mark has a translation which uses Word to Word for the reader to understand clearly with the information submitted.</p>	P65BiS
66.		Level 1	S	T	W		<p>Lastly, in the P66BiS sign use a partial translation which in Bahasa Indonesia uses 2 words while in English using 3 words. Therefore. Partial translations are often confused by foreign tourists.</p>	P66BiS


67.		Level 1	S	T	W	<p>The airport authorities have rules for creating a sign so that this sign has its own meaning, such as the background color used by the mark. This sign uses a yellow, black, and red and blue background. This sign is a top-down type with information sign. In this sign it uses two languages that discuss Indonesia and English. 8 marks using Indonesian as the first language shown and 2 marks using English as the first language shown. The word to Word translation type in this sign amounts to 9 marks while the partial translation is just one sign. Additionally some signs have different sizes and fonts.</p>	Bilingual sign is a sign that uses two languages.	P67BiS
68.		Level 1	S	T	W		Bahasa Indonesia as the first language displayed which is quoted in the rules of creating a sign that is managed by the airport authority that the Indonesian language must be used as the first language displayed. It is also quoted in the paper "The Young Oath" which is concluded that the Indonesian language must be held high and maintained so that the Indonesian language must be displayed friend and then followed by other languages. In addition to the reasons why use English as the first language shown because the distribution of signs that are built in an area. As for the P71BiS sign, English is the first language to be used next language in Bahasa Indonesia. Why use English because this mark is located in the International departure area so that the language spoken is the international language that is English. This happens because almost all foreigners use bias English. Therefore, English is used in this sign. The size and font used differently are useful for distinguishing those languages	P68BiS
69.		Level 2	S	T	W		P69BiS	
70.		Level 1	S	T	W		P70BiS	
71.		Level 2	S	T	W		P71BiS	
72.		Level 2	S	T	W		P72BiS	
73.		Level 2	S	T	W		P73BiS	




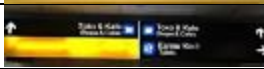

74.		Airport entry	S	T	W			through size and font structures. These marks include a sign of information indicating reporting before departing to the country they are aiming for. This sign was made by the airport authorities so named top-down. The translation is used word to Word to explain the meaning of each word so that the reader is younger to know the meaning of the information. This Mark has an icon which is useful to make it clear that this place has a machine to check in. The use of icon on the sign is useful to create illustrations meaning another using images or directions that serve to make the reader understand clearly what information is conveyed on the mark. Translations are also used to allow foreign tourists to know what information is being displayed.	P74BiS
75.		Level 2	S	T	W				P75BiS
76.		Level 2	S	T	P				P76BiS
77.		Level 1	S	T	W	This sign consists of 2 English signs as the first language used and 8	The use of 2 languages is discussed English and Bahasa Indonesia is a type of bilingual sign. The	P77BiS	


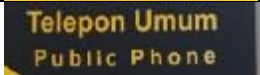




78.		Airport railway station	S	T	W	marks using Bahasa Indonesia. This sign is named information mark. Some signs use different sizes and fonts and have translations of which 5 marks word to word translation and 5 partial translation marks. This mark also has an information icon inside the mark. In the sign P85BiS has an amount of information which in English has a broad meaning and the use of Bahasa Indonesia uses a specific meaning. The use of background color on the mark also has the meaning of a blue color that serves to show the general instructions, red color to show disallow, black color shows operational instructions and other colors show general information. This has been arranged in the rules of making markings by airport authorities.	Indonesian jeals are used as the first language displayed because of the provisions described in the marking creation rules governed by the airport authorities. It is also explained in the paper "Youth oath" that the Indonesian language must be held high and maintained as a national language. In addition, why the English language is also used because it is an international language so in showings on the signs that are in the airport. As we know the airport is an entrance for international tourists so the airport must make a sign using international language that is English. The use of size and font is also used as a suppression of the meaning of information or regulations in which the Indonesian language must use larger letters and different fonts from other foreign languages are useful to respect the national language. As with the P80BiS sign, language used in this bilingual sign. The reason why the Indonesian language is used because this language is the national language of the country of Indonesia so it is used to maintain and uphold the national language. This is explained in the paper "The Young Oath". English is spoken	P78BiS
79.		Airport railway station	S	T	P			P79BiS
80.		Airport railway	S	T	P			P80BiS



