A MAPPING OF LANGUAGE POLICY IN THE LINGUISTIC LANDSCAPE OF MEDAN: CHALLENGES AND OPPORTUNITIES ANALYSIS

SKRIPSI

Submitted in Partial Fulfilment of Requirement
for the degree of Sarjana Pendidikan (S.Pd.)
English Education Program

By:

<u>AJENG RAHAYU</u>
NPM. 1802050034

FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
MEDAN
2023

LEMBAR PENGESAHAN SKRIPSI

بسم الله الرحمن الرحيم

Skripsi yang diajukan oleh mahasiswa dibawah ini :

Nama	:	Ajeng Rahayu
NPM	:	1802050034
Jurusan	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis

sudah layak disidangkan.

Medan, 06 Mei 2023
Disetujui oleh :
Dosen Pembimbing

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

Diketahui oleh :

Dekan

Ketua Program Studi

Dra. Syamsuyurnita, M.Pd.

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

i

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

بسم الله الرحمن الرحيم

Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya
yang diselenggarakan pada hari Selasa, Tanggal 23 Mei 2023, pada pukul 08.30 WIB
sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama Lengkap   : Ajeng Rahayu
NPM   : 1802050034
Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : A Mapping of Language Policy in The Linguistic Landcape of
                  Medan: Challenges and Opportunities Analysis

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

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

PANITIA PELAKSANA

Ketua   Sekretaris

Dra. Hj. Syamsuyurnita, M.Pd.   Dr. Hj. Dewi Kesuma Nst, M.Hum.

ANGGOTA PENGUJI:

1. Erlindawaty, S.Pd., M.Pd.

2. Dr. Tengku Winona Emelia, M.Hum.

3. Dr. Mandra Saragih, M.Hum .

ii

PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan di bawah ini :

Nama	:	Ajeng Rahayu
NPM	:	1802050034
Jurusan	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis

Dengan ini menyatakan bahwa skripsi saya yang berjudul **"A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis"** adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

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

Demikian pernyataan ini diperbuat dengan sesungguhnya dan sebenar-benarnya.

Medan, 06 Mei 2023
Yang membuat pernyataan,

Ajeng Rahayu

ABSTRACT

This study discusses A Mapping of Language Policy in the Linguistic Landscape of Medan; Challenges and Opportunities Analysis. This research was conducted with the aimed to investigate the realization of language policy which refer to PERDA No.8 2017, to investigate proportion of language use in linguistic landscape in Medan and to investigate the challenges and opportunities in implementing PERDA No.8 2017. Descriptive qualitative method was conducted for analysing the data, the data were focused on linguistic landscape in public spaces in Medan as much 105 data and it was consisted of monolingual 87 data (82.86%), bilingual 17 data (16.19%), and multilingual 1 data (0.95%). The challenges in implementing PERDA No.8 2017 are the Bahasa Indonesia may not be considered to have a high selling value and Indonesians don't really respect their own language. The opportunities in implementing PERDA No.8 2017 a government agency continues to promote the use of this regional regulation by holding counselling, and *Wajah Bahasa* contests.

Keywords*: Language Policy, Linguistic Landscape, Regional Regulation, PERDA No.8 2017*

ACKNOWLEDGEMENT

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

Assalamualaikum Warahmatullahi Wabarakatuh

All praise to Allah SWT. Thanks to His Grace and Blessing, the researcher is finally able to complete the research entitled "A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis". Shalawat and Salam are sent to the Lord of the Great Prophet Muhammad SAW, thanks to Him who leads people from the dark age to the bright era like today.

The researcher is of the opinion that without the assistance, encouragement, and guidance of many persons, this research cannot be completed. As the result, the researcher would like to extend her sincere gratitude to everyone who has helped, encouraged, and offered guidance during preparing this research, and therefore the researcher would like to thank to;

1. Prof. Dr. Agussani, M.AP, the Rector of Universitas Muhammadiyah Sumatera Utara.

2. Dra. Hj Syamsuyurnita, M.Pd, the Dean of the Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara.

3. Pirman Ginting, S.Pd., M.Hum, and Rita Harisma S.Pd., M.Hum the Head and the Secretary of English Education Department, for their administrative assistance in the process of completing the requirements needed in making this research.

4. Dr. Mandra Saragih, M.Hum, the Supervisor who has helped in completing this research.

5. Yolferi, S.S., M.Hum, the teacher and activist for BIPA (*Bahasa Indonesia bagi Penutur Asing*) North Sumatra who has given permission to the researcher to conduct research in Language Center *(Balai Bahasa Sumatera Utara)*.

6. English Education Department Lectures who have shared significant guides and knowledge during the researcher's academic years.

7. Her beloved parents Junaidi and Rusmini.

8. Her beloved family members; her brother Budi Kurniawan, her sister Retno Ayuni, her uncle Nur Eka Afriandi, S.T and her aunt Puji Astuti.

9. Her best friends who have helped and supported the researcher; Nursyah Yuni Kertika S.Pd, Muhammad Ikhsan Utomo S.Pd, Ridho Sahputra S.Pd, Eka Palupi Utami S.Pd, Glory Eksanti Algea S.Pd, Friska Triana S.Pd, Aulia Hermi Putri S.Pd (Soon) and the other classmates.

10. Her someone special in this time and hopefully forever Muhammad Rizky Fahreza, S.E (soon) who always helping me, support me and accompany me every time I need.

11. All the teachers in UPT SPF SDN 101751 who help me in complementing this thesis by making it easier for me to go to campus and handling my teaching schedules.

Finally, the researcher hopes this research will be beneficial to both academics and other people. The researcher is fully aware that it is still far from

ideal, as the result, any constructive criticism was highly appreciated in order to the advance of this research in the future.

Wassalamualikum Warahmatullahi Wabarakatuh.

Medan,   May 2023

Researcher

AJENG RAHAYU
NPM.18020500334

TABLE OF CONTENTS

CHAPTER III METHOD OF RESEARCH

CHAPTER IV DATA ANALYSIS

CHAPTER V CONCLUSION AND SUGGESTION

LIST OF FIGURES

x

LIST OF TABLES

xi

LIST OF PICTURES

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

A. Background of Study

Bahasa Indonesia which was declared on October 28, 1928 by Indonesian youths contained in the youth oath, the third sound, "KAMI POETERA DAN POETERI INDONESIA MENDJOENDJOENG BAHASA PERSATUAN, BAHASA INDONESIA" can certainly be a reference that Bahasa Indonesia is used as an official and unifying language, considering the diversity of regional languages in Indonesia. Article 36 of the 1945 Constitution established Bahasa Indonesia as the state's official language. It has been further confirmed and clarified in the Presidential Regulation of the Republic of Indonesia Number 63 of 2019 concerning the use of Bahasa Indonesia. The nation's integrity is significantly influenced by the Bahasa Indonesia. Bahasa Indonesia serves as a symbol of the character of the Indonesian people as well as a tool for maintaining their sense of unity (Kemdikbud, 2021). Hence, Bahasa Indonesia is expected to be the host in its own country. If the Bahasa Indonesia has been used as a communication instrument in accordance with its position and function, this hope will be realized.

On the other hand, the facts as they stand show the exact opposite circumstance. Foreign languages have started to shift and even replace Bahasa Indonesia in a number of spheres of life. As an illustration, it appears in a variety of advertising mediums, public spaces, company names, and educational

institutions. To maintain Bahasa Indonesia a language policy is needed to strengthen the position of Bahasa Indonesia.

Language Policy is a regulation made by the government, either officially through law, a court decision, or policy, to determine how language is used and to establish individuals' or groups' rights to use and maintain language. Kaplan and Baldauf (1997) define language policy as a collection of ideas, laws, regulations, rules, and practices designed to bring about intentional linguistic changes in societies, groups, or systems. And it is a decision made by an individual or the speech community regarding the usage of language (Spolsky, 2019). When considering the origin of language policy, Spolsky (2004) suggests that there are four fundamental and co-existing factors to consider: national ideology, the importance of English as a global language, a country's sociolinguistic situation, and growing interest in the rights of linguistic minorities. He stated that "this theory" models should be verified against actual cases. Practice, Belief, and Management are the three crucial elements that make up language policy, and they all interact with one another (Spolsky, 2007).

Indonesia's language policy is divided into three categories: official language, regional language, and foreign language (Setyabudi, 2017). The Indonesian government has established policies for language use in public space through the constitution and laws. To successful implement the central government policy, the Governor of North Sumatera has created Regional Regulation No. 8, 2017 on the priority of using Bahasa Indonesia, which is stated in chapter 3, article 9. This regulation is also contained in Badan Pembinaan dan Pengembangan Bahasa

Kemdikbud, Riset dan Teknologi (2022) which stated in terms of usage, it is stipulated that the Indonesian language must be used in geographic names in Indonesia; name of buildings, roads, apartments or settlements, offices, trade complexes, trademarks, service marks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities (Sugiyono, 2022).

With the existence of regional regulations that have been very well planned to maintain Bahasa Indonesia of course this is expected to be realized well too. But unfortunately, language policy in the linguistic landscape is frequently ignored by many elements of society, particularly in the city of Medan, which has been heavily dominated by foreign languages, particularly English, which is the language most often used in naming public places such as shops, restaurants, housing complexes, schools, roads, and so on. This phenomena shows that the infraction of this regulation in the city of Medan is significant, this is based on the lack of awareness of the society in Medan regarding the regional regulations that have been set. The globalization plays a significant roles toward this phenomena. The occurrence of globalization affected on the use of foreign language. Due to the numerous foreign cultural influences that infiltrated Indonesia, language usage has also been affected. Bahasa Indonesia appears to be subordinated to a foreign language (particularly English), whose significant role in communication in the domains of commerce, politics, education, etc.

