

A STUDY OF LINGUISTIC LANDSCAPE IN MEDAN

SKRIPSI

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

By:

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UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
MEDAN**

2019



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Benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 15 bulan Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas.

Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

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ABSTRACT

Dea dwi lestari. NPM.1502050179, “A Study of Linguistic Landscape in Medan”. Skripsi: English Education Program. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Medan. 2019.

This research deals with the study of linguistic landscape in one of the biggest Mall in Medan named Manhattan Times Square with using Cenoz and Gorter’s theory which was mainly aimed to investigate the dominant language that used on linguistic landscape in Manhattan Times Square, to investigate the realization of linguistic items and to describe the reasons of the linguistic item displayed in Manhattan Times Square. Descriptive qualitative method was conducted for analyzing the data, the data were focused on linguistic items in Manhattan Times Square includes indoor and outdoor of the areas as much 150 signs and it was consisted of monolingual, bilingual, multilingual and symbol. There were 58 signs used in English-only which obligated as the dominant language used in it, 39 signs in Bahasa Indonesia-only, 43 signs in Bahasa Indonesia-English, 4 signs used in Bahasa Indonesia-English-Foreign languages and 6 signs in symbol. The reasons of those linguistic items displayed caused to adjust the time, caused English as international language, to facilitate local and international visitors, and to attract the visitors.

Keywords: linguistic landscape, linguistic items, Manhattan Times Square

ACKNOWLEDGEMENT



In the name of Allah, the most Gracious and the Merciful

All praise is to Allah Subhanahu wa Ta'ala who has given his guidance and blessings so that this study which as a partial fulfilment of the requirements in the graduation can be completed properly. Blessings and greetings are also given to the prophet Muhammad □.

There were a lot of obstacles which faced in completing this research. This wasn't finished properly without any support and assistance of many parties. The researcher wants to delivered a very special gratitude to her parents, Mr. Sugeng Hartono and Mrs. Nurlela as the most important human in this life because without their pray and assistance, everything will not be running well. And a million thank also gave to everyone who has helped and contributed in a process of conducting this research. Then, the sincere appreciation is addressed to the following peoples below:

1. Dr. Agussani, M.AP., as a Rector of University of Muhammadiyah Sumatera Utara
2. Dr. H. Elfrianto Nasution, S.Pd, M.Pd., as Dean of Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara
3. Mandra Saragih, S.Pd, M. Hum., as the head of English Education Program of Faculty of Teacher Training and Education, UMSU and also as the most kindness supervisor in the world who has helped and facilitated all matters to carry out this research

4. Pirman Ginting, S.Pd, M.Hum., as the secretary of English Education Program of Faculty of Teacher Training and Education, UMSU
5. Prof. Dr. Amrin Saragih, MA, Ph.D., as the best reviewer who always makes everything easy, the one who is always helping and directing his students.
6. The staff of Biro Administration of Faculty of Teacher Training and Education, UMSU, especially to the best one “kak mey” who has helped and entertained her in completing this research
7. Her beloved friends, Nana Nurfauziah L., Fahrur Rozi, S.Pd., Daniah Muslim., Endang Pratiwi., Dira Maladisya., and Arif Gustian Zulmi, S. Pd who has helped and accompanied the researcher in completing the research and got the degree of Sarjana.

This research was expected to be useful for everyone and can be a reference in any field.

Medan, September 2019
Researcher,

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CHAPTER I

INTRODUCTION

A. The Background of Problem

Languages are essentially a set of items that widely used in public areas, it includes in semiotic so it can describe a situation and the use of language it self can be depended on the user. Language also need to reflected and showed off, it is not only listened and talked, but sometimes also as the purpose of symbolic. It can be realized in several variations including in the form of linguistic items that also aim to convey the message.

Linguistic items are something displayed in textual form in all around us which are on signs, advertisement billboard, official notice, shop windows, traffic signs, commercial signs, posters and etc. Sign is something which has a function to indicate the directions about how to do something or get a place, and the advertisement billboard aims to attract the attention of visitors. Both are types of semiotics that stand because of something else and included in the public mark. Public signs are markers contained in products, rules, places or other concepts, and it also appears in advertising and marketing as a commercial context that aims to get the attention of the products or business.

At this moment, the signs have experienced a very rapid increase. This can be seen with many visual information which can be found than

ever before. The use of the most signs can be found in big cities, especially in shopping center, public places and industries, but it also does not rule out the possibility in small cities, and even school environments such as classrooms, halls, corridors, even material and advertising bulletin also contain visual information like signs. This illustrates an existence on a big relationship between various languages and signs especially in urban areas that have indispensable decoration to make the city stylish, modern and cosmopolitan and increasing shopper interest.

However, The realization of the language that is displayed in public areas not automatically described the language used by local peoples. This is motivated by English which has been world language. In a variety of different reasons, the spread of English included an important influence from US in different fields or historical reasons such as the spread of the British Empire, is visible in language signs. Not only that, ignorance of the peoples in the use of language in the environment make Indonesia will increasingly lose its identity if foreign languages have mastered and are most often found, this is an attack from a foreign language in Indonesia. It also causes the race of competition in ideologies and business sphere.

It worries us at the moment that in public places are extremely exposed to foreign languages. The right way to find out with doing research on linguistic landscape that aims to analyze about an absence or presence from language signs in public spaces and know the cause,

reaction and ideology of the creation of several variations of linguistic landscape.

Woldemariam and Lanza (2009) as one of linguist which ever conducted a research about linguistic landscape to know its index in Mekele, Ethiopia. They found that bilingual was the majority language of the signs and English was the only one language or found second in linguistic items. Even so, in this increasingly developing visual information era, we should not only talk about what is presented in the language landscape as it is. Questions such as how the language landscape is realized and why it is displayed as they are also important. This is why scholars should investigate in a deeper context and get richer pictures to develop the linguistic language research.

On those statements, a researcher interested to have a study that focused on linguistic landscape in one of mall in Medan City entitled "*A Study of Linguistic Landscape in Medan*". This study provided a descriptive analysis of linguistic landscape in Manhattan Times Square which is one of the malls located in the city of Medan. It revealed the language priority that used, how language items is realized across the areas and why it is displayed as they were.

B. The Identification of the Problem

Regarding to the background of this research, the problems were formulated caused:

1. Linguistic landscape realized in bilingual,
2. The language that displayed in public areas not automatically described the language used by local peoples, and
3. People's ignorance of using language in surroundings.

C. The Scope And Limitation

This study focused on linguistic landscape in Manhattan Times Square. The analysis was conducted on linguistic items such as advertisement billboards, sign and commercial shop signs. And the linguistic items as the data was consisted of monolingual, bilingual and multilingual.

D. The Formulation of Problem

In relation to the background of the study, the problem was formulated and identified as follow:

1. What language was dominantly used on linguistic landscape in Manhattan Times Square?
2. How was the linguistic item realized in Manhattan Times Square?
3. Why was the linguistic item displayed in Manhattan Times Square as they were?

E. The Objective of the Study

The objectives of the study were described as follow:

1. To investigate dominant language that used on linguistic landscape in Manhattan Times Square
2. To investigate the realization of linguistic items in Manhattan Times Square
3. To describe the reasons of the linguistic item displayed in Manhattan Times Square.

F. Significance of The Study

1. Theoretically

The research finding was hoped to become pertinent and useful practically and theoretically in several respects, where they were expected to enrich linguistic theories especially about the linguistic landscape in public space.

2. Practically

- a. The students, as reference them who was interested in studying linguistic and interested in conducting any further studies in linguistic landscape
- b. The readers, especially for the UMSU's students , the results of the study can be purposed to introduce them which referred to

linguistic landscape and its realization in social life especially in public spaces signs in Medan city

- c. Listeners, could help them to introduce linguistic landscape in the mall of Medan city and this study will enrich their knowledge more about linguistic landscape.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Linguistics

Linguistics is the study or science that focuses on language, such as the rule of grammar, words, and sounds. It means that the branch of linguistics has basic units namely languages, without which linguistics is nothing. The sentence is not limited but the language is the opposite. This is what distinguishes animal language from humans, which is basically a response with the stimulus.

Linguistics is the science which could be studied in applied or theoretical terms. It is studied about phonetic changes in language, changes in the meaning of certain words and also language's nature. In fact, linguists have also advocated several laws (Aron (2011)). Meanwhile, linguistic performance is linguistic competence that focuses on what people know and how they use it in making actual speeches. There are several scientific ways that can be used in language learning. One is Descriptive Linguistics, which focuses on rules that have been internalized and not on how to use certain languages. This is the most traditional way that can be used in language learning that is with basic grammar or since thousands of years to classical Greek even classical Sanskrit. This is the most traditional way that can be used in language learning.

Besides this, linguistics can be done in various ways, for example is diachronic linguistics. it compares the uses and forms of different linguistics at different times and also looks at language for a long time. and Synchronic, derived from Greek which define as the same time.

2. Landscapes

Landscape, according to OED, comes from the Dutch language, namely Landschap which is a term used for painters. Landscape also exists in several other languages that have the same meaning, namely "Landschaft" of Germany, "landchap" of the Netherlands, "paisaje" of Spain, "paysage" of France, and "paesaggio" from Italy. In English, landscape has two meanings that can be used in general, namely views on natural inland views or representations on images. it can also be used in a figurative sense which indicates a tendency in both directions such as the object of one's vision, bird's eye view or the depiction of something and the view or prospect of something. Combining the word -scape as a display pointer of a certain type by the first element.