		station						
81.		Airport railway station	S	T	W			P81BiS
82.		Airport railway station	S	T	P			P82BiS
83.		Level 2	S	T	P			P83BiS
84.		Airport entry	S	T	W			P84BiS
85.		Level 2	S	T	P			P85BiS
86.		Outside	S	T	W			P86BiS
							because it is an international language. As we Thau international Airport visitors mostly come from foreign countries so that the international language used in this sign is English, so that local visitors and visitors who come from different countries Understand the information displayed using national and international languages. This sign was made by the airport authorities so named top-down and categorized as a token of information indicating a special area. The first language used in this sign is Bahasa Indonesia. This is obviously done because it already has a provision in the creation of a sign made by airport Ototritas. Translations done in this sign use the word to Word type which is useful for explaining the meaning to the reader with the same word structure of both languages. Bahasa Indonesia has a size that is greater than in English it is clearly done to uphold the national language and this has become a provision in the creation of the sign made by the airport authorities. This sign uses a blue coloured background and white writing that shows operational instructions. In addition, another sign using	







							English as the first language shown is on the P85BiS sign which uses English as the first language that serves to explain the danger when using the elevator. Another reason is the distribution of the location where this mark is in the international departure area so that it uses English as the international language known by the INTERNASIOANL Citizen. In addition in the use of English has a broad meaning but in the use of Bahasa Indonesia uses a more specific meaning. Therefore, this sign is referred to as the amount of information. Translations used are partial translations and have an icon which is useful for illustrating information through images so as to make the reader better understand what the meanings convey.	
87.		Airport entry	S	T	W	This sign consists of 3 English signs as the first language used and 9 marks using Bahasa Indonesia. This sign is named information mark. Some signs use different size and font	The use of 2 languages is discussed English and Bahasa Indonesia is a type of bilingual sign. The Indonesian jeals are used as the first language displayed because of the provisions described in the marking creation rules governed by the airport authorities. It is also	P87BiS


88.		Airport entry	S	T	N	and have a translation of which 10 marks word to word translation and 2 signs do not use translations. This mark also has an information icon inside the mark. In the sign P85BiS has an amount of information which in English has a broad meaning and the use of Bahasa Indonesia uses a specific meaning. The use of background color on the mark also has the meaning of a blue color that serves to show the general instructions, red color to show disallow, black color shows operational instructions and other colors show general information. This has been arranged in the rules of making markings by airport authorities. The mark is distributed on the first floor area (3 marks), the	explained in the paper "Youth oath" that the Indonesian language must be held high and maintained as a national language. In addition, why the English language is also used because it is an international language so in showings on the signs that are in the airport. As we know the airport is an entrance for international tourists so the airport must make a sign using international language that is English. The use of size and font is also used as a suppression of the meaning of information or regulations in which the Indonesian language must use larger letters and different fonts from other foreign languages are useful to respect the national language. As with the sign P91BiS, Bahasa Indonesia and English is the language used in this bilingual sign. The reason why the Indonesian language is used because this language is the national language of the country of Indonesia so it is used to maintain and uphold the national language. This is explained in the paper "The Young Oath". English is spoken	P88BiS
89.		Level 2	S	T	W		P89BiS	
90.		Level 1	S	T	W		P89BiS	
91.		Level 1	S	T	W		P91BiS	
92.		Level 2	S	T	W		P92BiS	