Landry and Bourhis (1997) said that the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings is known as linguistic landscape. The linguistic landscape is the testing and visibility of languages on commercial and public signs in specific places (Landry & Bourhis, 1997). Language usage patterns in Medan's linguistic landscape items vary; there is monolingual and bilingual. Foreign languages, such as English are already widely used in Medan's linguistic landscape.
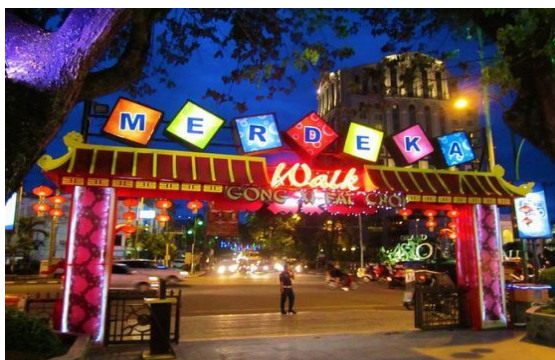
Figure 1.1 (Merdeka Walk)
Preliminary data
Source: www.pegipegi.com

The picture above is an illustration of a linguistic landscape in terms of place names. It is a location for public facility in North Sumatra that is formally controlled by the government. The place's name was derived from a combination of English words. This image makes it obvious that we do not follow to the language policy that clearly prohibits the use of language in public space. It is clearly stated in PERDA No. 8 2017 that place names must use Bahasa Indonesia. But in fact, the implementation of the language policy is still very far from the expectations that have been set. This can prove that there are still many linguistic

landscapes that ignore the rules regarding language policy in the city of Medan, we can find many place names that use foreign languages, especially English. The name of places that use English such us *Mall centre point*, Kualanamu *International Airport*, Merdeka *Walk*, Podomoro Deli *Park*, Citra *Garden¸* SUMUT *Sport Center*, Kesawan *Square*, etc. The language usage in the linguistic landscape of Medan are varied, there are monolingual, bilingual and multilingual expression. Gorter & Cenoz (2008) stated that studies on landscape linguistics, there are significant variations indicators namely public (top–down) signs which the signs display a certain language policy such as road signs, building names, street names, etc. Then private (bottom–up) signs such as shops, advertising, and private offices, etc.

The examples above show that there are so many society unaware of the language policy, and why they disregard it. Seeing the linguistic landscape in multiple languages is a violation of the constitution, which governs how language is used in public spaces. This phenomenon demonstrates that public awareness of the relevant laws remains low.

This study is intended to investigate the realization of language policy according to PERDA NO 8 2017 which focused on point k that use foreign language in the city of Medan. The legitimation to investigate this topic is because there are still so many infraction of this regulation among the society, furthermore this study can be the mean to educate the society about language policy in North Sumatera, particularly in the city of Medan that is regulated on PERDA NO.8 2017.

B. Identifications of the Problem

Based on the background of the study which is stated above, the problem of this study will be as follows:

1. The limited awareness of society in Medan about the regulation in PERDA No.8 2017.

2. The overuse of foreign languages in the linguistic landscape in Medan.

3. The challenges and opportunities in implementing language policy based on PERDA No.8 2017 in Medan.

C. Scope and Limitation

The scope of this research is the field of sociolinguistic that focus on investigating language policy in Medan. The limitation of this research is specifically investigating challenges and opportunities analysis about the language policy in Medan based on the regional regulation (PERDA No. 8 2017), exactly in Chapter 3 article 9 in poin k. Miles and Huberman's theory will be used to analyze the research.

D. Formulations of the Problem

To investigate the problems, the following research questions were formulated:

1. Has the program of PERDA No.8 2017 been implemented in Medan?

2. What are the proportion of language that use in landscape linguistic in Medan?

3. What are the challenges and opportunities in implementing language policy based on PERDA No.8 2017 in Medan?

E. Objectives of the Study

The objective of this study will be as follows:

1. To investigate the realization of PERDA No. 8 2017 in public spaces in Medan.

2. To find out the proportion of language that use in landscape linguistic in Medan.

3. To find out the challenges and opportunities in implementing language policy based on PERDA No.8 2017 in Medan.

F. Significances of the Study

This study's significance can be divided into theoretical significance and practical significance. Theoretically, this study is anticipated to add to existing sociolinguistics ideas on language policy, particularly for students who wants to observe language policy in Medan's public spaces. Specifically, this study will be helpful for:

1. University students interested in sociolinguistics who actually want to learn more about the topic and specifically about language policy.

2. The readers, especially those at FKIP UMSU. They might use this study as a reference to understand language policy, especially in Medan's public spaces.

3. Researchers, to enhance knowledge in the field of sociolinguistics and expand understanding of language policy in public spaces in Medan.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

In the study's introduction, it has been explained in the previous chapter. As a foundation for investigating the research program, this chapter presents various pertinent theories. It contains the definition and the explanation of Sociolinguistics, language policy, and regional regulation.

1. Sociolinguistics

Language as a social and cultural phenomena is the focus of sociolinguistics, a branch of linguistics. Sociolinguistic is the social phenomena, particularly social psychology, anthropology, human geography, and sociology, are closely related to its study of the relationship between language and society (Trudgill, 2010). Whereas Yasemin Bayyurt (2013) defined sociolinguistics as the field of study that looks into the purposes and uses of language in society.

Hudson (1996 cited by Ronald Wardhaugh: 2006) sociolinguistics is the study of language in relation to society. Sociolinguistics is the study of the interaction between language and the social setting in which it is used (Mu'in, 2019). According to the several definitions of sociolinguistics given above, it can be claimed that sociolinguistics is the branch of linguistics that studies the interaction between language and social.

2. Language Policy

a. Definition of Language Policy

Language policy refers to "the deliberate decisions made by governments or any other authority about the connections between language and social life" (Ditje & G, 1994). Teresa McCarty (2011) defined language policy as a comprehensive sociocultural process as well as means of human negotiation, production, and interaction that are mediated by power relations, the ability of these procedures to control language constitutes their "policy".

Another definition is Language planning-policy refers to the formalization of language as a technique of establishing social group divisions (classes). In other words, language policy is one way to place language in the context of social structure, determining who has access to political influence and financial resources (Tollefson, 1991). Fishman (1971) has defined the language planning-policy as the authoritative allocation of resources to achieve language status and corpus goals, whether in connection with new functions aspired to or old functions that need to be discharged more adequately.

When considering the origin of language policy, Spolsky (2004) suggests that there are four fundamental and co-existing factors to consider: national ideology, the importance of English as a global language, a country's sociolinguistic situation, and growing interest in the rights of linguistic minorities. He stated that "this theory" models should be verified against actual cases.

Language policy varies depending on the object, levels of involvement, goal, individuals and institutions engaged, underlying language ideologies, local

circumstances, power dynamics, and historical background, among other factors (Abdelhay, Makoni, & Severo, 2020). According to several definition of language policy above, it can be claimed that language policy is a regulation that made by the government officially to determine how language is used in individual or group system.

b. Types of Language Policy

David Cassels Johnson (2013) stated there 4 types of Language Policy, namely:

Table 2.1 Types of Language Policy

Genesis	*Top-Down*	*Top-Bottom*
	Macro-level policy created by a governing body or other authoritative figure.	Policy developed at the local level or at the grassroots level for and by the community it affects.
Means and Goals	*Overt*	*Covert*
	Actual policy texts, Whether spoken or written.	Intentionally masked, either at the macro (collusive) or micro levels (subversive).
Documentation	*Explicit*	*Implicit*
	Fully documented in oral or written policy texts.	Without or in opposition to official policy texts.
In Law and In Practice	*De jure*	*De Facto*
	Official written Documentation of the policy "in law".	Locally produced policy that emerge without or in spite of de jure policies, as well as local language practices that differ from de jure policies, are examples of policy "in practice." De facto practices may or may not reflect de facto policies.

c. Component of Language Policy

A language policy theory was presented by Spolsky (2009), who stated that it aims to "explain the decisions made by individual speakers on the basis of rules-regulated patterns recognized by the speech communities (community) of which they are part". In his book, Spolsky describes the three components of his theory of language policy, it is also assumed that although the three are separate but interrelated:

a. Practice

Language practices are people's observable actions and decisions- what they actually do. It refers to the regular practice of picking from the different linguistic types that make up its repertory. This is frequently explained in terms of linguistic decisions made within a community, such as the sounds, words, and grammar that are employed, as well as societal norms regarding when and where different languages should be used.

b. Belief

Beliefs, sometimes referred as ideology, describe the attitudes that people in the speech community have about language and language use. There may be a wide variety of opinions in a community, but there is typically one dominant ideology that supports a certain linguistic strategy.

c. Management

The third component of language policy is Language management, which refers to a person or group's explicit and tangible efforts to influence people in the

domain to change their practices or beliefs. The most obvious type of language management is the state or nation's constitutional law, which dictates some aspects of official language use, such as the need to use a particular language for education or in dealing with government organizations.