Landscape has various definitions depending on the management and context of the research. "Landscape is an area of heterogeneous in at least one factor of interest", said Turner et al (2002). it focuses on the impact of the process of spatial heterogeneity which is inversely proportional to the concepts of traditional ecosystems that target ecosystem groups and their interactions. Landscaping does not have an

absolute size, this is because landscaping occupies an intermediate spatial scale of regional distribution and organism's normal range or because each organism weighs the environment in different ways, for example it can be seen in eagles and salamanders who have different scales of vision in their environment. In different perspectives, there are several variations of landscape size that depend on the resources that are very important to certain organisms, ranging from smaller scale of area from a single forest stand to the entire ecoregion or mosaic of their habitat.

3. Linguistic Landscape

3.1. Linguistic Landscape's Definition

Bourhis and Landry (1997) is the first scientist to use the term 'linguistic landscape' and interpret it as testing and visibility of the languages on signs of commercial and in public in certain places. Specifically, this understanding aims to:

“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“. (Landry & Bourhis,1997: 25)

The definition of Bourhis and Landry clarify that the object of research in the study of linguistic landscape is the languages of public signs. This point has been re-emphasise in a current state of the art paper by Gorter (2006, p.2) who state that the study of linguistic landscape is

focused on “the use of language in its written form in public sphere”. So it refers to ”the languages that are visible in a specified area, more precisely, the language that can be found in cities, indoor markets, shops, schools, offices of government and big corporations, moving buses, campuses, beaches, and so on” (Gorter & Shohamy, 2009).

In addition, Ben-Rafael et al. (2006, p.14) state that "linguistic landscape refers to any sign announcement located outside or inside a public institution or a private business in a given geographical location". Linguistic landscape has been characterized in the literature in many ways, namely to be useful in non linguistic or linguistic (understanding on motivation behind it) and also to collect data and analyze it more systematically. To find out the purpose of the linguistic landscape itself, it is necessary to consider the benefits that exist in making the difference itself and where at the same time the sequence of texts found is tried to carry in the linguistic landscape.

Significant elements have been added to linguistic landscape 's characterization based on the definition of linguistic landscape by Lahialal-Kankainen & Pietikäinen, Lane, Salo (2011) (p. 279), namely "linguistic landscape as a discursive public space, generated from human action and as such are subject to various types of political and ideological logic and innovation ". this shows the influence of humans on its creation because the linguistic landscape has been framed on such a way. these must be used, shaped and internalized for the perpetuation of individual

agendas. How to do this will talk in a detail. In the aim of this type of research, texts that can be seen in an area are very important things that need to be considered on a multilingual space. Therefore, Reh (2004, p.38) has emphasized that "the study of linguistic landscapes allows conclusions to be drawn regarding, among other factors, the social strata of society, the relative status of various segments of society, and cultural ideals dominant. 'The qualities of the language landscape make it a useful research tool and are still being explored for multilingual study, which deserves closer attention in the years to come.'"

3.2.Function of Linguistic Landscape

Linguistic Landscape has two functions includes as symbolical and informative. Gorter & Cenoz (2009), p.56, Bourhis & Landry (1997) argue that "the symbolic function relates to the value and status of the languages as perceived by the members of a language group in comparison to other languages". LL has a symbolic function as a symbol of a community, region and country that is easily found on roads, places or buildings where public life takes place.

Shohamy (2006, p.110) argues that "the basic premise of LL analysis is that visual language use in public spaces represents observable manifestations of circulating ideas about multilingualism. The presence or absence of language in public spaces communicates symbolic messages about the importance, power, significance and relevance of language.

certain or other language relevance". It is interesting to know what is happening to the construction of the billboards behind the scenes. how the construction of certain public spaces symbolically is part of the linguistic landscape analysis constructed "by various factors such as public institutions, associations, companies, individuals, which come from the most diverse strata and milieus". (Ban-Rafael 2006, p.8)

On the other hand, the informative function shows the boundaries of language groups and this illustrates that language is used for selling a product and as a communication tool. Language policy rules regarding the language used on signboards have been established in several countries. This regulation relates to policies on the use of language in the fields of education, social, economic or media and others. The various languages used in this sign illustrate the status and strength of the language itself. Especially in the use of English which is an international language as a result of globalization which is widely used in terms of production, consumption and the term on the market economy. The use of English signs in business aims to increase sales of products that are motivated for economic reasons. Pennycook (1993) and Philipson (2003) say that "The use of English also raises issues of identity and power and thus can have consequences for the balance between various languages in multilingual situations".

3.3.Factors of Linguistic Landscape

This section will focus on the factors of linguistic landscape which are the most interesting parts discussed in the field of linguistic landscape, namely the effect of globalization, the spread of multilingualism, the spread of English, the influence of language policy.

3.3.1. The Effect of Globalization

Globalization causes many factors, one of which is in the linguistic landscape. Globalization does not require a limited way of life in one's physical environment. Coupland (2010, p.5) asserts that "especially in the context of globalization, mobility must be seen as a decisive feature of the socio-cultural setting of space". And according to Blommaert (2010, p.6), "Mobility, from both languages and people, can be defined as a trajectory through a variety of terraced spaces, controlled and monitored where language gives a sign".

3.3.2. Multilingualism Spread

The next factor of the linguistic landscape is the spread of multilingualism. Multilingualism is caused by immigration, tourism, globalization and the process of reviving minority languages that began in the early 21st century. In addition, religion, various ethnicities, social and cultural aspects of society also contribute to the diversity of languages and cultures. When learning about language signs, the diversity of languages and cultures can be reflected in the use of various languages.

3.3.3. English Spread

The other factor of linguistic landscape is English spread. The spread itself is due to historical reasons or the spread of the British Empire and also the United States which is very influential in many fields. English is one of the range languages used in various worlds with different contexts. Its use is interpreted to inform visitors, especially foreign visitors in a country whose native language is not English but still influences the local population. According to Piller (2001, 2003), "The use of English can activate values such as international orientation, future orientation, success, sophistication or pleasant orientation". However, "the use of English can also raise issues of identity and power and can have consequences regarding the balance between languages in bilingual and multilingual situations". (Phillipson, 2003; Fishman et al., 1996; Pennycook, 1994; Ammon et al., 1994).

3.3.4. The Influence of Language Policy

Signs are included in the part of the policy that is considered in various countries. This language policy was developed in order to use language in education as well as the media. According to Bourhis and Landry (1997) "the use of various languages in language signs in a bilingual and multilingual country or region can be symbolically important". However, there are many problems found in the use of signs in

dominant or minority languages such as writing the name of the place and position of each language in linguistic items.

4. 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.

4.1. Signs

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

- i. A 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.

- ii. 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”.

4.2. 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.

4.3. 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).

5. Public Space

Public space is an open space and can be accessed by the public such as public roads, parks, markets and others. This provides the space needed for children to play actively and for adults during their free time. This space is designed to create opportunities for children or adult women to be

involved in community life and contribute to it. it is also important to maintain inter-community relations that can help endurance of cities and create opportunities for local traders to use the room comfortably and have decent jobs.

Public space is a place where people can interact with each other between neighbours, the environment and the city. Public space has the potential to be involved in the goals of development and as a key to achieving a prosperous, safe and resilient city. In accordance with the Health Bridge which is focused on health and equality, it has been identified that "there are four SDGs that create quality, accessible, and safe public spaces that will make important contributions to achieving the goals of: (a). Good health and well-being (SDG 3) namely Ensuring health and improving welfare for all ages, (b). Gender Equality (SDG 5), namely Achieving gender equality and empowering all women and girls, (c). Decent Work (SDG 8), namely promoting sustainable, inclusive and inclusive economic growth sustainable, full and productive work and decent work for all, and (d). Climate Action (SDG 13), i.e. take immediate action for climate change and its impacts.

6. Relevant Previous Studies

Many researchers have conducted studies on Linguistic landscape. All the studies deal with different types of language and societies. As globalization raise in every part of the world, it gives various types of

Linguistic landscape study among the researchers. The result of every research are different from one to another.

The research of linguistic landscape in main shopping areas and in the downtown of Mekele, Ethiopia which conducted by Woldemariam and Lanza (2009) have been found that bilingual was the majority language of the signs and English was the only one language or found second in signs. English that is often used can be caused by the willingness of the local population for using languages with increasing global influence. Apart from that, it also used by some shops to attract customers and decorative purposes. This study certainly has relevance related to the research which will be conducted by researcher who are mutually-looking the majority language that is used in linguistic items whether bilingual or monolingual, and also whether English was found as one and only language used or either a second.

Another researcher about linguistic landscape comes from Jing-Jing Wang (2015) who done a research about linguistic landscape on campus in Japan which stated that there was some features of signs and the campus had its own characteristics. as shown in a large number of bilingual Japanese-English signs. The trend towards internationalization is also indicated in these signs which is different from the concept of "tension" or "conflict" which was traditionally recognized. It caused as the urban area the campus signs didn't present so rich of construction of linguistic landscape.

B. Conceptual Framework

This study was conducted under the theory of linguistic landscape. It focused on top-down signs in Medan City and it provided a descriptive analysis of linguistic landscape in Manhattan Times Square which is one of the malls located in the city of Medan. This study used three main indicators to analyze the linguistic landscapes in areas. The three indicators was: to investigate the dominant language that used on linguistic landscape in Manhattan Times Square, to investigate the realization of linguistic items in Manhattan Times Square, to describe the reasons of the linguistic item displayed in Manhattan Times Square.

Languages displayed was needed as the data of the indicators. The data showed the dominant language that used on linguistic landscape in Manhattan Times Square, the realized of linguistic landscape in Manhattan Times Square and the reasons of the linguistic item displayed in Manhattan Times Square. Observation, documentation and interview have done as the technique to collect and complete the data then analyzed by Cenoz and Gorter's theory.