93.		Airport entry	S	T	W	second floor (6 marks) and 3 marks in the airport entry area.	because it is an international language. As we Thau international Airport visitors mostly come from foreign countries so that the international language used in this sign is English, so that local visitors and visitors who come from different countries Understand the information displayed using national and international languages. This sign was made by the airport authorities so named top-down and categorized as a token of information indicating a special area. The first language used in this sign is Bahasa Indonesia. This is obviously done because it already has a provision in the creation of a sign made by airport Ototritas. Translations done in this sign use the word to Word type which is useful for explaining the meaning to the reader with the same word structure of both languages. Bahasa Indonesia has a size that is greater than in English it is clearly done to uphold the national language and this has become a provision in the creation of the sign made by the airport authorities. This sign uses a black-and-yellow background that shows the airport facilities provided. In addition, the sign using the English language as the first language	P93BiS
94.		Level 2	S	T	W			P94BiS
95.		Level 2	S	T	W			P95BiS
96.		Level 2	S	T	W			P96BiS
97.		Level 2	S	T	N			P97BiS
98.		Level 1	S	T	W	P98BiS		



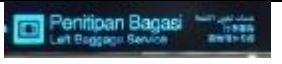
							<p>displayed is the sign P92BiS. Slightly different from the first sign. This sign uses the English language as the first language. This shows the trolley pickup spot at the international departure entrance so the first language spoken is the international language.</p> <p>According to the rules made by the authorities this sign has an error which puts English language first and then Bahasa Indonesia. It shows that the Indonesian language has a lower value than the English language. But the airport always monitoring the sign at the airport for the wrong sign to be corrected. It is done annually.</p>	
99.		Level 2	C	B	P	<p>In this sign is a type of commercial shop sign which uses 2 languages, namely English and Bahasa Indonesia on the sign P101BiC. A bit different on the P102BiC sign using Chinese and English language. This sign was made by the airport authorities so named bottom-up sign. The Mark also has a translation of a partial</p>	<p>P102BiC, On This sign is a little different because it has the first language that is Chinese followed by English. This is made because it shows that the restaurant is a special Chinese food that originated from Singapore so it uses Chinese as the first language.</p>	P99BiC
100.		Level 2	C	B	P	<p>In the P101BiC sign as above is using English as marketing needs. In this person, using English so that foreign tourists can know what kind of food is marketed by the restaurant. Bias We imagine how foreign tourist bias ordered food if</p>	<p>In the P101BiC sign as above is using English as marketing needs. In this person, using English so that foreign tourists can know what kind of food is marketed by the restaurant. Bias We imagine how foreign tourist bias ordered food if</p>	P100BiC





						translation. Additionally this mark has an icon and a difference in size/font which serves to emphasize the meaning of the information on the mark. This mark is distributed in the second floor area of the terminal building.	they did not understand the language used and did not know what kind of food it was. Therefore, the figure uses English as an international language known to foreigners and using the Indonesian language rather local visitors can also enjoy the food served by knowing the food menu.	
101.		Level 2	A	B	P	This sign is a sign of advertisement sign which contains advertisements and promotions offered by the company in order to increase the marketing level of a company. This sign is called bottom-up because it is built by	This sign (P104BiA) is different from the previous sign, this mark is a sign of bilingual because it uses two languages, namely Arabic and English. The first language used is Arabic with the same size and font in English. Arabic as the first language used because the sign is an use sign made by the private sector that is Saudi airlines	P101Bi A

102.		Airport entry	A	B	W	private parties that exist at the airport. This mark is distributed to the second floor area (2 marks), the first floor (1 mark), the airport entry area (1 sign) and a sign that is outside the terminal building. This sign is a sign of bilingual sign that uses two languages namely, Indonesian-English (3 marks), English-Bahasa Indonesia (1 sign) and 1 mark using Arabic-English. Only one sign uses word to Word translation and 4 marks using partial translations.	originating from Saudi Arabia, so it is not surprising the first language displayed is Arabic. This Mark is a sign of information that uses word-to-word translations, which means that each word is translated into English so that the reader understands the meaning of the information conveyed. In addition this sign is made by Saudi Airlines which is referred to as a bottom-up mark, on the other side of this mark also has a encephalopathies symbol which shows the company logo of Saudi Arabia Airlines. And than in P106BiA, This second sign is the Bottom-up sign. This sign is said to be bottom-up because it is made by the private sector that is Lion airlines, which is useful to show how the procedure to do ticket reporting in a good and correct way.	P102Bi A
103.		Outside	A	B	P			P103Bi A
104.		Level 2	A	B	P			P104Bi A