3. Regional Language Policy

The Provincial Government of North Sumatra is committed to making Indonesian a Unity Language in Indonesia. Therefore, the government of North Sumatra created the regional language policy that the regulations contained in PERDA No. 8 2017 concerning Prioritizing Bahasa Indonesia and Protecting Regional Languages and Regional Literature. Regional Secretary of North Sumatra Province, Ir. Ibnu S Hutomo said that "we must prioritize Bahasa Indonesia, but local languages are still preserved and foreign languages are also studied" (retrieved from sumutprov.go.id). It is very clear that Bahasa Indonesia is very much required to be used in any way, not least for the linguistic landscape in the public space in Medan.

This regional regulation about the name of places must be in Bahasa Indonesia is stated in Chapter 3 article 9, exactly in point k which reads "*untuk nama bangunan atau gedung, jalan, apartemen atau permukiman, perkantoran, kompleks perdagangan, merek dagang, lembaga usaha, lembaga pendidikan, organisasi yang didirikan atau dimiliki oleh warga negara Indonesia atau badan hukum Indonesia*" (PERDA, 2017). Regional regulations are one way that local governments foster diverse languages and cultures. In light of Indonesia's high

exposure to foreign culture, which, if unchecked, might destroy the country's native language and culture, political assistance is required. In addition, the lack of awareness of society about the government's language policy, which was implemented by regional regulation no. 8 2017. The host country for Indonesians must be Bahasa Indonesia. Bahasa Indonesia is naturally a major priority for language development as it is the country's official language, its national language, and its unifying language.

4. Linguistic Landscape

a. Definition of Linguistic Landscape

Linguistic landscape is important in the urban landscape and has a large impact on the image of a city. The linguistic landscape of a given territory, region, or urban agglomeration is formed by the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings (Landry & Bourhis, 1997). According to them a territory's linguistic landscape can serve two basic function namely as informational function and symbolic function. Shohamy and Gorter (2009) expanded on this viewpoint by stating that landscape linguistics is a language in the environment, words, and imagery displayed in public space that has emerged as a focal point of interest in a rapidly growing region.

The linguistic landscape is concerned with the representations of language(s) in public space. It is understandable that the linguistic landscape discussed all

writings in a public area, such as a banner and the name of a specific store (Gaho, Kardana, & sari, 2022).

b. The Function in the Study of Linguistic Landscape

Landry and Bourhis (1997) stated that the function of linguistic landscape can be divided into two functions: information and symbolic function. Bourhis (1992, stated in next journal of 1997) said that the linguistic landscape's most fundamental informational function is to serve as a distinct marker of the geographical territory occupied by a given language community. The informational function means the written words or icons of the linguistic landscape can communicate with the public, inform, direct, guide. In landscape linguistics, the sign can mark the territory of one language, and the dominant language reflects the language in power of a specific area. The information function refers to any information (notifications, news, and news) conveyed to readers, including place names, general information, product and service names, and so on.

While the symbolic function, it identifies which symbols emerged as a result of the emergence of textual behaviour. Because the linguistic landscape (including marks, signs, guide boards, institutional names, and announcements, among other things) is always bilingual or multilingual, the absence or presence of a language on the linguistic landscape can represent the importance or social status of the language in a specific region. The symbolic function in the linguistic landscape is as a special symbol or sign that symbolizes a specific culture, custom, or even philosophy, all of which are strongly tied to the people or communities living near

the linguistic landscape marker. It can also have a significant impact on those who speak the language because it can reflect their social status, cultural status, and social power, this is known as the symbolic function (Zeng & Luo, 2019).

c. **The Patterns of Language Usage in the Linguistic Landscape**

1. **Monolingual -** According to Oxford Dictionary monolingual is defined as Knowing or able to use only one language. It means that monolingualism refers to someone who speaks only one language.

2. **Bilingual -** Bilingualism is the ability of an individual or people of a community to effectively use two languages. Bilingual is an adjectival term (Nordquist, 2020)

3. **Multilingual -** Multilingual is **of, having, or expressed in several languages**. Multilingualism is the ability of an individual speaker or a community of speakers to communicate effectively in three or more languages. (Nordquist, ThoughtCo, 2019)

B. **Conceptual Framework**

Sociolinguistics is the study of language in relation to how it is used in society. The study of the connections and interactions between language and social behaviour is known as sociolinguistics. A sociolinguistic component known as language policy controls the language that is used in a community and in people's lives. This study will look into how the language policy outlined in PERDA No. 8 of 2017 is being implemented.
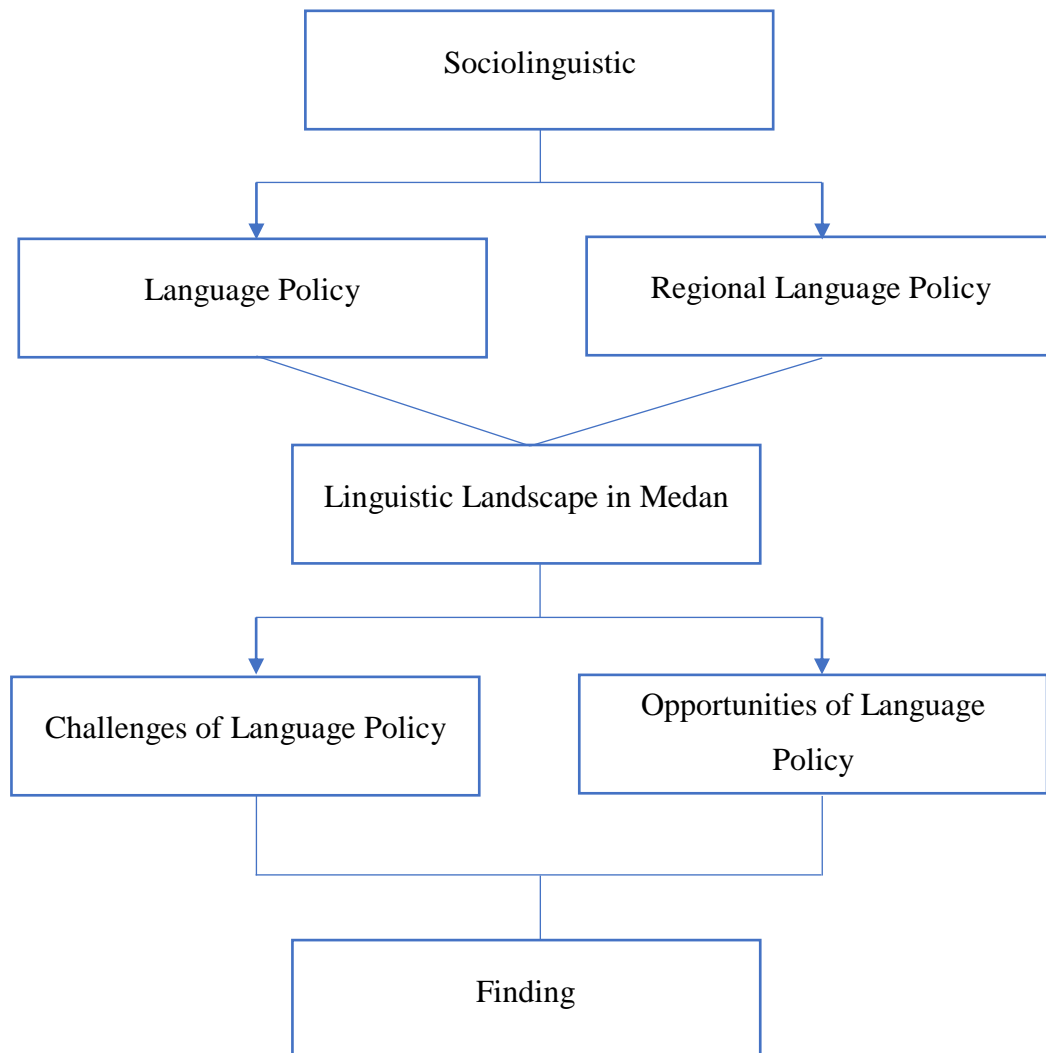
Figure 2.1
Conceptual Framework
Source: personal design

C. Previous Related Studies

The first study is "Language policy in public space: a historical perspective on Asmara's linguistic landscape", (Kroon, 2021) which published from Journal of Eastern African Studies. The study examines the linguistic landscape of

Asmara, the capital of Eritrea, and how it reflects the historical evolution of language regulations implemented by both the government of the State of Eritrea after independence and the foreign forces who previously controlled the nation. The analysis demonstrates how these semiotic signs—both modern and fossilized—bear witness to the ways in which the language and state ideologies of each nation's rulers were symbolically applied and ingrained in spoken language.

The second study is "Language in public space and language policies in Hanoi Old Quarter, Vietnam: a dynamic understanding of the interaction", (Phan & Starks, 2019) published by Springer. The study investigates how the Old Quarter's linguistic landscapes and language policies combine to produce lived monolingualism, multilingualism, and hybridity in language displays in public settings. Hanoi, Vietnam is the setting for the study. The study focuses on language policies as both text and practice, demonstrating how practices in the linguistic landscape work around various, overlapping, and incompatible legally enacted laws in order to embrace more expansive discourses. The study's findings indicate that a critical lens for comprehending the functions of native languages, foreign languages, and language invisibility is provided by dynamic understandings of the many language policies operating within the linguistic landscape.