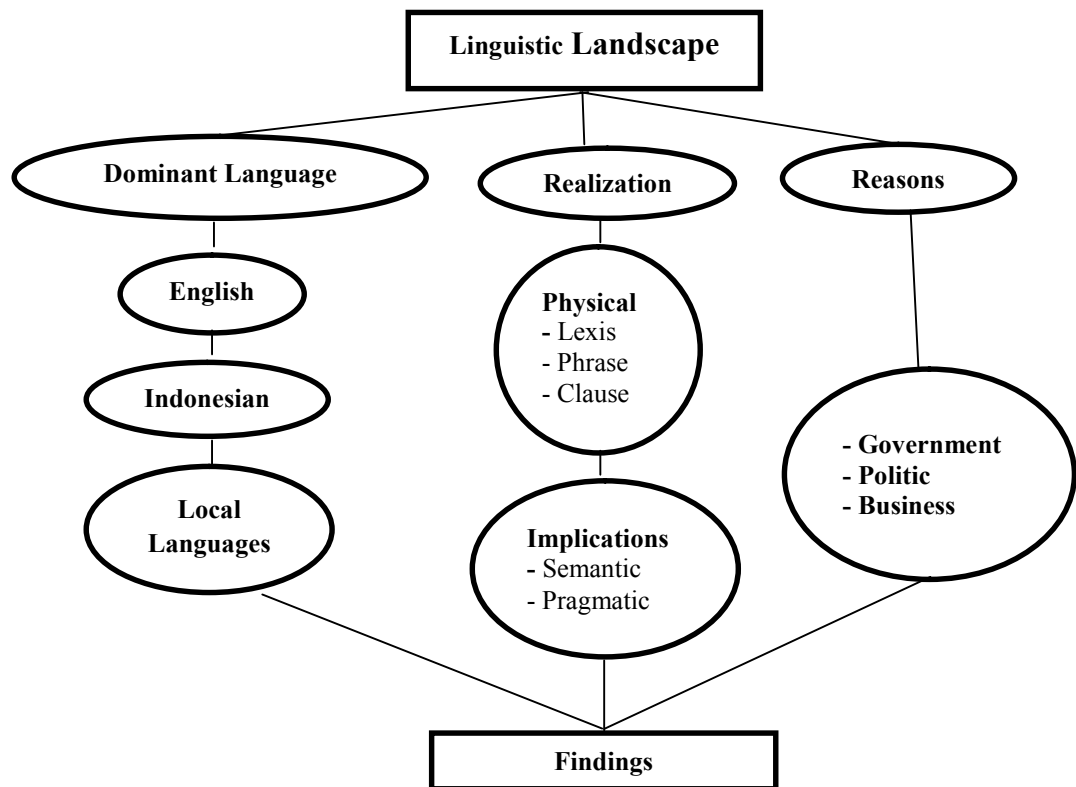


Figure 2.1: Conceptual Framework

CHAPTER III

RESEARCH METHOD

A. Research Design

Descriptive qualitative method was applied in this research. Kriyanto stated that "Qualitative research aims to explain phenomena in depth through such deep data collection". Therefore, this research was subjective, so the researchers needed in-depth analysis to obtain valid results. The researchers participated in the place to be studied, namely Manhattan Times Square which is one of the malls located in the city of Medan and used the linguistic items as data.

B. The Souch of Data

The data was obtained in area of Manhattan Times Square, one of the big malls in the city of Medan. The data of this study were images, phrases, words and sentences of language displayed that related to linguistic landscape at Manhattan Times Square.

C. The Technique of Data Collection

The data was taken by applying grounded research technique. The data was collected by implementing the procedures the following :

1. Observation

Observation was the first step which was done in collecting the data. Some Mall in Medan City was visited randomly and Manhattan Times Square chose as the research site caused there were many linguistic items found includes signs, advertisements billboards and commercial shop signs.

2. Documentation

The data was full filled by taking pictures of the signs in the indoor and outdoor of the areas.

3. Interview

The interview was conducted in this study among the shop clerk, the mall authority and visitors in order to complete the data.

D. The Technique of Data Analysis

After collecting data, it was analyzed by using Cenoz and Gorter's theory in order to get the best and dependable outcome. Based on the steps below:

1. The place was observed by researcher then captured the pictures on languages displayed includes advertisements billboards, signs and commercial shop signs in Manhattan Times Square, then conducted the interview among 20 respondents
2. The researcher classified and counted the data then present in the table which was tabulated from the linguistic items such as advertisement

billboards, signs and commercial shop signs in Manhattan Times Square

3. The researcher explained any category of linguistic items in paragraph form then analysed it in order to provide a more detailed explanation of the signs obtained.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

A. Data Collection

The study was focused on linguistic items as linguistic landscape in Manhattan Times Square which is one of the malls in Medan city. The data were collected by taking pictures of the commercial shop signs, signs and advertisement billboards at indoor and outdoor of areas. There were 150 (one hundred and fifty) linguistic items which used as the subject of research which was classified in monolingual, bilingual, multilingual information and also in a symbolic (see appendix 1). An interview also conducted with 20 respondents among the mall authority, the shop clerk and visitors for completing data (see appendix 2).

B. Data Analysis

Cenoz and Gorter's theory (2006) was used in analyzing the data. It was analyzed by classifying and counting the data based on the indicators of linguistic landscape as follows:

1. The Dominant Language of Linguistic Landscape in Manhattan Times Square

The data were divided into three part which were monolingual, bilingual and multilingual signs. Monolingual signs were classified into two groups: (1) Bahasa Indonesia (26%), (2) English (38.7%). The

bilingual signs were classified into one group: (1) Bahasa Indonesia and English (28.7%), and multilingual sign was classified into three groups: (1) Bahasa Indonesia, English and Japanese (1.3%), (2) Bahasa Indonesia, English and Spain (0.7%) and (3) Bahasa Indonesia, English and Portuguese (0.7%). Beside it, the management of Manhattan Times Square also deserved linguistic items in only symbols without any sentences in it as much (4%). So, it can be seen that a language that dominantly used was English as much (58%), and English has become the majority language in Manhattan Times Square.

Table 1. Languages of Linguistic Items in Manhattan Times Square

Total	Groups	Languages	Number	Percentage
150	Monolingual (97)	Bahasa Indonesia-only	39	26%
		English-only	58	38.7%
	Bilingual (43)	Bahasa Indonesia and English	43	28.7%
	Multilingual	Bahasa Indonesia, English and Japanese	2	1.3%
		English, Bahasa Indonesia and Spain	1	0.7%

	(4)	English, Bahasa Indonesia and Portuguese	1	0.7%
		Symbol	6	4%

1.1. Monolingual Signs

There were 97 number as monolingual among all linguistic items in Manhattan Times Square. It included Bahasa Indonesia and also English. A language that dominantly used in linguistic items in Manhattan Times Square was English (58%) which were English-only (58%) and Bahasa Indonesia-only (26%). English can be seen and found everywhere in Manhattan Times Square include indoor and outdoor of areas and successfully defeated Bahasa Indonesia and others languages. The example of monolingual signs in English-only and Bahasa Indonesia-only can be seen in pictures below, and for all data, it can be seen in appendix 1.

Picture 1



In the picture 1, it can be seen that it was monolingual sign because it made in English-only. This was located in indoor of area and it was made because the object named Manhattan Times Square which was a closed room that used air conditioning to cool the room temperature. It

aimed to inform the visitors and the staff about the location of a room which had a lot of fans of air conditioner in it to cool the room temperature.

Picture 2



In the picture 2, it was monolingual sign because it made in English-only. This sign was located in indoor of area and it was made because the object was a public place that had many visitors in it, so it must provide the places needed by them and one of it was the toilets. It aimed to inform the visitors about the toilet of men and women which placed to the left of where the sign was.

Picture 3



In the picture 3, The sign was monolingual because it just consisted of one language which was English. It was located in indoor of area and it informed the visitors to not smoke in the area of the object. The sign was made because the object was public space which had a lot of

peoples in it who will be disturbed by the smoke and trash butts scattered about if many people smoke in it, this will be disrupted the comfort of visitors and also cause other dangerous things.

Picture 4



Beside these, on the picture 4, it was also monolingual sign because it made in one language only which was Bahasa Indonesia. This sign was located in indoor of area and it was made because there was many room and floors in the object which confused the visitors especially in finding the exit. So, it aimed to show the visitors about the direction to get the exit of the object in the parking area. This showed that the visitors must go left to get to the exit.

Picture 5



In the picture 5, the sign was monolingual because it only consisted of one language which was Bahasa Indonesia. It was located indoor of area, exactly on the 2nd floor of the object, in front of Gramedia. It

informed the visitors that a new location has been opened, which was Musholla as a place of praying for muslims which made with more comfortable, spacious and clean. This sign existed because the object was a public place and the majority of Indonesia's population, especially those who came there was Muslims.

Picture 6



In the picture 6, The sign was monolingual because it just consisted of one language which was Bahasa Indonesia. It was located in indoor of area and it aimed to inform the visitors to always be careful while in the escalator so as not to be hit by a low ceiling. The signs were made related to the object which was one of the biggest shopping centers which consisted of many floors inside, so the visitors should use an escalator to arrive at a certain floor that could endanger them if without a caution.

1.2.Bilingual Signs

Bilingual signs were the second bigger category than monolingual signs. The bilingual signs in Manhattan Times Square just deserved in English and Bahasa Indonesia. A number of Bahasa Indonesia and English signs was 43 (28.7%) and even bigger than the Bahasa

Indonesia-only as much 39 (26%). Some bilingual signs in language items provided a relatively complete translation and some more just in partial translation which sometimes English more dominant than Bahasa Indonesia and instead. For the examples of bilingual signs were deserved in the pictures below, and for the complete data can be seen in appendix 1.

Picture 7



The picture 7 was bilingual sign because it made in two language which were in English and Bahasa Indonesia. This sign was located indoor of area and it was made because the object which was a mall that was quite large and consisted of several floors so it should use an elevator or lift in it. It aimed to provide information to the visitors about problems or damage which if occurred in the elevator, they could press the emergency call button or call the number that was listed in the sign. and it also informed visitors that this elevator was always monitored by CCTV cameras.