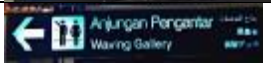

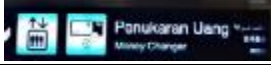
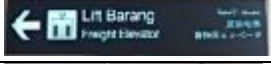
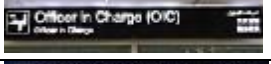
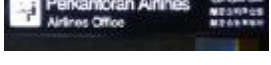
105.		Level 1	A	B	P			P105Bi A
------	---	---------	---	---	---	--	--	-------------




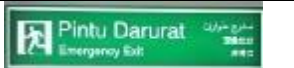

**MULTILINGUAL SIGN**


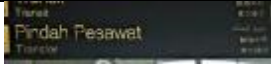

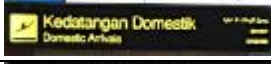

No	Picture	Zone	Categor ies of Sign	Official & Non Official Sign	Translatio n	Description	Meaning	Code
106.		Level 1	S	T	W	The use of black enamelled background and blue inscription on this sign serves to show the facilities/general	Very clearly Bahasa Indonesia is the first language dominant in the show. As it is known that the setting of the mark has been a rule which requires Bahasa Indonesia more dominant than other foreign languages to serve to	P106M uS
107.		Level 1	S	T	P			P107M uS
108.		Level 1	S	T	P			P108M uS


109.		Level 1	S	T	W	instruction and the Consesioner which has been described in the rules of making a sign that is in the process of the airport authority. This mark has 3 marks with partial translations and 10 marks with Word to word translation. The first language used in this sign is Bahasa Indonesia and followed by English, Arabic, Chinese and Japanese. This mark is distributed in the first floor area of the terminal building (8 mark), the second floor (4 marks) and 1 mark in the Airport entry area. The sign is made by the airport authorities so it is named Top-down sign. The use of Bahasa Indonesia clearly uses different sizes and fonts to respect and uphold the national	uphold and respect the national language, quoted in the paper "The Young Oath". Further followed by other foreign languages. Foreign language is used because the airport is a place to exit foreign tourists. Therefore, foreign language is used as an international language understood by foreign tourism. The next few signs use a partial translation where the number of words in Bahasa Indonesia and foreign language is different so it is called a partial translation. This is so because in English has a broad meaning of the Indonesian language. Next 10 sign using Word to word translation. It is used to allow readers to translate language from meaning per word so that foreign tourists are not confused to know the information that is in the sign. At P109MuS, This sign uses bold type fonts in Bahasa Indonesia and italic type fonts in other foreign languages. That is made to explain a location that should not be mesused. It can be seen that sign above shows where Muslims Oray for a week it is necessary to press the language font in the sign to explain it. For font type issues, some signs use bold and italic letters. This is confusing why the sign uses a different font.	P109M uS
110.		Level 1	S	T	W			P110M uS
111.		Level 1	S	T	W			P111M uS
112.		Level 2	S	T	W			P112M uS



113.		Level 1	S	T	P	language.		P113M uS
114.		Level 2	S	T	W			P114M uS
115.		Airport entry	S	T	W			P115M uS
116.		Level 2	S	T	W			P116M uS
117.		Level 2	S	T	W			P117M uS
118.		Level 1	S	T	W			P118M uS
119.		Airport entry	S	T	W	The use of black color background and white text in this sign serves to show the office facilities in this airport which has been described in the rules of making a sign that is in the process of the airport authorities. This sign has 2 marks with Word to word translation. The first language used in this sign is Bahasa Indonesia and followed by English, Arabic, Chinese and Japanese. This mark is distributed in the airport entry area. The sign is made by	Very clearly Bahasa Indonesia is the first language dominant in the show. As it is known that the setting of the mark has been a rule which requires Bahasa Indonesia more dominant than other foreign languages to serve to uphold and respect the national language, quoted in the paper "The Young Oath". Further followed by other foreign languages. Foreign language is used because the airport is a place to exit foreign tourists. Therefore, foreign language is used as an international language understood by foreign tourism. On this mark shows the office facilities at the airport which explains office Airlines and officer in Chargo.	P119M uS
120.		Airport entry	S	T	W			P120M uS