The third study is "Linguistic Landscape of Sumenep Tourism Destination", (Diana, Wildaniyah, Oktavia, & Ekawati, 2022) Published by Prosodi. This research looks at the linguistic landscape of language used in labeling historical objects at the *Keraton Sumenep Museum.* It used a qualitative method to describe

and explain the languages displayed, sign meters, and sign categories in the museum using Spolsky and Cooper's taxonomy signs. By collecting 124 images of landscape linguistic signs, the researchers were able to meet the study's objectives. According to the findings of this study, the linguistic landscape in museum buildings consists of monolingual and bilingual Indonesian and English speakers. The Indonesian language was chosen because the majority of visitors are locals who can communicate in Indonesian.

Another study about language policy is "Language Policy in Indonesia", (Titis Setyabudi, 2017) published from The 3rd International Conference on Science, Technology, and Humanity. The study makes an effort to clarify Indonesian language policy from a legal perspective. The findings from the analysis of the survey only a few regions in Indonesia have local regulations regarding the existence of regional languages. Similarly, foreign language policies are also driven by laws and government regulations. However, there are no special regulations at the ministry or regional level regarding foreign languages yet. This study can be distinguished from others by a few comparisons with earlier studies. All of those studies analyze their study topics using various theories and models, but they all aim to address language policy in some way.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

The kind of research that used in this study is qualitative research. When conducting qualitative research, we focus on the key characteristics that vary at each stage of the inquiry process: Examine the issue and have a thorough comprehension of the centre phenomena, the role of a literature study in explaining the issue is minor. To get participant experience, clearly state the goals and research questions. Gather information from a small group of people using words (such as through interviews) or visuals (such as photos) to understand their perspectives. Utilizing text analysis, examine the data for themes and descriptions, and give the results a deeper interpretation. Incorporating the researchers' irrational reflexivity and bias into the report while using flexible, evolving structures and evaluation criteria (Creswell, Educational Research : Planning, Conducting, and Evaluating Quantitative and Qualitative Reasearch, 2015).

The descriptive method was used in this study. The purpose of descriptive writing is to gather data regarding a phenomenon's current state. The researcher conducted a descriptive study because the author's data was verbal.

B. Source of Data

This research data were taken on February to April in public spaces in Medan, such as name of buildings, roads, apartments or settlements, offices,

business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities. The data are in the form of photos and interview transcripts by the Medan city language hall.

C. Technique of Collecting Data

Data has been collected through several procedures, including:

1. Documentation

Researcher has been collected data by taking photos of linguistic landscape in public places in Medan City. The use of foreign languages in the linguistic landscape in public places in Medan will be the main focus of this data collection.

2. Interview

In this study, researcher conducted interviews with the people of Medan City Language Centre *(Balai Bahasa Kota Medan)*. When interviewing the object, the researcher will ask several questions that are likely to cause a lack of awareness in the field about the language policy contained in PERDA no. 8 years 2017.

3. Recording

In collecting data, the researcher used the recording of the interview process with the people of the Medan City Language Centre *(Balai Bahasa Kota Medan)* namely Mr. Yolferi, S.S, M.Hum.

D. Technique of Analyzing data

Data analysis refers to process of collecting, modelling, and analyzing data to derive insights that support decision-making. In qualitative research, data analysis

will be done concurrently with other phases of project development, such as collecting data and findings reporting. For instance, while interviews are taking place, researcher may be reviewing an earlier interview, planning the final report's format, and creating memoranda that could be used as a narrative in the final report (Creswell, 2014). The data was analyzed using several steps according to the theory of Miles and Huberman (1994), namely analyzing the data with three steps: data reduction, data display, and drawing conclusions or verification.

1. Data Reduction

Data reduction is the process of selecting, focusing, simplifying, abstracting, and transforming data that appears in written-up field notes or transcriptions. Data reduction is a type of analysis that sharpens, sorts, focuses, discards, and organizes data in order to draw and verify final conclusions.

2. Data Display

A display is a well-organized, compressed collection of information that allows for conclusion drawing and action. Looking at displays helps us understand what is going on and to do something based on that understanding, such as further analysis or action.

a. Drawing Conclusion and Verification

The third step of analysis activity is conclusion drawing and verification. The qualitative analyst begins to decide what things mean from the start of data collection, noting regularities, patterns, explanations, possible configurations, causal flows, and propositions. According to miles and Huberman conclusions are also verified as the analyst proceeds. Verification can be as brief as a fleeting

second thought passing through the analyst's mind while writing, with a brief return to the field notes, or it can be as thorough and elaborate as lengthy argumentation and review among colleagues to develop "inter subjective consensus," or extensive efforts to replicate a finding in another data set.

CHAPTER IV

DATA AND ANALYSIS

A. Data

In this chapter, data was collected from linguistic landscape in the public spaces in Medan. In this study, 7 points will be analysed in Regional Regulation No. 8 of 2017, namely building names, street names, apartments or settlements, offices, business institutions, educational institutions and organizations. Each point will be taken 15 data. So, the total data taken is as much as 105 data.

B. Data Analysis

1. The Analysis of the Realization of Regional Regulation (PERDA No.8 2017)

Regional regulation (PERDA No. 8 2017) stated about concerning prioritizing Bahasa Indonesia. It is clearly stated in chapter 3 article 9, exactly in point K that for the naming of place, street, building, trademark, and so on in public space must use Bahasa Indonesia. Regional regulations are one way that local governments foster diverse languages and cultures. As the country's official language, national language, and unifying language, Bahasa Indonesia is naturally a top priority for language development. So, political assistance is required.

Unfortunately PERDA is not properly realized, this is due to the fact that foreign languages are still widely used in naming and writing in public spaces in Medan. The use of language in naming and writing in public spaces varies; some

are monolingual, bilingual, or even multilingual. The use of language also varies, including not only English but also other foreign languages, such as Arabic, Japanese, Mandarin, Hebrew, Korean, and others. This clearly contradicts the regional regulations outlined in PERDA No. 8 2017. The researcher has gathered the data as follow:

a. The Implemented Data in Accordance with Regional Regulation

Based on data discovered by researcher in this study, there is still the use of Bahasa Indonesia in accordance with regional regulations in the naming of the seven categories listed in PERDA No. 8 2017. This is demonstrated by the following data:

1. The Name of Settlements (*Perumahan/Pemukiman*) around Medan

Table 4.1 The name of settlements (Implemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Perumahan Sinar Mas	√			Bahasa Indonesia.
2.	Turi Asih No.11B	√			Bahasa Indonesia.
3.	Komplek Amaliun Indah	√			Bahasa Indonesia.
4.	Komplek Bumi Asri	√			Bahasa Indonesia.
5.	Perumahan Timor Raya	√			Bahasa Indonesia.

2. The Name of Buildings *(Gedung/Bangunan)* around Medan

Table 4.2 The name of building (Implemented Data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Gedung Haji Anif	√			Bahasa Indonesia.
2.	Aryaduta Hotel Medan	√			Bahasa Indonesia.
3.	Istana Maimoon	√			Bahasa Indonesia.
4.	Adimulia Hotel Medan	√			Bahasa Indonesia
5.	Wisma Menteng Indah	√			Bahasa Indonesia

3. The Name of Business Institution *(Lembaga Usaha)*

Table 4.3 The name of business institution (Implemented Data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Ayam Penyet Ria	√			Bahasa Indonesia
2.	Restoran Garuda	√			Bahasa Indonesia
3.	Titik Koma	√			Bahasa Indonesia

No	Name	Monolingual	Bilingual	Multilingual	Language
4.	Ayam Penyet Jakarta	√			Bahasa Indonesia
5.	Bebek Goreng Pawito	√			Bahasa Indonesia

4. The Name of Educational Institution *(Lembaga Pendidikan)*

Table 4.4 The name of Educational Institution (Implemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Perguruan Nasional Yos Sudarso	√			Bahasa Indonesia
2.	Karya Prima Kursus	√			Bahasa Indonesia
3.	Yayasan Pendidikan Keluarga YPK) Medan	√			Bahasa Indonesia
4.	LKP Bina Sukses Mandiri	√			Bahasa Indonesia
5.	IPMI Medan (Institut Pemberdayaan Masyarakat Indonesia)	√			Bahasa Indonesia

5. The Name of Organization *(Organisasi)*

Table 4.5 The name of organization (Implemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Persatuan Wartawan Indonesia Reformasi (PWI-R) Medan.	√			Bahasa Indonesia
2.	Aliansi Jurnalis Independen (AJI) Medan	√			Bahasa Indonesia
3.	Majelis Permusyawaratan Mahasiswa Universitas (MPMU)	√			Bahasa Indonesia
4.	Ikatan Jurnalis Televisi Indonesia (IJTI) Sumut	√			Bahasa Indonesia
5.	Persatuan Wartawan Indonesia (PWI) Sumut	√			Bahasa Indonesia

6. The Name of Office *(Kantor)* around Medan

Table 4.6 The name of office (Implemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	PT. Rajawali Nusindo Cabang Medan	√			Bahasa Indonesia
2.	PT. Tolan Tiga Indonesia	√			Bahasa Indonesia
3.	PT. Garda Bhakti Nusantara	√			Bahasa Indonesia
4.	PT. Bumi Daya Plaza	√			Bahasa Indonesia
5.	PT. Asuransi Ramayana Medan	√			Bahasa Indonesi