Picture 8



On the picture 8, it was bilingual sign because it consisted of two language which were English and Bahasa Indonesia. This sign was located indoor of area and it was existed because the object was public areas and central places which had a lot of space in it like shops. It aimed to inform the visitors that the place or the shop was closed.

Picture 9



In picture 9, The sign was bilingual sign because it consisted of two language which were English and Bahasa Indonesia. It was located in outdoor of area and it informed the visitors to not smoke in the area and the condominium of the object and those who violate will be fined as much Rp.500.000. The sign was made because it could happen some dangerous things if many people smoked in it and it would make the visitors disturbed with the smoke and trash butts scattered because of the object was public space.

Picture 10



In the picture 10, The sign was bilingual sign because it consisted of two language which were English and Bahasa Indonesia. It was

located in indoor of area and it informed the customers to always watch their steps when going up and down or while on the escalator. This sign was made because there were many escalators in the object that could cause danger if not careful and some cases also mentioned a lot of accidents because of this.

1.3. Multilingual Signs

Multilingual signs were still rare found in mall of Medan city especially in Manhattan Times Square. It just could find in the advertisement billboard and commercial shop signs. Signs of Manhattan Times Square didn't deserve it in other languages in addition to English and Bahasa Indonesia. There were 4 multilingual signs which were 2 (1.3%) in Bahasa Indonesia, English and Japanese, 1 (0.7%) in Bahasa Indonesia, English and Spain and 1 (0.7%) in Bahasa Indonesia, English and Portuguese. But however, other languages than English and Bahasa Indonesia were not in the dominant position. It just made in one word and the font and size was same or not much bigger than minority language or majority language. For all data of multilingual signs can be seen in appendix 1 and some examples can be seen in the pictures below.

Picture 11



In picture 11, The sign was multilingual because it made in more than two languages which wasn't only in English and Bahasa Indonesia. The other foreign language that used in that sign was Spain, it applied in the word "churros" which means fritter. The sign was a billboard which attended related to the object which was a shopping center in which was available many restaurants in it. It was located in indoor of area and it aims to promote the products and informed the visitors about what foods were provided there and also to attract visitors. This billboard was also a foreign product so the language used was only a foreign language such as English and Spain.

Picture 12



In picture 12, The sign was multilingual because it made in more than two languages which wasn't only in English and Bahasa Indonesia. The other foreign language that used in that sign was Portuguese, it applied in the word "estalee" which means snap. That linguistic item was located in indoor of area and it aimed to promote

the products. It was a billboard which attended related to the object which was a shopping center in which was available many shops in it.

2. The Realization of Linguistic Landscape in Manhattan Times Square

From all linguistic item which have been collected (see appendix 1), each of them was displayed in different characters and had its own characteristic which every language would give further information which relative importance. It classified in three main indicators of Cenoz and Gorter's theory which were the first language in the linguistic items, the size of text in linguistic items and lastly the type of fonts on linguistic items.

2.1. First Language on Linguistic Items

The first language on linguistic items was a thing that should be analyzed. It discussed to know about what language which most obtrusive and its structure on linguistic items which displayed in the Manhattan Times Square. The languages which can be found as the first language of linguistic items in Manhattan Times Square was only English and Bahasa Indonesia.

Table 2.1. First language on linguistic items

No.	Language & Symbol	Number	Percentage
1	English	77	51.3
2	Bahasa Indonesia	67	44.7
3	Symbol	6	4
Total		150	100

English was being the first language of linguistic items includes signs, advertisement billboard and the commercial shop signs which had 77 number with 51.3 percentage. Bahasa Indonesia had loosed in 67 number with 44.7 percentage in its own country which as the first language in its country. Most of linguistic items used English in the first position or in bigger size and made other languages followed it. Not uncommon too, English was made in the first position with biggest size. So, it dominated almost all of linguistic items and became the priority language.

The picture 5 and 6 were the example of bilingual signs (all data can be seen in appendix 1) which has the same meaning as a tool to inform visitors to always be careful and do not get hit due to low ducting. The signs were made related to the object, especially in the parking lot there were many low ceilings that could endanger visitors if without caution. But however, they were made in very different forms. In picture 5, the sign was made in two different language, place

in different sentence and the first language that used in it was English. Otherwise, the sign in picture 6 was made in combining two language which were Bahasa Indonesia and English in one sentence with Bahasa Indonesia as the first language that used in it.



Picture 5



Picture 6

2.2. Size of Text in Linguistic items

The size of fonts in the texts of all linguistic items was the second indicator which analyzed. In this case, most commonly size of the text was not same. Sometimes the majority language was bigger than the minority language in the several linguistic items, but it can be instead. Based on the research, the result was given in the table below.

Table 2.2. Size of the text on linguistic items

No.	Aspect	Number	Percentage
1.	Majority bigger	70	46.7
2.	Minority bigger	55	36.7
3.	Majority and Minority bigger	17	11.3

4.	Majority and Foreign bigger	2	1.3
5.	Symbol	6	4
Total		150	100

Overall, English as the majority language had a biggest size in writing the sign as much 70 number (46.7%). This can be proven through all the data contained in Appendix 1 and one of the examples was shown in Picture 7. The sign of picture 7 was bilingual, it consisted of English and Bahasa Indonesia in it. The word “ENTRANCE MALL” was English language and put in the first language with the biggest size and bold than others. This sign was aimed to show the visitors about the direction of the entrance to the object or place named Manhattan Times Square that could be reached by the escalator and lift if the visitor was in the lot of parking. So, this proved that the majority language was the biggest size used in the picture 7.



Picture 7

2.3. Type of Font in Linguistic Items

This was the last indicator in each unit of analysis in order to know the realization of linguistic items in Manhattan Times Square. This indicator was seeing the used of type of font in languages displayed. The result can be same all types, different or just in symbols. Based on the table, it can be seen that most of types of font used in all language items which have been collected (see appendix 1) was all the same.

Table 2.3. Type of Font in Linguistic Items

No.	Type of Font	Number	Percentages
1.	All the same	128	85.3
2.	Different	16	10.7
3.	Symbol	6	4
	Total	150	100

All the same means that all of the sentences that used in a sign both monolingual, bilingual or multilingual was using the same type of font. Look at the picture 8 (as an example), the sign was bilingual. This sign was associated with an object that has several elevators in it which was not run properly if something unexpected happens. So, it provided an information to visitors that in the event of an emergency such as a fire (this can be seen based on the fire symbol), visitors were not allowed to use the elevator. Visitors were only allowed to use the stairs to find a way out. The sign was made in two languages with same size and

also same type of font. So that was why, this was included in the sign which the type was all the same.



Picture 8

3. The reasons of the linguistic items displayed in Manhattan Times Square

After knowing the realization of linguistic items in Manhattan Times Square, the interview has conducted with 20 respondents among the mall authority, the shop clerks and visitors in order to know the reasons of linguistic items displayed in Manhattan Times Square as they were. Almost a half of respondents gave the same answer from the questions which given but a half of them also had different answer which have been concluded as below.

3.1. Adjust to the times

The first reason of linguistic items displayed in Manhattan Times Square was gotten by the respondent in interview 1 and 2 (see appendix II). It was made to adjust or followed the development of an era in which today is an age of technology and age that has been very

sophisticated. That was why many entrepreneurs make language items in bilingual or multilingual, so it can make it look more modern and not out of date.

3.2. Due to international languages

English has been established as one of international language of the world and has been a must to use by everyone. It also established as the second or foreign language in most of the countries. It has been a must for peoples to speak English in a daily life and put or used it in signs, advertisement billboard and commercial shop signs even the entire community still did not understand English or other foreign languages. So that was why the respondents (see appendix II in interview 4,17, 18) said that linguistic items were made and displayed in several languages especially English because it due to an international language.

3.3. To Facilitate Local and International Visitors

Linguistic items displayed in bilingual or multilingual in Manhattan Times Square in order to facilitate the local and international visitors. The most of respondents (see interview 3-20 in appendix II) said that because not all visitors were Indonesian, many foreign tourists also came there. Foreign visitors who did not know or still couldn't speak Bahasa Indonesia fluently, they still can understand

it with other variant of foreign language in linguistic items such as English, Chinese, Japanese or other languages. This could make them easier and made them better in understanding.

3.4. To Attract the Visitors

From the data of interview 5,7 and 15 (see appendix II), the linguistic items displayed especially in bilingual or multilingual in order to attract the visitors. It could make that place being well known to the peoples around the world. Especially to foreign tourist, it would not make them feeling confused and difficult when visiting a certain place especially in Manhattan Times Square. That's why various languages in linguistic items was very important.

C. Discussion

After collecting the data, this research was analysed in order to know the linguistic landscape in Manhattan Times Square which is one of the big Mall in Medan. It found that about 150 linguistic items in indoor and outdoor of the areas which consist of monolingual, bilingual, multilingual and symbolic. The data was analysed in order to answer the problems of the research.

The first problem was about what dominant language which used in Manhattan Times Square was. It was answered by classifying and counting the data and found that the dominant language was English. It

knew as 97 number of linguistic items was monolingual which included Bahasa Indonesia as much 39 number and English as much 58 number. There was also bilingual sign as much 43 number or can be said as the second most used languages, multilingual sign as much 14 number and symbol as much 6 number (see appendix 1). It proved that Bahasa Indonesia which being the first language (L1) has been lost in their own country and it can be said that Indonesia has loosed their identity.