						the airport authorities so it is named Top-down sign. The use of Bahasa Indonesia clearly uses different sizes and fonts to respect and uphold the national language.		
121.		Level 2	S	T	W	This sign uses a variety of colors that differ from the other signs are green background color and white text which explains that this tanda shows the area to get out of the terminal building. BAHSA that used is still the same as the sign above, but has a difference in the sign P127MuS which uses the language of Indonesia as the first language followed by the English language, Chinese, German, French, Arabic and Bahasa Thailand. This sign is made by the airport authorities	In the P127MuS sign, it is slightly different from the other signs which are composed of 7 languages which are Indonesian as the first language displayed and followed by English, Arabic, Chinese, German, French and Thai. This is done because the distribution of this sign is located in the departure and arrival areas internasionalicking so it uses foreign languages which are often used by foreigners in the airport. In addition, this mark uses a partial translation and has a different size and font on the Indonesian language to dominating the Indonesian language as the national language of Indonesian Republic.	P121M uS
122.		Level 1	S	T	W			P122M uS
123.		Airport entry	S	T	W			P123M uS
124.		Level 2	S	T	W			P124M uS
125.		Airport railway station	S	T	P			P125M uS

						so it is named as a top-down sign that is a type of information sign. This sign has a word to word translation of 4 marks and has 1 partial translation. Just like other multilingual signs that the mark "This uses the Indonesian language with a larger size and a different font because it has its conditions in the rules made by the airport authorities Gunu dominating the national language is the language Indonesian.	
126.		Level 2	S	T	W	Top-down is a sign of this type because the sign is made by the airport authorities so that it is Top-down. This sign uses Indonesian as the first language and is followed by foreign languages such as	P126M uS
127.		Airport entry	S	T	W		P127M uS
128.		Airport entry	S	T	W		P128M uS
129.		Level 1	S	T	W		P129M uS
130.		Airport entry	S	T	W		P130M uS

131.		Airport entry	S	T	W	English, Arabic, Chinese and Japanese. This mark uses black as the background and yellow as the writing of this thing serves to demonstrate operational facilities/instructions. This has been arranged in the rules of making a sign which explains that the language of Indonesia must be dominated and held high as quoted in the paper "Youth oath" in addition to the background color and writing on the mark also has a meaning Different according to the rules.	the national language Indonesian.	P131M uS
------	---	---------------	---	---	---	--	-----------------------------------	-------------

Note : 1. 'S' for Information Sign

2. 'C' for Commercial Shop Sign

3. 'A' for Advertisement Sign

4. 'B' for Bottom-up

5. 'T' for Top-down

6. 'W' for Word to Word

7. 'P' for Partial

8. 'N' for No Translation

## **APPENDIX 2**

### **Interview with Mr. Muhammad Zein Zubaidi as Terminal Inspection Service Officer at Kuala Lumpur International Airport**

**Interviewer** : Good Morning, My name is Veldi from UMSU. Can I know your name?

**Interviewee** : OK, My name is Mhd. Zein Zubaidi.

**Interviewer** : Mr. Zein what is your position on this airport?

**Interviewee** : as Terminal Inspection Service Officer

**Interviewer** : Ok, let's start our interview about signage.

**Interviewee** : Alright.

**Interviewer** : What type of languages are used in sign at KNO Sir?

**Interviewee** : In KNO, use monolingual, Bilingual and Multilingual information.

**Interviewer** : What languages are displayed Sir?

**Interviewee** : The sign uses Bahasa Indonesia, English, Arabic, Japanese Language and Chinese Language.

**Interviewer** : Okay, is it already chosen what language should appear firstly?

**Interviewee** : Yes, from Angkasa Pura II

**Interviewer** : In order to post the language, does the size of font already set up for each language Sir?

**Interviewee** : Yes, there is also a regulation for that. It is set up by the company for the size or which language should come first, which should be putted down or up also regulated by the company.