7. The Name of Street *(Jalan)* around Medan

Table 4.7 The name of street (Implemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Jl. Iskandar Muda	√			Bahasa Indonesia
2.	Jl. Gajah Mada	√			Bahasa Indonesia
3.	Jl. Putri Hijau	√			Bahasa Indonesia

4.	Jl. Gaharu	√			Bahasa Indonesia
5.	Jl. Bukit Barisan	√			Bahasa Indonesia
6.	Jl. Kejaksaan	√			Bahasa Indonesia
7.	Jl. Guru Patimpus	√			Bahasa Indonesia
8.	Jl. Tembakau Deli	√			Bahasa Indonesia

Based on all the implemented data above, out of the seven categories there is one category which implements the regional regulation (PERDA No. 8 2017) the most. It is the category of street names, this is because mostly of street names in Medan use Bahasa Indonesia.

b. The Unimplemented Data in Accordance with Regional Regulation

After analyzing the data, it was discovered that the use of foreign languages is still widely used in naming and linguistic landscapes in the seven categories listed in regional regulations. This is demonstrated by the following data:

1. The Name of Settlements (*Perumahan/Pemukiman*) around Medan

Table 4.8 The name of settlements (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Golden Palace	√			English
2.	Royal Sumatera	√			English

3.	Royale Homeland	√			English
4.	Permata Setia Budi Residence		√		Bahasa Indonesia and English
5.	Green Deli Residence	√			English
6.	River Valley	√			English
7.	Royal Mansion	√			English
8.	Mutiara Residence		√		Bahasa Indonesia and English
9.	Villa Berjaya Avenue		√		Bahasa Indonesia and English
10.	Royal Stone Villas	√			English

2. The Name of Building *(Gedung/Bangunan)* around Medan

Table 4.9 The name building (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Manhattan Times Square	√			English
2.	Podomoro City Deli		√		Bahasa Indonesia and

No.	Name				Language
	Medan				English
3.	Grand City Hall	√			English
4.	Emerald Garden International Hotel	√			English
5.	Naava Green Plus		√		Hebrew and English
6.	Cambridge Hotel	√			English
7.	Four Point by Sheraton Medan	√			English
8.	Wing Hotel	√			English
9.	Cohub Coworking Space	√			English
10.	Grand Jati Junction	√			English

3. The Name of Business Institution *(Lembaga Usaha)* around Medan

Table 4.10 The Name of Business Institution (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Savage Garden	√			English
2.	Fourstorie Coffee	√			English
3.	Texas Chicken	√			English
4.	Clover Bake shop	√			English
5.	Sports Station	√			English
6.	Asia Best Baby Shop	√			English
7.	Steak On You	√			English
8.	Waroeng Steak and Shake		√		Bahasa Indonesia and English
9.	WOODE NSPACE. CO	√			English
10.	One Coffee	√			English

4. The Name of Educational Institution *(Lembaga Pendidikan)*

Table 4.11 The Name of Educational Institution (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	FORWARD	√			English
2.	Mandiri Education Center		√		Bahasa Indonesia and English
3.	Smart Jaya Agung		√		Bahasa Indonesia and English
4.	Scholar Tuition Centre	√			English
5.	Grand Education Centre	√			English
6.	Yanks & Britz English Institute	√			English
7.	The British Institute (TBI)	√			English
8.	IB Schools	√			English
9.	OXFORD English Institute	√			English

No	Name	Monolingual	Bilingual	Multilingual	Language
10.	Lembaga Kursus SMART English		√		Bahasa Indonesia and English

5. The Name of Organzation *(Organisasi)*

Table 4.12 The Name of Organzation (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	UDS (UMSU Debaters Society)	√			English
2.	LCV (Language Center Volunteer)	√			English
3.	YRFK (Youth Rangers For Kindesss)	√			English
4.	LMDF (Lembaga Medan Debaters Forum)	√			English
5.	Treehome North Sumatera	√			English
6.	BETTER	√			English

No	Name	Monolingual	Bilingual	Multilingual	Language
	(Organization in Ayo Dance Audition game)				
7.	French Corner (Warung Perancis)	√			English
8.	Medan Quad copter	√			English
9.	SEC USU (Student Entrepreneurship Center USU)	√			English
10.	Doodle Art Medan	√			English

6. The Name of Office *(Kantor)* around Medan

Table 4.13 The Name of Office (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	PT. Financia Multi Finance, Kreditplus		√		Bahasa Indonesia and English
2.	Forum Nine Office	√			English

	Building and F&B Gallery Medan				
3.	Creative Centre	√			English
4.	Bussan Auto Finance Medan 3		√		Japan and English
5.	Kantor Grab Indonesia		√		Bahasa Indonesia and English
6.	PT. Best Profit Future	√			English
7.	PT. Balai Lelang Star		√		Bahasa Indonesia and English
8.	PT. Coway International Indonesia	√			English
9.	PT. Toba Pulp Lestari		√		Bahasa Indonesia and English
10.	Jasa Advertisin		√		Bahasa Indonesia and English

g Medan Creo House				

7. The Name of Street *(Jalan)* around Medan

Table 4.14 The Name of Street (Unimplemented data)

No	Name	Monolingual	Bilingual	Multilingual	Language
1.	Jl. Ring Road	√			English
2.	Jl. Tjong Yong Hian	√			Chinese
3.	Jl. Ismailiyah	√			Arabic
4.	Jl. Gwangju	√			Korean language
5.	Jl. Young Panah Hijau		√		Bahasa Indonesia and English
6.	Jl. Cemara Asri Boulevard Raya		√		Bahasa Indonesia and English
7.	Jl. Citraland Bagya City			√	Bahasa Indonesia, English and Javanese

2. The Analysis of Language Proportion in Linguistic Landscape of Medan

Through proportional analysis, this study reveals the number and comparison

of the use of language in naming and writing in the linguistic landscapes of seven categories listed in regional regulations. According to the data described above, naming and writing in the linguistic landscape in public places are still widely used in foreign languages. Language use is also quite varied, including monolingual, bilingual, and multilingual with multiple languages. Not only English, but also Japanese, Mandarin, Korean, Hebrew, Arabic, and others.

From the data that has been collected as many as 105 data, it can be presented as follows:

Table 4.15 Language Proportion

TOTAL	GROUPS	LANGUAGE	NUMBER	PERCENTAGE
105	Monolingual (87) 82.86%	English	46	43.81%
		Bahasa Indonesia	38	36.19%
		Chinese	1	0.95%
		Korean language	1	0.95%
		Arabic	1	0.95%
	Bilingual (17) 16.19%	English and Bahasa Indonesia	15	14.29%
		English and Hebrew Language	1	0.95%
		English and Japanese	1	0.95%
	Multilingual (1) 0.95%	English, Bahasa Indonesia and Javanese	1	0.95%
Total			105	100%

a. Monolingual

Monolingualism is the ability to know or use only one language. The data that is categorized as monolingual is as much as 87 data, then the percentage is $\frac{87}{105} \times 100\% = $ **82.86%.** The data are consist of five languages, namely English, Bahasa Indonesia, Korean Language, Chinese and Arabic.

Picture 4.1 Forward

Source : images.app.goo.gl

In the picture 1, it is "Forward" one of data which categorized in educational institution. It is educational institutions which focus on English courses. It is categorized as monolingual because it only use one language, namely English.

Picture 4.2 *Ayam Penyet Jakarta*

Source : images.app.goo.gl

In the picture 2, it is "*Ayam Penyet Jakarta*" one of data which categorized in business institution. It is categorized as monolingual because it only use one language, namely Bahasa Indonesia.

Picture 4.3 Jl. Tjong Yong Hian
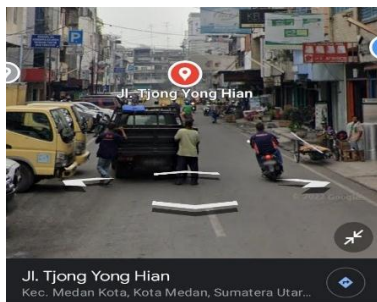
Source: Screenshot from google maps

In the picture 3, it is "Jl. Tjong Yong Hian" one of data which categorized in name of street. It categorized as monolingual because it only use one language, namely in Chinese. Mentioned in Chinese, Tjong Yong Hian is the name of a captain who came from China and made significant contributions to the development of society in Medan during the Dutch colonial period in the early 1900s.

b. Bilingual

Bilingualism is the ability to know or use two languages. The data that is categorized as Bilingual is as much as 17 data, then the percentage is $\frac{17}{105} \times 100\%$ = **22.86%.** The data are consist of Bahasa Indonesia-English, Japanese-English and Hebrew-English.

Picture 4.4 Naava Green Plus

Source: sumutpos.jawapos.com

In the picture 4, it is "Naava Green Plus" one of data which categorized in

name of building. This is a building that houses a beauty clinic. It is categorized as bilingual because it use two languages, namely Hebrew and Englih. Naava in Hebrew has mean as "the beauty". It is consist of three words which English is predominately used, "green plus" in English and "naava" in Hebrew.

Picture 4.5 Mandiri education centre

Source: personal picture

Picture 5 shows that it is one of data which categorized in educational institution, it is "Mandiri Education Centre" which focus on English course. It is categorized as bilingual because it use two languages, namely Bahasa Indonesia and English. It is consist of three words which English is predominately used, "education centre" in English and "mandiri" in Bahasa Indonesia.