The second problem of the study was about how the realization of linguistic items was. It was analysed by using Cenoz and Gorter's theory and only used three indicators of him. The first indicator was about what first language used on linguistic items was. It was analysed by the order or the structure of languages used and also the most prominent language used in linguistic items. It found that English as much 77 number became the first language used in linguistic items and defeated Bahasa Indonesia again successfully as much 67 number (see appendix 1).

The size of the text in linguistic items was the second indicator. It analysed about what size which commonly used and biggest in the linguistic items. It found that the majority language (English) was in the first position which means that it was written in the biggest size as much in 70 linguistic items. The last indicator was seeing the type of font in linguistic items. Whether in different languages had all the same or the different font used. And based on the data (see appendix 1), it got that

most of the linguistic items was made in all the same font even though in different languages as much 128 numbers.

Lastly, the third problem of the study was about what the reasons of the linguistic items displayed in Manhattan Times Square was. It was gotten by conducting interview with 20 respondents among the mall authority, the shop clerks and visitors, and the data showed that the linguistic item was displayed caused firstly was to adjust the time and the development of an era in which today is an age of technology and age that has been very sophisticated. Secondly, it was displayed caused English has become international language of the world. English has been a must and it has been established as the second or foreign language in most of the countries.

After that, facilitating local and international visitors and attract the visitors were also the reason why linguistic items displayed as they are. This was because not all visitors were Indonesian, many foreign tourists also came there. Foreign visitors who didn't know or still couldn't speak Bahasa Indonesia fluently, they still can understand it with other variant of foreign language in linguistic items.

D. Research Findings

After analysing the linguistic items in Manhattan Times Square, the findings can be presented as mentioned below.

1. There were 150 (one hundred and fifty) linguistic items which found in Manhattan Times Square. The linguistic items were divided into three part which were monolingual as much 96 signs, bilingual as much 44 signs, multilingual as much 4 signs and 6 signs in symbol-only.
2. Most of the type of font from all linguistic items was all the same as much 128 number, 16 in different and 6 in symbols. English has been the first language of linguistic items in Manhattan Times Square as much 77 number. It had become the majority language in 58 signs and it dominated as the biggest size than others as much 70 number.
3. The reasons of linguistic items displayed in Manhattan Times Square were to adjust the time, cause English as international language, to facilitate local and international visitors, and to attract the visitors.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analysing the data, it was concluded that:

- 1) This study was investigated about linguistic landscape in one Mall at Medan names Manhattan Times Square. There were 150 linguistic items that found in indoor and outdoor of areas and it classified into monolingual, bilingual and multilingual. The dominant language that used on linguistic landscape in Manhattan Times Square was English as much 58 (38.7%) linguistic items.
- 2) The realization of linguistic items in Manhattan Times Square was seen by its characteristics. Firstly, it was about the first language of linguistic items in Manhattan Times Square, which was English as much 77 (51.3%) number. The second was about the size of the text in linguistic items which the majority language (English) dominated as the biggest size than others as much 70 (46.7%) linguistic items. And the last was about the type of font of all linguistic items, it found that most of the linguistic items was made in all the same font as much 128 number (85.3%), even though it applied in different languages.
- 3) The reasons of linguistic items displayed in Manhattan Times Square were gotten by conducting the interview with 20 respondents among the mall authority, the shop clerks and visitors, and the data showed

that the linguistic item was displayed to adjust the time, cause English as international language, to facilitate local and international visitors, to attract the visitors and also to promote the products.

B. Suggestion

Based on the conclusion, there were some suggestion of this research below:

- 1) For the students, should be study more about the linguistic landscape to get deep understanding about that theory.
- 2) For the readers/societies, should be more respect and also learn more about linguistic landscape in depth. Do not ever let this happen again because of the low public awareness so far, Indonesia has been defeated by English and has lost its own identity in its own country.
- 3) For the next researcher, should analyse about linguistic landscape in the different field and indicators. For example, it can compare the data form different places and get the differences and similarities between them.




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APPENDIX I





- The Linguistic Items




No	Linguistic Item	Classification	Meaning
1		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the room of the Air Handling unit that serves to circulate the air to be cooled back from the room contained in the object if there is a heat load inside.
2		Monolingual	The sign is monolingual because it just consisted of one language which is English. It is a sign for visitors about a room that is generally better ventilated and has easily opened windows - which is definitely what you want in a beach hut of an object.
3		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. This is located in the lot of parking which has the meaning to show the direction to visitors about the way out of the object that can be obtained through the right direction of the sign position.
4		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. This is located in the lot of parking which has the meaning to


			inform the visitors leave the helmet in the day care provided by the party of the object or place for security reasons, because loss is not the business of the object management.
5		Monolingual	The sign is monolingual because it just consisted of one language which is English. This is located in indoor of areas which showed directions from an area related to the objects. It is a building where goods vehicles (usually road or rail) are loaded and unloaded
6		Monolingual	The sign is monolingual because it just consisted of one language which is English. This is located in indoor of area which has the meaning to show the direction to visitors about the way out of the object
7		Monolingual	The sign is monolingual because it just consisted of one language which is English. This is located in indoor of area which has the meaning to show to the visitors that the direction of the atm center contained in the object is to the right of the sign's position.
8			The sign is monolingual because it just consisted of one language which is English. This is located in indoor of area which has the meaning to show to the visitors that the direction of the goods elevator that is on the canal from the





		Monolingual	position where the sign is located. Lifts are used only for people who carry a lot of luggage of objects.
9		Monolingual	The sign is monolingual because it just consisted of one language which is English. This is located in indoor of area. It informed the visitors to not smoking in the area of the object.
10		Monolingual	The sign is monolingual because it only consists of one language which is Bahasa Indonesia. This is located in the indoor area. It informed the visitors that a new location has been opened in the object, the musholla, which is a place of worship for Muslims. It is on the 2nd floor of the exact object, in front of Gramedia. The place is more comfortable, spacious and clean.
11		Monolingual	The sign is monolingual because it only consists of one language which is Bahasa Indonesia. This is located in the indoor of area. It informed the visitors that there is a promotion price for the customers, it is only Rp.300.0000. This is of course related to the object which is a shopping place.
12			The sign is monolingual because it only consists of one language which is English. This is located in the indoor of





		Monolingual	area. It informed the visitors to not use trolley in escalator. They should use service lift or travellator of the object when they want to use the trolley.
13		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area. It showed the location of customers service of the object which had a function to provide services for the satisfaction of visitors.
14		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area. This is advertisement billboard which used to inform and offer services about tutoring to visitors
15		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area, exactly in a restaurant. It informed the visitors that it's not provided ingredients and foods from pork. This sign is specifically intended for Muslim visitors who don't eat pork. This sign also related to the object as a shopping center which of course there is a restaurant in it.
16			The sign is monolingual because it only consists of one language which is





		Monolingual	English. This is located in the indoor of area, exactly in a restaurant of the object. It informed the visitors that they are not responsible for any personal belonging to the visitors which left behind.
17		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area, exactly in a restaurant. It informed the visitors that the food which deserved wasn't used pork and lard in it. This sign is specifically intended for Muslim visitors. This sign also related to the object as a shopping center which of course there is a restaurant in it.
18		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area. This sign aims to promote a product called "gg.aroy" and promote their social media accounts so visitors can follow it.
19		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area. It informed the visitors that a new shop has been opened in the object name Century Healthcare in ground floor-17. The phone number also input in it.
20			The sign is monolingual because it only consists of one language which is





		Monolingual	English. This is located in the indoor of area, exactly in a restaurant. It informed the visitors to not bring pets in it because maybe it can disturb other customers and reduce the hygienic nature of the place and its quality.
21		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area and deserved in each of floor of the object. It informed the visitors about certain places which are lift and rest room in the right corner, atm center and brastagi supermarket in the bottom floor, gramedia and cinemax XXI in the top of floor.
22		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area and made because the majority peoples or visitors in Indonesian are muslims. It informed the visitors about the location of musholla, a place of worship for Muslims, in the right side from the sign.





23		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area, exactly in a restaurant. It informed the visitors to not bring the foods and beverages from the outside of the restaurant. Cause it isn't allowed.
24		Monolingual	The sign is monolingual because it only consists of one language which is Bahasa Indonesia. This is located in the indoor of area. It informed the visitors that there is discount and promotion price for the customers only in this month as much thirty percent. This is of course related to the object which is a shopping place.
25		Monolingual	The sign is monolingual because it only consists of one language which is Bahasa Indonesia. This is located in the indoor of area. It informed the visitors that Romp, brand of product, is giving discount and cutting the price until fifty percent. It is of course related to the object which is a shopping place.
26		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors, if there is something dangerous happen so all visitors in the mall should passed away this emergency ladder to get out from the





			mall.
27		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that was a toilet for men.
28		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about a cinema, the cinema has four studios.
29		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of the premiere, it means a movie that present for the first time. The location is in the right side of the sign.
30		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of studio 5, it is in the right side of the sign.
31		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about





			this location is studio 2 until studio 4.
32		Monolingual	The sign is monolingual because it just consisted of one language which is English. It is advertisement billboard which used offer the visitors about the brand of shoes.
33		Monolingual	The sign is monolingual because it just consisted of one language which is English. It is advertisement billboard which used to inform the visitors about the social media of the object and ask them to follow.
34		Monolingual	It is monolingual sign because it consists of one language which is English. This sign is located indoor of area and it exists because the object is public areas and central places which have a lot of space in it. It aims to inform the visitors about the location of cinema and gramedia in upper floor, and lift, restroom are located in the right side of upper floor and lastly berastagi supermarket is in the bottom floor from the sign is.
35			It is monolingual sign because it





		<p>Monolingual</p>	<p>consists of one language which is English. This sign is located indoor of area and it exists because the object is public areas and central places which have a lot of space in it. It aims to inform the visitors about the location of lift and restroom are located in the upper floor gramedia and cinema in the right side of upper floor and lastly berastagi supermarket and atm center are in the bottom floor from the sign is.</p>
<p>36</p>		<p>Monolingual</p>	<p>The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of parking. It is in the left side of the sign.</p>
<p>37</p>		<p>Monolingual</p>	<p>The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of lobby. It is a place near the entrance of building. It located in the right side of the sign.</p>
<p>38</p>		<p>Monolingual</p>	<p>The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the toilet was for men.</p>





39		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors that they should be careful for walking because the floor had just mopped by the officer so the floor was wet.
40		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of praying for men, it is the left side of the sign.
41		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location that no one can enter.
42		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors that they should take off their footwear to enter the mosque.