**Interviewer** : Are there any technical rules in the use of color on the sign?

**Interviewee** : There technical clues or rules from the headquarters that for the backdrop color, there is a provision. For a black backdrop and yellow-coloured writing shows operational hints, a black backdrop with a blue-coloured inscription showing common clues and a conser, a black backdrop with a white inscription showing Office facilities, backdrop of

red or red-enamelled writings show Prohibition and a warning and a green backdrop showing the sign information outside the airport building.

**Interviewer** : What language is more dominant, Sir?

**Interviewee** : The company more likely to be dominant and use bigger size for Bahasa Indonesia, after that others language.

**Interviewer** : Is it in every sign or is it only in some sign?

**Interviewee** : In every sign Bahasa Indonesia bigger that other language.

**Interviewer** : What language is more dominant, Sir?

**Interviewee** : The company more likely to be dominant and use bigger size for Bahasa Indonesia, after that others language.

**Interviewer** : Is it in every sign or is it only in some sign?

**Interviewee** : In every sign Bahasa Indonesia bigger that other language.

**Interviewer** : Does the information in KNO give the same information in every languages? Like this, is a sign of bath room contain two words in English while in another language, it is only use one word, is it share the same amount of information? Like information in Bahasa Indonesia translated also one word in English as information.

**Interviewee** : Yes, it is true

**Interviewer** : Because there is some sign like *daerah kedatangan* in Bahasa Indonesia we use toilet as the translation to English. Also like *kereta api* in Bahasa Indonesia we uses train as the translation in English. Another thing like *kedatangan dalam negeri* in Bahasa Indonesia uses threads, but in English only two words as domestic arrivals.

**Interviewer** : Does Angkasa Pura II has its own translator? Or how is it translated sir?

**Interviewee** : Yes, it is true. There is a regulation of the language usage. For English. Arabic. Japanese and Chinese. There is a regulation for that from the company and it is already pass the quality control from the linguist.

**Interviewer** : Does the regulation only work like that in this airport, sir?

**Interviewee** : What it is mean?

**Interviewer** : It means like this, is there any other regulation which uses English as the global language, some languages like Arabic, Chinese and Japanese or other language are only addition and it is not a must to use them.

**Interviewer** : Can I know the name of the regulation, sir?

**Interviewee** : The name of the regulation is ... (asking his staff) yes it is the regulation of airport authorities and also from the ministry of transportation. So I do not really know what the name of this regulation is, but there is already a regulation for that of the company.

**Interviewer** : Does the distribution of information already arranged in your company?

**Interviewee** : The arrangement of position and location of information in Kuala Lumpur International Airport is already arranged by the applicable rules. So it is already arranged for all. Interviewer: Can you explain the arrangement?

**Interviewee** : For the arrangement, there is a division to arrange them, the division is terminal inspection services. So they are the one who arrange the location and the type of information.

**Interviewer** : Is it only the airport authority who could place the information?

**Interviewee** : Yes, it is really true. So the one who could place the information is only the airport authority. If there is a private sector or other tenant, they should firstly have a permission from the airport authority to place the information and other things.

**Interviewer** : Where is the most information comes from? Is it from airport authority or private sectors?

**Interviewee** : It is mostly from the airport authority, because we are the one who arrange everything.

**Interviewer** : In placing information, what is the language that generally or considered as important to be placed first in the sign?

**Interviewee** : For the dominant placing, Bahasa Indonesia is the most dominant to be placed first in the sign.

**Interviewer** : Why is it like that, sir?

**Interviewee** : It is because Bahasa Indonesia is the national language and it also because the people is dominantly Indonesian, so this language is considered as important than other languages.