Picture 4.6 Bussan Auto Finance

Source: personal picture

Picture 6 shows that it is one of data which categorized in office, it is "Bussan Auto Finance", it is office which provides multi-product financing services, agricultural machinery, automobiles, and Sharia Funds. It is categorized as bilingual because it use two languages, namely Japanese and English. Bussan in Japanese has mean as "Product".

c. Multilingual

Multilingualism is the ability to know or use more than two languages. The data that is categorized as multilingual is as much as 1 data, then the percentage is $\frac{1}{105} \times 100\% =$ **0.95%.** The data using English, Indonesian and Javanese.

Picture 4.7 Jl. Citraland Bagya City
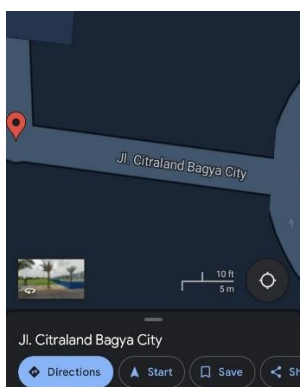
Source: screenshot from google maps

In the picture 7, it is one of data which categorized in name of street. It is "Jl. Citraland Bagya City", it is categorized as multilingual because it use three languages. They are English, Bahasa Indonesia and Javanese.

3. Analysis of Challenges and Opportunities in Implementing PERDA No.8 2017

In this analysis, the researcher conducted interview at the North Sumatra Language Center (*Balai Bahasa Sumatera Utara*). The interview was conducted with Mr. Yolferi, S.S, M.Hum as a teacher and activist for BIPA (*Bahasa Indonesia bagi Penutur Asing*) North Sumatra. There will definitely be challenges when implementing PERDA No. 8 2017, because to the numerous uses of foreign languages in naming and writing in public spaces. The results of researcher interviews will be used to examine the challenges and opportunities in implementing PERDA No. 8 2017.

a. The Challenges in Implementing PERDA No.8 2017

According to the findings of the interview, there are two primary challenges in implementing this regional legislation, which are as follows:

1) Bahasa Indonesia may not be considered to have a high selling value, generally in trademark names or places of business. People in North Sumatra prefer to use foreign expressions or languages, because they may be considered more prestigious, more expensive and more top-notch.

2) Indonesians don't really respect their own language. This statement was not only based on Mr. Yolferi's personal opinion, this was also expressed

by one of the speakers at the seminar he attended. The speaker is a speaker who comes from Australia and is an observer of the Indonesian language. He claimed that it was the Indonesian people themselves who lowered the value of Bahasa Indonesia, because Indonesians are more delighted and proud to greet visitors or foreigners in English. Foreigners should learn Bahasa Indonesia in order to survive while visiting Indonesia.

b. The Opportunities in Implementing PERDA No.8 2017

There are challenges to implementing PERDA No. 8 2017, however this does not preclude the opportunity of making this regional regulation even better in the future.

This is accomplished through the language center *(Balai Bahasa)*, which has activities throughout the year and has a budget to undertake socializing, monitoring, and even competitions. The competition is called *"Wajah Bahasa"* and it is open to three institutions: government agencies or offices, schools, and commercial legal businesses. Every year, the Language Centre *(Balai Bahasa)* does this, and it is done through the stages of socialization, collecting data, mentorship, evaluation, and appreciation.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analysing the data, it was concluded that:

1. This study was investigated about language policy in the linguistic landscape in Medan which refer to PERDA No.8 2017 which stated about concerning prioritizing Bahasa Indonesia. In this research, PERDA No.8 is not fully realized because foreign languages are still widely used in naming and writing in public spaces in Medan. The use of language in naming and writing in public spaces varies; some are monolingual, bilingual, or even multilingual. Language usage varies as well, including not only English but also other foreign languages such as Arabic, Japanese, Mandarin, Hebrew, Korean, and others. This clearly contradicts the regional laws specified in PERDA No. 8 2017.

2. This study reveals the proportion of language in the number and comparison of the use of language in naming and writing in the linguistic range of the seven categories listed in regional regulations. There were 105 data that have been collected and can be concluded as follows:

   a. There were 87 monolingual data with a proportion of 82.86%. The data consists of five languages, namely English with 46 data (43.81%), Indonesian with 38 data (36.19%), Chinese with 1 data (0.95%), Korean with 1 data (0.95%) and Arabic as much as 1 data (0.95%).

b. There were 17 bilingual data with a proportion of 16.19%. The data is divided into three: English and Bahasa Indonesia 15 data (14.29%), English and Hebrew Language 1 data (0.95%), English and Japanese 1 data (0.95%).

c. There were 1 multilingual data with a proportion of 0.95%. The data consists of English-Bahasa Indonesia-Javanese with 1 data (0.95%).

3. This study investigated the challenges and opportunities in implementing language policy based on PERDA No.8 2017 in Medan through an interview at Language Center *(Balai Bahasa Sumatera Utara)* with Mr. Yolferi, S.S, M.Hum, with the following interview results:

a. The challenges in implementing language policy which refer to PERDA No.8 2017 are because the Indonesian language may not be considered to have a high selling value, generally in trademark names or places of business. People in North Sumatra prefer to use foreign expressions or languages, because they may be considered more prestigious, more expensive and more top-notch. The other challenge is Indonesians don't really respect their own language, this is illustrated by occasions where Indonesians choose to greet foreigners or tourists in English rather than in Bahasa Indonesia, despite the fact that Indonesians should be proud of their own language.

b. The opportunities for implementing PERDA No.8 2017 are undeniably there, because the language center (Balai Bahasa Sumatera Utara) organizes programs every year and has a budget for socialization,

monitoring, and even competitions. As the proponent of PERDA No. 8 2017 and as a government agency continues to promote the use of this regional regulation by holding counselling, and *Wajah Bahasa* contests, institutions that use good and correct language are rewarded. The competition "Wajah Bahasa" is open to three types of institutions: government organizations or offices, schools, and commercial legal companies. We do this every year, and at various phases of socialization, collecting data, mentorship, evaluation and appreciation

B. Suggestion

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

1. For the students, should be study more about the language policy and the linguistic landscape to get deep understanding about that theory. More respect should be shown to readers/societies, as well as a greater understanding of the language policy which refer to PERDA No.8 2017. Do not let this happen again because, due to the lack of public awareness of local regulations, Indonesia has been subdued by English and Indonesians have lost their pride in using Bahasa Indonesia.

2. For the next researcher should do an analysis of the language policy using various indicators and fields. For example, it can compare data from several sources and determine the differences and similarities.

REFERENCES

Abdelhay, A., Makoni, S., & Severo, C. (2020). *Language Planning and Policy: Ideologies, Ethnicities, and Semiotic Spaces of Power.* Cambridge: Cambridge Scholars Publishing.

Bayyurt, Y. (2013). Current Perspectives on Sociolinguistics and English Language Education. *The Journal of Language Teaching and Learning*, 69-78.

Creswell, J. W. (2014). *Research design : qualitative, quantitative, and mixed methods approaches.* United States: SAGE Publication, Inc.

Creswell, J. W. (2015). *Educational Research : Planning, Conducting, and Evaluating Quantitative and Qualitative Reasearch* (5th edition ed.). Lincoln: University of Nebraska.

D, G. .., & J, C. (2008). Knowledge about Language and Linguistic Landscape. *Encyclopedia of Language and Education 2nd Edition*, 343-355. doi:DOI:10.1007/978-0-387-30424-3_160

Diana, P. N., Wildaniyah, T., Oktavia, T. T., & Ekawati, R. (2022). Linguistic Landscape of Sumenep Tourism Destination. *Jurnal Ilmu Bahasa dan Sastra, 16*, 70-81. doi:DOI : 10.21107/prosodi.v16i1.13379

Ditje, & G, P. (1994). *From Language Policy to Language Planning: An Overview of Languages Other Than English in Australian Education.* Canberra: National Languages and Literacy Institute of Australia Ltd.

DPR. (1945). *DEWAN PERWAKILAN RAKYAT REPUBLIK INDONESIA.* Retrieved from Undang-undang Dasar Negara Republik Indonesia Tahun 1945: https://www.dpr.go.id/jdih/uu1945

Fishman, J. A. (1971). *The Impact of Nationalism on Language Planning.*

Gaho, R., Kardana, I. N., & sari, R. P. (2022). Linguistic Landscape (LL): A Theoretical. *The 1st International Student Conference on Linguistics: Trends and Future Perspectives in Linguistics Study*, 215–221. doi:DOI 10.18502/kss.v7i10.11290

Johnson, D. C. (2013). Language Policy. United Kingdom: PALGRAVE MACMILLAN.

Johnson, D. C. (2013). *Language Policy.* USA: Washington States University.

Kemdikbud. (2021, Oktober 29). *Perkuat Persatuan Bangsa dengan Bahasa*. Retrieved from Pengelola Web Kementrian Pendidikan dan Kebudayaan: https://www.kemdikbud.go.id/main/blog/2021/10/perkuat-persatuan-bangsa- dengan-bahasa-indonesia

Kroon, S. (2021). Language policy in public space: a historical perspective on Asmara's linguistic landscape. *Journal of Eastern African Studies, 15:2*, 274-296. doi:DOI:10.1080/17531055.2021.1904703

Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology, 16*, 23-49. doi:https://doi.org/10.1177/0261927X970161002

Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology, 16*(1). doi:DOI: 10.1177/0261927X970161002

MCCARTY, T. L., Collins, J., & Hopson, R. K. (2011). Dell Hymes and the New Language Policy Studies: Update from an Underdeveloped Country. *Anthropology & Education Quarterly, 42*(4), 335–363. doi:DOI:10.1111/j.1548-1492.2011.01143.x.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis* (2nd Edition ed.). United States: SAGE Publication.