43		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of eating room, it is a place that you can eat something. It located in the left side of the sign.
44		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It's an advertisement billboard which informed the visitors about the muslims clothing store will open soon on August 2019 in this mall.
45		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It is located in indoor of the object and aims to inform the caution to the visitors about using the water of wudhu sufficiently.
46		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors especially for the mothers that brought their babies, it's the place for them to





			change the diapers of their babies.
47		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the toilet was for women.
48		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It is commercial shop sign because informed the visitors about the brand of local product which is batik semar.
49		Monolingual	The sign is monolingual because it just consisted of one language which is English. It is advertisement billboard, it informs the visitors about the brand of foreign product named miniso that will be launched in new version which is marvel.
50		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of the entrance of the object.





51		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of rest room for men and women, it located in the left side of the sign.
52		Monolingual	it was also monolingual sign because it made in one language only which was Bahasa Indonesia. This sign was located in indoor of area and it was made because there was many room and floors in the object which confused the visitors especially in finding the exit. So, it aimed to show the visitors about the direction to get the exit of the object in the parking area. This showed that the visitors must go left to get to the exit.
53		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of the rest room for women only.
54		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that





			there were more shop or store in upstairs of this mall.
55		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of parking the motorcycle only, it located in the left side of the sign.
56		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors the location of the rest room for men only.
57		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the using of the lift was carried out the products not for the visitors.
58		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about





			the location of the entrance of the object for the users of motorcycle.
59		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location to throw the rubbish so the visitors prohibited to throw the rubbish carelessly.
60		Monolingual	it is also monolingual sign because it is in one language only which is Bahasa Indonesia. It aims to show the visitors about the direction to get the exit of the object in the parking area.
61		Monolingual	it is also monolingual sign because it is in one language only which is Bahasa Indonesia. It aims to show the visitors about location of brastagi supermarket which placed in the left side of upper floor.
62		Monolingual	The sign was monolingual because it just consisted of one language which was Bahasa Indonesia. It was located in indoor of area and it aimed to inform the visitors to always be careful while in the escalator so as not to be hit by a low ceiling. The signs were made related to the object which was one of





			the biggest shopping centers which consisted of many floors inside, so the visitors should use an escalator to arrive at a certain floor that could endanger them if without a caution.
63		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of rest room for men and women, it located in the left side of the sign.
64		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors, if there is something dangerous happen so all visitors in the mall should passed away this emergency ladder to get out from the mall.
65		Monolingual	It is monolingual sign because it made in English-only. This sign was made because the object was a public place that has many visitors in it, so it must provide the places needed by them and one of it was the toilets. It aimed to inform the visitors about the toilet of men and women which






			placed to the left of where the sign was.
66		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor area. It informed the visitors that a new location will be opened soon in the object, erafone, which is phone counter.
67		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor area. It informed the visitors that a new location will be opened soon in the object which is breadlife bakery which is bread shop.
68		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the location of ablution's place for women, it located in the left side of the sign.
69		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the room of placement the tools for cleaning.






70		Monolingual	<p>The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of parking, it located in the upstairs of the basement.</p>
71		Monolingual	<p>The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the schedule of Texas, it was open everyday, it started at 10 am until 10 pm.</p>
72		Monolingual	<p>The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the room, whereas the room just for the staff whose only can enter the room.</p>
73			<p>It is monolingual sign because it consists of one language which is English. This sign is located indoor of area and it exists because the object is public areas and central places which have a lot of space in it. It aims to inform</p>




		Monolingual	the visitors about the location of cinema and gramedia in upper floor, and lift, restroom and mothers room are located in the right side of upper floor and lastly berastagi supermarket is in the bottom floor from the sign is.
74		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor area. It informed the visitors that a new product has been launched in the object which is beverage.
75		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor area, exactly in the restroom. It informed the visitors about the placed of getting the tissue.
76		Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor area, exactly in the restroom. It informed the visitors about the placed of getting the soap.
77		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that they were prohibited to opened and damaged





			the toys, if it was broken means buying.
78		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors that they were prohibited to opened the packaging of the mushrooms for maintaining the freshness of mushrooms.
79		Monolingual	The sign is monolingual because it just consisted of one language which is English. This sign is located indoor of area and it is existed because the object is public areas and central places which have a lot of space in it like shops. It aims to inform the visitors that the place or the shop is opened.
80		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that they were prohibited for smoking in this area.
81		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that they should be stand in line while enter the toilet.



82	 <p>LOWONGAN KERJA DIBUTUHKAN SEORANG KARYAWATI - RUMAH - DISIPLIN - BERTANGGUNG JAWAB - JUJUR - UMUR 18-22 TAHUN - BELUM MENIKAH</p>	Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the advertisement of job vacancy, it means that they need someone for working in a store based on the criteria mentioned.
83	 <p>LOLA OPENING SOON JEWELRY</p>	Monolingual	The sign is monolingual because it only consists of one language which is English. This is located in the indoor of area. It informs the visitors that a new store will be opened in the object which is LOLA JEWELRY.
84	 <p>PENGUMUMAN Efektif 1 November 2017 tarif parkir Di Sumatera 4 jam Rp. 3.000,- Di Jawa 4 jam Rp. 5.000,- Tarif 15 menit Rp. 20.000,- (24 Jam) Alamat Kantor PBT di Hilary atau via WA Rp. 10.000,-</p>	Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the fare of parking based on the specified time.
85	 <p>FOUNTAIN ICE CREAM CAFE & RESTAURANT</p>	Monolingual	The sign is monolingual because it only consists of one language which is English. This is commercial shop sign and located in the indoor of area. It informs the visitors about a name of product which sell ice creams named fountain.

86		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors to not sleep and keep quiet in the musholla.
87		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that there is an available scape in billboard of the object.
88		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about unsmoked area.
89		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors about the location of praying for the women.
90		Monolingual	The sign is monolingual because it just consisted of one language which is Bahasa Indonesia. It informed the visitors that indi home deserves for paying with installments.




91		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the store about dentist.
92		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors that the system is in out of services.
93		Monolingual	The sign is monolingual because it just consisted of one language which is English. It informed the visitors about the room of panel.
94		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It aims to show the visitors about the direction of the entrance to the object or place named Manhattan Times Square that could be reached by the escalator and lift if the visitor was in the lot of parking
95		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area, exactly in the toilet. It informs the visitors about a





			dump which just used to throw the sanitary napkins only, and there is also some instruction in it.
96		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area, exactly in the toilet. It aims to informs the visitors about the way of using the axisse smart washer in the toilet.
97		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area, exactly in the toilet. It aims to informs the visitors to not smoke, not bring foods and beverages, not to take a photo and there is also cctv in there. The sign asks the visitors to ask to the staff if the alarm is ringing.
98		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to promote the store to the visitors named MRD.I.Y which sell the household and etc.




99		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to promote the century wellness center to the visitors.
100		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors about the operational time of mall which is from Monday until Sunday at 10.00 am until 22.00 pm. And it is also mentioned something which can bring by the visitors while entering to the object.
101		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area and aims to welcome the visitors while entering to the object.
102		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area and aims to ask the visitors to pull the door when entering the door to the room of object.





103		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area and aims to ask the visitors to push the door when entering the door to the room of object.
104		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors to not use the lift while in the emergency case, and they asked to use the stairs for exit.
105		Bilingual	The sign is bilingual because it just consisted of one language which is English. It is advertisement billboard and it aims to promote the products of es teler 77 restaurant.
106		Bilingual	The sign is bilingual because it just consisted of one language which is English. It is advertisement billboard and it aims to promote the new product of es teler 77 restaurant which is avocado ice coffee.




107		Bilingual	The sign is bilingual because it just consisted of one language which is English. It aims to inform visitors to always be careful and do not get hit due to low ducting.
108		Bilingual	The sign is bilingual because it just consisted of one language which is English. It aims to inform visitors to always be careful and do not get hit due to low ducting.
109		Bilingual	The sign is bilingual because it just consisted of one language which is English. It aims to inform visitors about job vacancies of the store which consist of some criteria to register.
110		Bilingual	The sign is bilingual because it just consisted of one language which is English. It is advertisement billboard and it aims to inform the visitors about some special price for members in some product which start from Rp.7.000.
111		Bilingual	The sign is bilingual because it just consisted of one language which is English. It is advertisement billboard and it aims to inform the visitors that there is

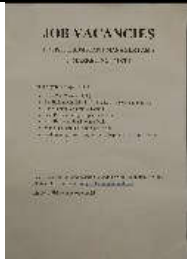




			special price or discount until 10 percent while using blue bird taxi with just show the application of my blue bird itself.
112		Bilingual	The sign is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and it informs the customers to always watch their steps when going up and down or while on the escalator. This sign is made because there were many escalators in the object that could cause danger if not careful and some cases also mentioned a lot of accidents because of this.
113		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. This sign is located indoor of area and it aims to inform the visitors about the location of atm center, musholla, motorcycle parking and Restroom in the left side, travellator in the right side and basement 1&2 in the bottom floor and lastly brastagi supermarket in the left side of buttom floor from the sign is.
114		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. This sign is located indoor of area and it aims to inform the visitors about the location of





			berastagi supermarket, atm center, musholla, and basement 1&2 in the bottom floor, gramedia and cinema XXI in the upper floor from the sign is.
115		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors about the specific placed of matahari department store products.
116		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors about the operational time of starbucks store which is daily at 10.00 am until 22.00 pm. And it is also told that there is cctv in it.
117		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors that there is a space that available in the billboard of the object.
118		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. This sign is located indoor of area and it aims to



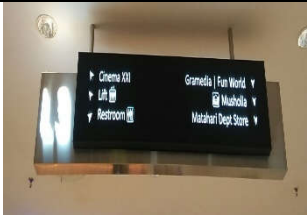
			inform the visitors about the location of lift, mothers room, Restroom in the right side of upper floor, musholla in the left side, cinema XXI in the upper floor and Matahari department store is located in the bottom floor from the sign is.
119		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to promote the company service named link aja and also inform the visitors that there is cashback until 20%.
120		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform the visitors that they should use the lift of goods while using the trolley.
121		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in outdoor of area and it informs the visitors to not smoke in the area and the condominium of the object and those who violate will be fined as much Rp.500.000. The sign is made because it can happen some dangerous things if many people smoked in it.