**Interviewer** : Is the size of text in information already arranged for every

**Interviewee** : Like I have told you before, it is already arranged. So the size in every text have arranged in the applicable rules. So everything should Suit the rules

**Interviewer** : Why Bahasa Indonesia uses the bigger size than another languages?

**Interviewee** : It is because the dominant people is Indonesian so we firstly focus on the Bahasa Indonesia

**Interviewer** : For the text, is the font in information use the same font for all the sign?

**Interviewee** : There are Some of them use the same font, but there are also some sign use different font. It depends on the information that will be shared

**Interviewer** : Why the use of bold and italic exist in some text?

**Interviewee** : It uses to emphasize the area that will be given an information

**Interviewer** : Do the amount of information have the same number in every language that have been used?

**Interviewee** : Yes, the amount of information in every language inside bilingual information have the same number. At least it should occupy the main information of what one language says in another language

**Interviewer** : Why English seems to be more dominant in giving information?

**Interviewee** : This is because English is a global language, the people using this language is almost occur in everywhere. So it should give a clearer information. And we also have an assessment from Skytrax that is why English is more likely to give information more than another

**Interviewer** : In translating of information, why the translation more likely to translate word to word?

**Interviewee** : Because it is easier to understand in word to word translation

**Interviewer** : Okay, that is all I need. Thank you Mr. Zein, good evening.



### **APPENDIX 3**

#### **Interview with Mr. Hardian as Assistant Manager in old town restaurant.**

**Interviewer** : Good afternoon. Can I know your name Ms?

**Interviewee** : eee. I am Hardian

**Interviewer** : Your position, sir?

**Interviewee** : I am an assistant manager

**Interviewer** : From restaurant?

**Interviewee** : From old town white coffee restaurant

**Interviewer** : Okay sir, I want to ask why the restaurant uses English and Bahasa Indonesia in your shop or restaurant?

**Interviewee** : Okay, so it's like this. Because our brand, a brand from Malaysia. our market is international flight So automatically our market is people who go abroad and sure there will be so many foreigners come to our place Besides foreigners, we also have Indonesian people. That product or brand or any other thing, we English and Bahasa Indonesia. To make is why in every name of our use two languages which are it easier to understand.

**Interviewer** : how is the language selection on the sign?

**Interviewee** : Language selection in the "sign board" should follow the rules made by the airport authorities and the provisions of the Law of the Republic of Indonesia. So in this restaurant use Bahasa Indonesia and English with the applicable provisions.

**Interviewer** : is there any special purpose for that, sir?

**Interviewee** : There is no special purpose. It is only to make it easier for the host who don't understand English So it is easier for them to understand what the meaning is. But, the use of Bahasa Indonesia and English is very tired for us. Basically, our target is foreign and local. Therefore, English is used

so that foreigners can understand the kind of food we are selling. So does the locals.

**Interviewer** : For the translation, or switching from one language to another, is this restaurant using translator or it is translated personally?

**Interviewee** : Ohh we don't use any translator here. But we only train the staff or employee to speak English. At least that could speak English passively, could understand what foreigners say and they could also give explanation. It should be clear what they say and what they mean.

**Interviewer** : Is there anything except name or restaurant's history which is shown here with two languages, sir? Menu or any other product?

**Interviewee** : Yap, it is true, we have it. So besides the restaurant's history, we also shown the menu with two versions, which is On End English version and Bahasa Indonesia version. In other words, it helps people to understand easily.

**Interviewer** : One more question, why English displayed more than in other languages?

**Interviewee** : Almost all people understand the English language. In addition, the airport is the gateway for international tourists. Some of the tourists understand English. So our restaurant uses international language that is English, so that tourists can understand what food we sell.

**Interviewer** : OK thank you for information Mr. Hardian, see you again.

**Interviewee** : Your welcome

Deli Serdang, 05 September 2019

Nomor : 09.01/05/09/2019/1425  
Lampiran : -  
Perihal : Konfirmasi izin riset an. Veldi Hardika

Kepada Yth.