Mu'in, F. (2019). *A Language Study in Sociocultural Perspectives.* Banjarmasin: Universitas Lambung Mangkurat.

Pemuda, S. (2022, Oktober 27). *Merdeka.com.* Retrieved from Isi Teks Sumpah Pemuda 28 Oktober 1928 Lengkap dengan Sejarahnya, Perlu Diketahui: https://www.merdeka.com/trending/isi-teks-sumpah-pemuda-28-oktober-1928-lengkap-dengan-sejarahnya-perlu-diketahui-kln.html

PERDA. (2017). *Peraturan Daerah (PERDA) Provinsi Sumatera Utara Nomor 8 Tahun 2017.* Retrieved from JDIH BPK RI DATABASE PERATURAN: https://peraturan.bpk.go.id/Home/Details/72137/perda-prov-sumatera-utara-no-8-tahun-2017#:~:text=PERDA%20Prov.,SASTRA%20DAERAH%20%5BJDIH%20BPK%20RI%5D

Phan, N., & Starks, D. (2019). Language in public space and language policies in Hanoi Old Quarter, Vietnam: a dynamic understanding of the Interaction. 111-138. Retrieved from https://doi.org/10.1007/s10993-019-09526-z

Setyabudi, T. (2017). Language Policy in Indonesia. *The 3rd International Conference on Science, Technology, and Humanity* , 157-168.

Shohamy, E., & Gorter, D. (2009). Linguistic landscape: expanding the scenery.

Spolsky, B. (2004). *Language Policy.* Cambridge University Press.

Spolsky, B. (2007). Towards a Theory of Language Policy. *Working Papers in Educational Linguistics (WPEL)* , 1-14.

Spolsky, B. (2009). *Language Management.* United States: Cambridge University Press.

Spolsky, B. (2009). *Language Management.* United States: Cambridge University Press.

Spolsky, B. (2019). *Language Manangement.* Cambridge: Cambridge University Press.

Sugiyono, D. (2022, January 22). *Menyelamatkan Aset Kebahasaan Indonesia.* Retrieved from Badan Pengembangan dan Pembinaan Bahasa Kemendikbud, Riset dan Teknologi:

https://badanbahasa.kemdikbud.go.id/artikel-detail/846/menyelamatkan-aset-kebahasaan-indonesia

Tollefson, J. W. (1991). *Planning Language, Planning Inequality: Language Policy in the Community. .* United States: Longman Publishing Group.

Trudgill, P. (2010). *SOCIOLINGUISTICS: AN INTRODUCTION TO LANGUAGE AND SOCIETY.* United States: Published By the Penguin Group.

Wardhaugh, R. (2006). *An Introduction to Sociolinguistics* (5th Edition ed.). Blackwell Publishing Ltd.

Zeng, W., & Luo, J. (2019). The Influence of Linguistic Landscape on the Image of Shenzhen. *Open Journal of Social Sciences, 7*, 112-125. doi:DOI: 10.4236/jss.2019.73008

APPENDICES

Appendix 1

Documentation

- The Name of Settlements
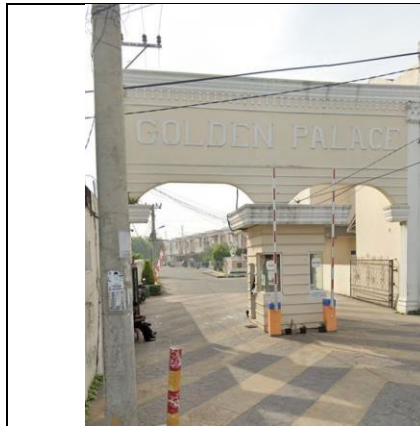
Golden Palace

Royal Sumatera

Royale Homeland

Permata Setia Budi Residence

Green Deli Residence

River Valley

Royal Mansion

Mutiara Residence

Villa Berjaya Avenue

Royal Stone Villas

Perumahan Sinar Mas

Griya Turi Asih

Komplek Amaliun Indah

Komplek Bumi Asri

Perumahan Timor Raya

- The Name of Building

Manhattan Times Square

Podomoro City Deli Medan

Grand City Hall

Emerald Garden International Hotel
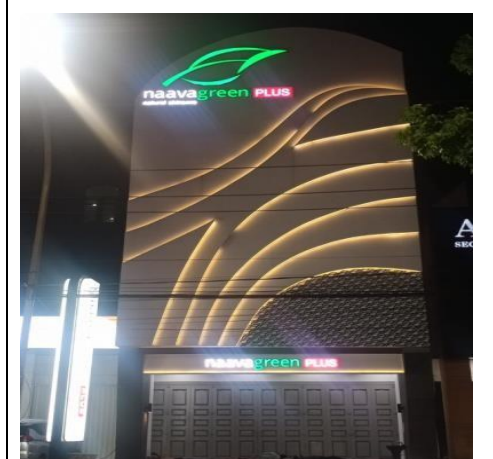
Naava Green Plus

Cambridge Hotel

Four Point by Sheraton Medan

Wing Hotel

Cohub Coworking Space

Grand Jati Junction

Gedung Haji Anif

Aryaduta Hotel Medan

Istana Maimoon

Adimulia Hotel Medan

Wisma Menteng Indah

- The Name of Business Institution

Savage Garden

Fourstorie Coffee

Texas Chicken	Clover Bake Shop
Sport Station	Asia Best Baby Shop
Steak On You	Waroeng Steak and Shake
Wooden Space	One Coffee

Ayam Penyet Jakarta	Ayam Penyet Ria
Bebek Goreng Pawito	Restoran Garuda
Titik Koma	

- The Name of Educational Institution

Forward	Mandiri Education Center
Smart Jaya Agung	Scholar Tuition Centre
Yanks & Britz English Institute	Grand Education Centre
The British Institute (TBI)	IB Schools
OXFORD English Institute	Lembaga Kursus SMART English
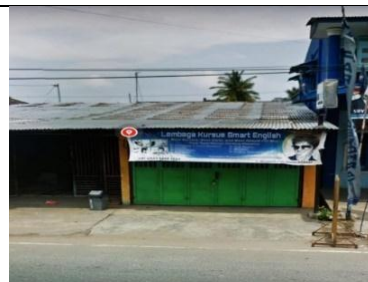
LKP Bina Sukses Mandiri

Institut Pemberdayaan Masyarakat
Indonesia (IPMI)

Perguruan Nasional Yos Sudarso

Karya Prima Kurrsus

Yayasan Pendidikasn Keluarga (YPK) Medan

- The Name of Office

PT. Financia Multi Finance Kreditplus

Forum Nine Office Building and F&B GalleryMedan

Creative Centre

Bussan Auto Finance Medan

Kantor Grab Indonesia

PT. Best Profit Future

PT. Balai Lelang Star	PT. Coway International Indonesia
PT. Toba Pulp Lestari	Jasa Advertising Medan Creo House
PT. Asuransi Ramayana Medan	PT. Tolan Tiga Indonesia