122		Bilingual	The sign is bilingual sign because it consists of two language which is English and Bahasa Indonesia. It is located in indoor of area. It aims to inform some rules which should be known while in the parking area or entering the object.
123		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area, exactly in the bathroom and it aims to inform the visitors about the caution which could be
124		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. This sign is located indoor of area and it aims to inform the visitors about the location of berastagi supermarlet, atm center, lobby 1&2 in the upper floor and gramedia, cinema XXI, musholla, in the upper floor from the sign is.
125		Bilingual	It is bilingual sign because it made in two language which is in English and Bahasa Indonesia. This sign is located indoor of area and it aims to provide information to the visitors about problems or damage which if occurred in the elevator, they could press the emergency call button or





			call the number that was listed in the sign and it always monitored by CCTV cameras.
126		Bilingual	it was bilingual sign because it consisted of two language which were English and Bahasa Indonesia. This sign was located indoor of area and it was existed because the object was public areas and central places which had a lot of space in it like shops. It aimed inform the visitors that the place or the shop was closed.
127		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area, exactly in cinema, it aims to inform the visitors about some rules which should be obedient by customers while in the cinema.
128		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors about codzilla as the playground and edutainment which includes some rules that should be known by the visitors.




129		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors about job vacancies which look for assistant manager and marketing. It includes some rules and the address to send the proposal.
130		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors to not leaning on railing.
131		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors about some rules while using the musholla which should be obedience by the visitors.
132		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in outdoor of area and aims to inform the visitors to not turning left and to show the direction of parking and lobby basement in the right side.
133		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia in the word

			‘musholla’. It is located in outdoor of area and aims to inform the visitors about the place of helmet storage and some instruction to the visitors before leaving the parking area.
134		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia in the word ‘musholla’. It is located in outdoor of area and aims to inform the visitors about the place of helmet storage and some instruction to the visitors before leaving the parking area.
135		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors that there is a cashback until 20 percent if using go pay.
136		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located in indoor of area and aims to inform the visitors about the product of fiesta.
137		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It is located indoor of area and aims to inform the visitors that if they buy johnsons baby as much Rp.70.000, will get free the ez lock

			with some certain rules.
138		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia in the word 'musholla'. It is located indoor of area and aims to inform the visitors about the operational time of musholla which is Monday until Sunday at 09.00-21.00 WIB.
139		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. It aims to inform the visitors about lift p6 as a special access into parking area in b2-b1, cinema xxi in L3, berastagi supermarket, atm center and musholla in LG, and also matahari department store and entrance 1-2 in GF.
140		Bilingual	It is bilingual sign because it consists of two language which are English and Bahasa Indonesia. This sign is located indoor of area and it exists because the object is public areas and central places which have a lot of space in it. It aims to inform the visitors about the location of cinema, lift and Restroom in the left side of upper floor and gramedia, Matahari department store, and musholla are located in the right side of upper floor from the sign is.

141		Multilingual	<p>The sign is multilingual because it consists of three language which are English, Bahasa Indonesia, and Japanese. This is located in the indoor of area, it informed the visitors about the product of foreign brand named Miniso in order to attract the attention of visitors. The price of the products starts from Rp.29.900 with high quality life.</p>
142		Multilingual	<p>The sign is multilingual because it made in more than two languages which isn't only in English and Bahasa Indonesia. The other foreign language that used in that sign is Portuguese, it applies in the word "estalee" which means snap. That linguistic item is located in indoor of area and it aims to promote the products. It is a billboard which attended related to the object which was a shopping center in which was available many shops in it.</p>
143		Multilingual	<p>The sign is multilingual because it made in more than two languages which isn't only in English and Bahasa Indonesia. The other foreign language that used in that sign is Spain. The sign is a billboard which attended related to the object which is</p>

			a shopping center in which available many restaurants in it. It aims to promote the products sold by a restaurant
144		Multilingual	The sign is multilingual because it consists of three language which are English, Bahasa Indonesia, and Japanese. This is located in the indoor of area, it informed the visitors about the foreign brand of product named Miniso in order to attract the attention of visitors.
145		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consists of a picture of cigarette which crossed out. This sign is located in the indoor of area, exactly in the lift. it informed the visitors to not smoke in the object especially in the lift.
146		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consisted of a picture of bell Which means alarm. This sign is located in the indoor of area, exactly in the lift and it informed the visitors to press that button if something bad and dangerous happened in the lift.
147		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consists of one letter which is "P" with a picture of car beside it. This sign is

			located in the indoor of area and it informed the visitors about the location of Car's parking on the upper floor of the sign is been.
148		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consists of a picture of someone walking. This sign is located in the lot of parking and it informed the visitors about the location of the pedestrians in the parking area, so they will not disturb the cars and motorcycles around.
149		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consisted of a picture of someone in wheelchair. This sign is located in the indoor of area and it informed the visitors about the location of the toilet for peoples used wheelchair only.
150		Symbol	The sign is in symbol because it isn't consisted of any sentences in it. It just consisted of one letter which is "P" with a picture of motorcycle beside it. This sign is located in the indoor of area and it informed the visitors about the location of motorcycle's parking in the left side of the sign is been.

APPENDIX II

• The Interview with the Respondents

1. An interview with Miss. A as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: Because today is a very sophisticated era

Interviewer: so, it means that we must follow the development of the era, don't we?

Interviewee: yes, we do

Interviewer: okay miss thanks so much for your answer

Interviewee: you're welcome.

2. An interview with Miss. N as a visitor

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: so that Indonesia looks more sophisticated because on average it already uses English and to be more modern

Interviewer: okay, is there any other answer again?

Interviewee: no, that's enough

Interviewer: okay miss. N, thanks a lot

Interviewee: you're welcome.

3. An interview with Mr. B as a visitor

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: caused who knows there are foreign visitors who come here (Manhattan Times Square) so they can read it too

Interviewer: okay sir, Thank you so much, thanks for the answer

Interviewee: yes.

4. An interview with Mr. C as a Mall Authority

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because we don't have only one visitor, I mean the majority of visitors come from outside like China and if English itself has become an international language, whereas if Indonesian is certain, because this is an Indonesian country

Interviewer: so, it's based on the visitors, sir?

Interviewee: yes

Interviewer: okay sir thanks and sorry for disturbing you.

5. An interview with Mr. E as a Mall Authority

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because sometimes our guests have outsiders also maybe who do not understand Indonesian so it is made in several languages

Interviewer: so, you could say to attract visitors too, yes sir?

Interviewee: yes, like that

Interviewer: okay sir, thank you very much

Interviewee: okay, you are welcome

6. An interview with Miss. C as a visitor

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because there are also many tourists who come here so they can understand more

Interviewer: I see, thank you so much miss

Interviewee: yes.

7. An interview with Miss. B as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make peoples become interested and curious

Interviewer: I see, thank you so much Miss

Interviewee: yes.

8. An interview with Mr. F as a Mall Authority

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because if there are visitors who are not Indonesian for example from outside, so if you use foreign languages, they can understand better.

Interviewer: okay sir, thank you very much

Interviewee: okay, you are welcome

9. An interview with Miss. D as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because if in Indonesia there are also foreigners there are migrants, and not all can speak Indonesian so the appropriate language is used

Interviewer: I see, thank you so much miss

Interviewee: okay.

10. An interview with Mr. E as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: Indonesian people are not all Indonesian, there are tourists coming, like in this mall it is not only Indonesians who come and cannot speak Indonesian so there must be linguistic items in order to understand.

Interviewer: I see, is there any addition sir?

Interviewee: no, that's all

Interviewer: okay sir, thank you very much

Interviewee: you are welcome

11. An interview with Mr. J as a Mall Authority

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make peoples easier in understanding and peoples can know where the rooms or the places are.

Interviewer: so, it made in several languages also to make peoples easier?

Interviewee: yes of course

Interviewer: okay sir, thank you very much

Interviewee: Thanks

12. An interview with Mr. P as a Mall Authority

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make peoples more understand because not all customers who come are Indonesian, there are also many foreign visitors, so yeah only that.

Interviewer: okay sir, thank you very much

Interviewee: yes, thanks

13. An interview with Mr. Q as a Mall Authority

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make customers know the places where they don't know

Interviewer: so, who are the targets if it made in several languages?

Interviewee: if there are foreign peoples who come in, to make them understand

Interviewer: okay sir, thank you very much

Interviewee: yes

14. An interview with Mr. R as a Mall Authority

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: maybe if it made in only Indonesia, just Indonesian know it. But maybe if it made in English, the foreign visitors or peoples who understand...

Interviewer: so, they can know, right?