**DEKAN FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS  
MUHAMMADIYAH SUMATERA UTARA**

Di-

**TEMPAT**

Menindaklanjuti surat Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Nomor: 5133/II.3/UMSU-02/F/2019 tanggal 6 Agustus 2019 perihal mohon izin riset, disampaikan bahwa PT Angkasa Pura II (Persero) Kantor Cabang Bandar Udara Internasional Kualanamu **menyetujui** permohonan dimaksud. Kegiatan riset dilaksanakan mulai tanggal 9 September 2019 s.d 8 Oktober 2019 dengan ketentuan sebagai berikut:

- a. Melengkapi berkas keperluan pengurusan Pas Bandara dengan membawa Surat Keterangan Catatan Kepolisian (SKCK) asli dan Fotokopi Kartu Tanda Penduduk Elektronik (E-KTP);
- b. Melapor ke Dinas Human Resources PT Angkasa Pura II (Persero) Bandar Udara Internasional Kualanamu terlebih dahulu melalui nomor telepon (061 88880300 - ext 8346);
- c. Pelaksanaan riset akan dibantu oleh unit Airport Operation & Services;
- d. Mahasiswa yang akan melakukan riset wajib patuh terhadap peraturan perusahaan yang berlaku;
- e. Apabila terjadi kecelakaan kerja pada waktu kegiatan riset, PT Angkasa Pura II (Persero) tidak bertanggung jawab secara materil, dan merupakan tanggung jawab universitas pengirim;
- f. Mahasiswa yang melakukan riset disarankan untuk diasuransikan terlebih dahulu
- g. Mahasiswa yang melakukan riset **wajib** menyerahkan hasil riset ke PT Angkasa Pura II (Persero) Bandar Udara Internasional Kualanamu.

Demikian disampaikan, atas perhatian dan kerjasamanya diucapkan terima kasih.

PLT. SENIOR MANAGER OF FINANCE & HUMAN  
RESOURCES



CIKO PRANANDA

-



# CURRICULUM VITAE

## EDUCATION

### FORMAL EDUCATION

- 2003-2009  
State Primary School 106164  
Percut Sei Tuan, Indonesia
- 2009-2012  
State Junior High School 27  
Medan, Indonesia
- 2012-2015  
State Senior High School 11  
Medan, Indonesia

### NON-FORMAL EDUCATION

- 2012-2015  
Study at Ganesha Operation  
Medan, Indonesia
- 2016  
CaSE English Course  
General Class  
Medan, Indonesia
- 2017  
LIA English Course  
TOEFL Class  
Medan, Indonesia

## ORGANIZATION

- 2013-2014  
The Head of Division  
of Information and Communication  
in Students Union at  
State Senior High School 11 Medan
- 2013-2014  
Secretary of English Club (El-EnC) in  
State Senior High School 11 Medan

## JOB EXPERIENCES

- 2015-2018  
Bakery Online  
Business at home  
with my mother
- 2017-2018  
Administration staff  
at My World  
Educational Institute

## EXPERIENCES

- 2017  
2nd Winner English  
Speech Contest by  
ESCOM UMSU MEDAN 2017
- 2017  
3rd Winner of Medan British  
Parliamentary Debate Open 2017
- 2014  
2nd Winner of  
Poster Designing Contest  
in Medan 2014
- 2014-2017  
Participant of Competition & Seminar  
Medan 2017

## SKILLS

Microsoft Office



Corel Draw



Photo Shop



Public Speaking



English



German Language



## PERSONAL PROFIL

Name : Veldi Hardika  
Nationality : Indonesia  
Date of Birth : May 20, 1997  
Religion : Muslim  
Pasport Number: B8850768  
Address : Pendidikan Street  
Number 73  
Medan, Indonesia  
Languages : Indonesia  
English  
Germany & French

## CONTACT

✉ veldihardika05@gmail.com

☎ (+62) 82165615119

## PERSONALITY

Good Attitude, communicative  
Dilligent, tolerant, target oriented  
Discipline, Honest & responsible