Interviewee: yes

Interviewer: okay sir, thank you very much

Interviewee: yes

15. An interview with Miss. H as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make peoples become interested and curious

Interviewer: I see, thank you so much miss

Interviewee: yes.

16. An interview with Miss. H as a shop clerk

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

Interviewee: Good morning, yes of course

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: so, if Indonesian not understand other language and made in other language so foreign peoples who don't know Indonesian, they can understand
Interviewer: to make peoples easier, don't it?
Interviewee: yes, it does and information too
Interviewer: I see, thank you so much miss
Interviewee: yes.

17. An interview with Miss. I as a shop clerk

Interviewer: Good morning Miss, may I ask you for something for my research Findings?
Interviewee: Good morning, yes
Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?
Interviewee: to make local and foreign visitors easier, because Indonesian is our language and foreign peoples maybe can't understand, and English itself is international language so everyone knows automatically
Interviewer: okay miss, thank you so much
Interviewee: yes, you're welcome.

18. An interview with Mr. I as a shop clerk

Interviewer: Good morning sir, may I ask you for something for my research Findings?
Interviewee: Good morning, yes
Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?
Interviewee: because it made for promotion
Interviewer: so why it made in several languages?
Interviewee: it was suspended, because English is international and all peoples can know and it made in Indonesia if there are peoples who still don't know
Interviewer: okay sir, thank you so much
Interviewee: yes, you're welcome.

19. An interview with Miss. I as a shop clerk

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: because the customers are not only Indonesian

Interviewer: I see, so based on the visitors itself, isn't it?

Interviewee: yes

Interviewer: okay miss, thank you so much

Interviewee: you're welcome.

20. An interview with Mr. Z as a Mall Authority

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

Interviewee: Good morning, yes

Interviewer: linguistic items was made in several languages, according to you, why it displayed in this place as it was?

Interviewee: to make peoples know

Interviewer: to make peoples know? so, there are several languages to make visitors easier?

Interviewee: yes

Interviewer: okay sir, thank you very much

Interviewee: yes



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Form K-1

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

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat yang bertanda tangan dibawah ini :

Nama Mahasiswa : Dea Dwi Lestari
N P M : 1502050179
Program Studi : Pendidikan Bahasa Inggris
I PK : 3,68
Kredit Kumulatif : 156 SKS

Persetujuan Ketua/Sekret Program Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
<i>01/03-2019</i>	A Case Study of Signs : Linguistic Landscape in Medan	<i>15/03/19</i>
	The Quality of English Final Test at Second Semester	
	The Maxim Violation in Johny English Reborn Movie.	

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

Medan, 1 Maret 2019
Hormat Pemohon

Dea Dwi Lestari
Dea Dwi Lestari

Keterangan :

- Dibuat rangkap 3 :
- Untuk Dekan/Fakultas
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 - Untuk Mahasiswa yang Bersangkutan



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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Program Studi : Pendidikan Bahasa Inggris

Judul	Diterima
A Case Study of Signs: Linguistic Landscape in Medan	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing

MANDRA SARAGIH, S.Pd, M.Hum

Medan, 01 Maret 2019
Hormat Pemohon,

DEA DWI LESTARI



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Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Asslamu'alaikum Wr. Wb.

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Nama Mahasiswa : Dea Dwi Lestari
N P M : 1502050179
Program Studi : Pendidikan Bahasa Inggris

Mengajukan Permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum dibawah ini dengan judul sebagai berikut :

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu :

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

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya

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

Medan, 1 Maret 2019
Hormat Pemohon


Dea Dwi Lestari

Keterangan :

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Nomor : 943 /II.3/UMSU-02/F/2019
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakatuh

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


Nama : Dea Dwi Lestari
N P M : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Case Study of Signs : Linguistic Landscape in Medan.

Pembimbing : Mandra Saragih, S.Pd, M.Hum

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

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 25 April 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Medan, 20 Sya'ban 1440 H
25 April 2019 M
Dekan

Dr. H. Elfrianto Nst, S.Pd, M.Pd. (7)
NIDN : 0115057302

Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
WAJIB MENGIKUTI SEMINAR



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LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Dea Dwi Lestari
NPM : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Study of Linguistic Landscape in Medan

sudah layak diseminarkan.

Medan, Mei 2019

Dosen Pembimbing,

Mandra Saragih, S.Pd., M.Hum



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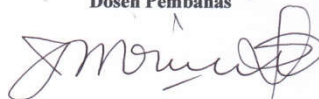
BERITA ACARA SEMINAR PROPOSAL

Pada hari Rabu tanggal 15 Bulan Mei 2019 telah diselenggarakan seminar prodi pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Dea Dwi Lestari
NPM : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Study of Linguistic Landscape in Medan

No.	Argument/Komentar/Saran
Judul	
Bab I	BL 1.5 REVISED / IDENTIFICATION > REVISED! FORMATION > REVISED!
Bab II	GRAMMAR / THEORY + PUBLIC SPACE & CONCEPTUAL. REVISED TEXT LANDSCAPE
Bab III	
Lainnya	
Kesimpulan	[] Disetujui [] Ditolak [V] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

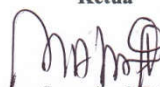

Prof. Amrin Saragih, M.A., Ph.D

Dosen Pembimbing


Mandra Saragih, S.Pd, M.Hum

Panitia Pelaksana

Ketua


Mandra Saragih, S/Pd, M.Hum

Sekretaris


Pirman Ginting, S.Pd, M.Hum



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menerangkan nama di bawah ini.

Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Study of Linguistic Landscape in Medan

Benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 15 bulan Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas.

Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

Medan, Mei 2019

Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum



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Kepada : Yth. Bapak Ketua
Program Studi Pendidikan Bahasa Inggris
FKIP Universitas Muhammadiyah Sumatera Utara

Perihal : **Permohonan Perubahan Judul Skripsi**

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Dengan hormat, yang bertanda tangan dibawah ini :

Nama Mahasiswa : Dea Dwi Lestari
N P M : 1502050179
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan perubahan judul Skripsi sebagaimana tercantum dibawah ini :

A Case Study of Signs: Linguistic Landscape in Medan

Menjadi

A Study of Linguistic Lanscape in Medan

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

Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

Medan, Mei 2019
Hormat saya

Dea Dwi Lestari

Diketahui Oleh :

Dosen Pembahas

Prof. Amrin Saragih, M.A., Ph.D

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum



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

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Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

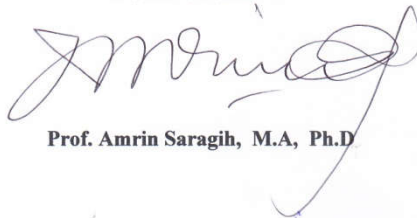
Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Study of Linguistic Landscape in Medan

Pada hari Rabu tanggal 15 bulan Mei 2019 sudah layak menjadi proposal skripsi.

Medan, Mei 2019

Disetujui oleh:

Dosen Pembahas



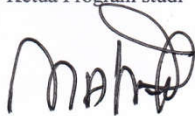
Prof. Amrin Saragih, M.A, Ph.D

Dosen Pembimbing



Mandra Saragih, S.Pd., M.Hum

Diketahui oleh
Ketua Program studi



Mandra Saragih S.Pd, M.Hum



MAJELIS PENDIDIKAN TINGGI
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SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Study of Linguistic Landscape in Medan

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 tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Mei 2019
Hormat saya
Yang membuat pernyataan,



Dea Dwi Lestari

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

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

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Nomor : 5535 /II.3/UMSU-02/F/2019
Lamp : ---
Hal : Mohon Izin Riset

Medan, 16 Muharram 1441 H
16 September 2019 M

Kepada Yth. Bapak Kepala Perpustakaan
Universitas Muhammadiyah Sum. Utara
di-
Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Dea Dwi Lestari
N P M : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Study of Linguistic Landscape in Medan.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.



a.n Dekan
Wakil Dekan I

[Signature]
Dra. Hj. Samsyurnita, M.Pd

** Pertinggal **



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN**

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: 372/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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

Nama : Dea Dwi Lestari
NPM : 1502050179
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

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

"A Study of Linguistic Landscape in Medan"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 24 Muharram 1441 H
24 September 2019 M



Kepala UPT Perpustakaan,

Muhammad Arifin, S.Pd, M.Pd



BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Study of Linguistic Landscape in Medan

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
	Chapter I		
	Chapter III		
	Chapter IV		
	Chapter V		
	Data Analisis DISCUSSION		
	Data Analisis Data Collection Chapter V		
	Abstract Chapter V Chapter IV		
	Ace 23/ 109-2019		

Diketahui oleh :
Ketua Program Studi

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

Medan, September 2019

Dosen Pembimbing

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



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LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Dea Dwi Lestari
N.P.M : 1502050179
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Study of Linguistic Landscape in Medan
sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Dosen Pembimbing

Mandra Saragih, S.Pd, M.Hum

Diketahui oleh:



Dekan

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

Ketua Program Studi,

Mandra Saragih, S.Pd, M.Hum

Unggul | Cerdas | Terpercaya

CURRICULUM VITAE

PERSONAL DATA

Name : Dea Dwi Lestari
Registered : 1502050179
Place/date of Birth : Binjai, 11 March 1997
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Religion : Islam
Partial Status : Single
Nationality : Indonesia
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Father's Name : Sugeng Hartono
Mother's Name : Nurlela
Mobile Phone : 085217153055
Email : Deadwilestari411@gmail.com

EDUCATION BACKGROUND

1. Elementary school at SD Swasta Tunas Pelita Binjai (2002-2008)
2. Junior High School at SMP Negeri 6 Binjai (2008-2011)
3. Senior High School at SMA Negeri 3 Binjai (2011-2014)
4. English Education Program in Faculty of Teacher's Training and Education, University of Muhammadiyah Sumatera Utara (2015-2019)