PT. Rajawali Nusindo Cabang Medan

PT. Bumi Daya Plaza

PT. Garda Bhakti Nusantara

- The Name of Street
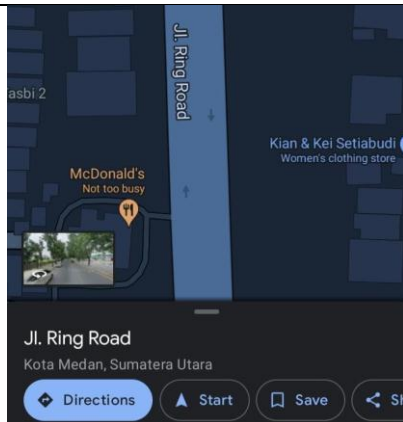
Jl. Ring Road
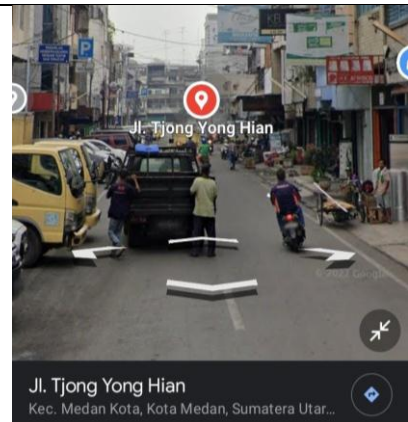
Jl. Tjong Yong Hian
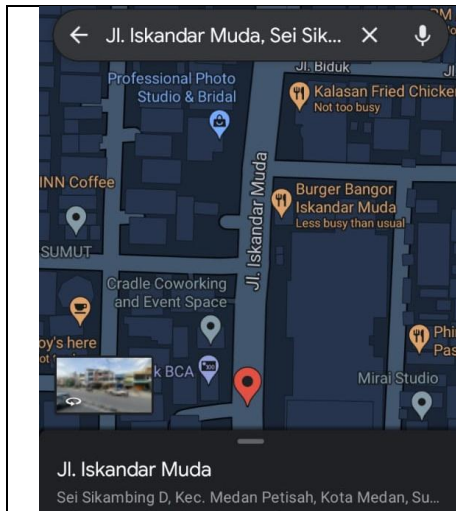
Jl. Iskandar Muda
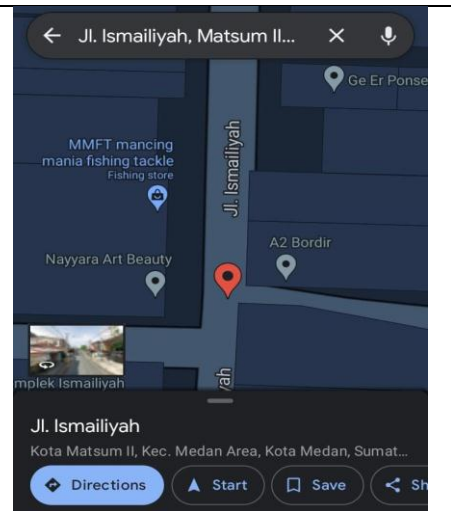
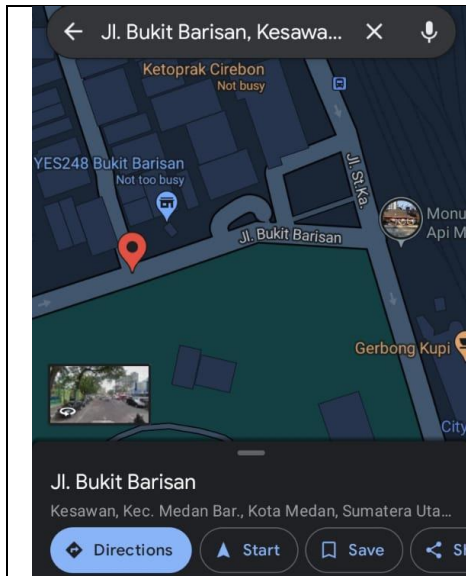Jl. Ismailiyah
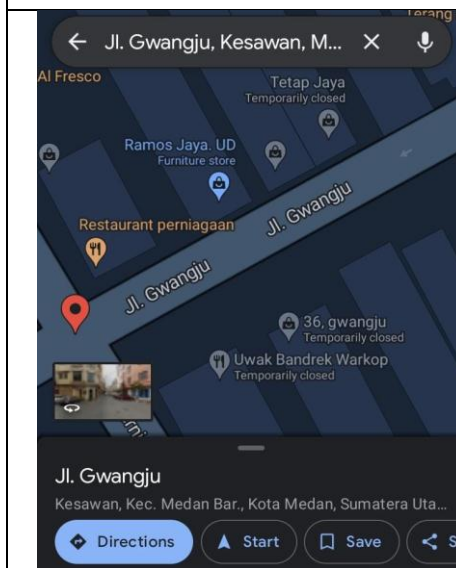
Jl. Gwangju
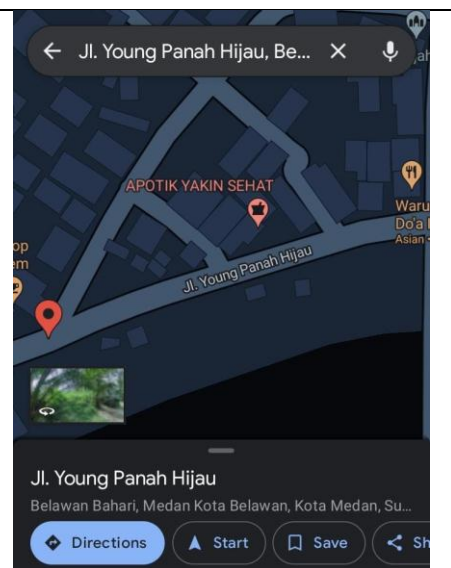
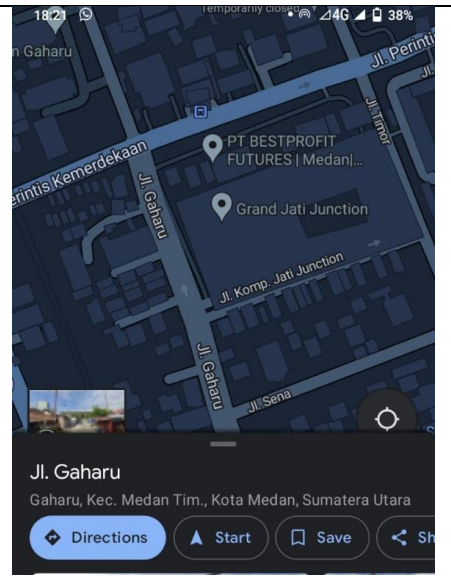Jl. Young Panah Hijau
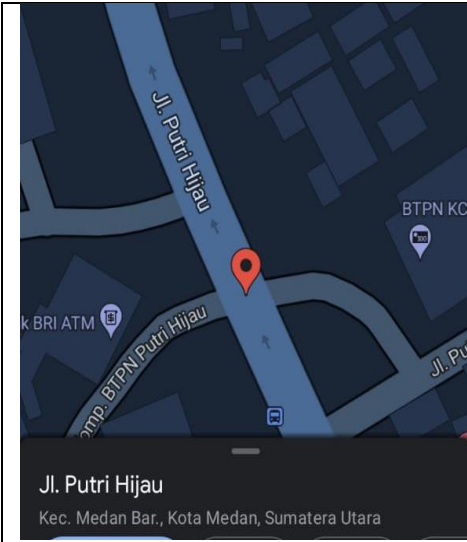
Jl. Putri Hijau
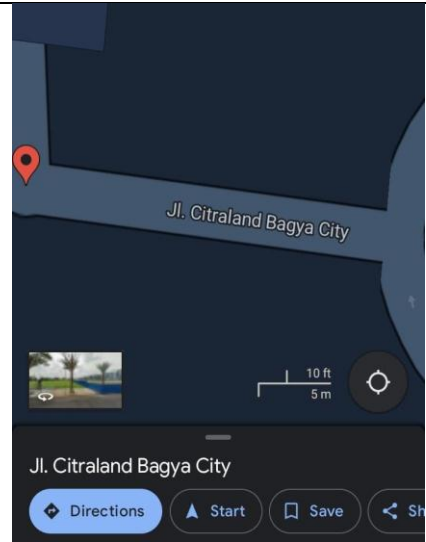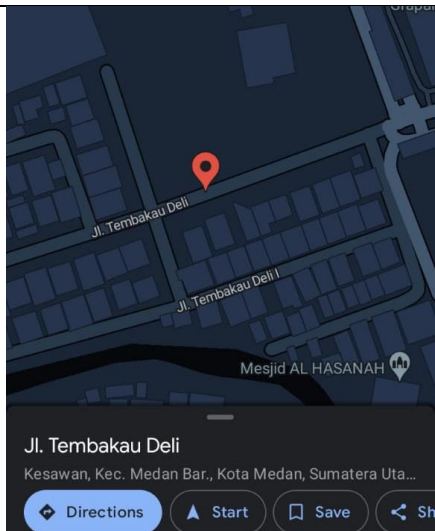

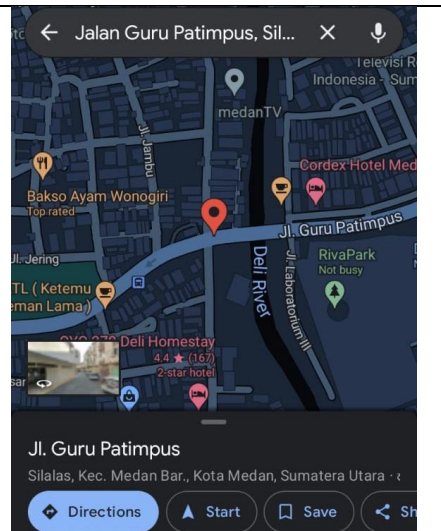Jl. Citraland Bagya City
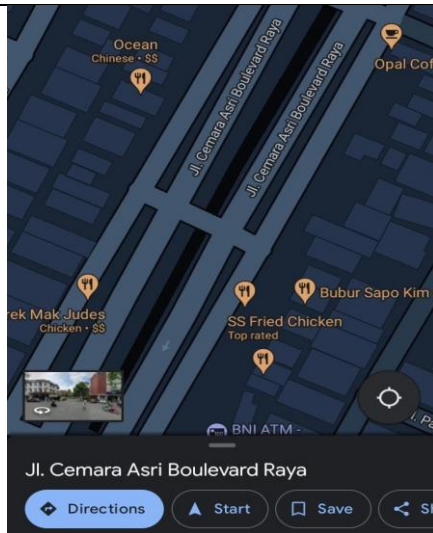
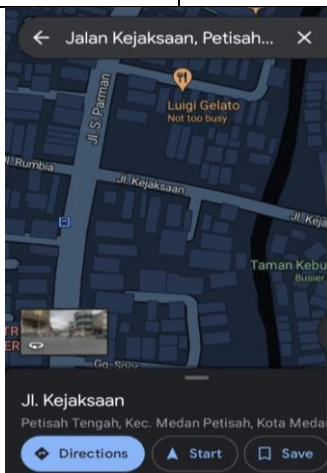Jl. Cemara Asri Boulevard Raya
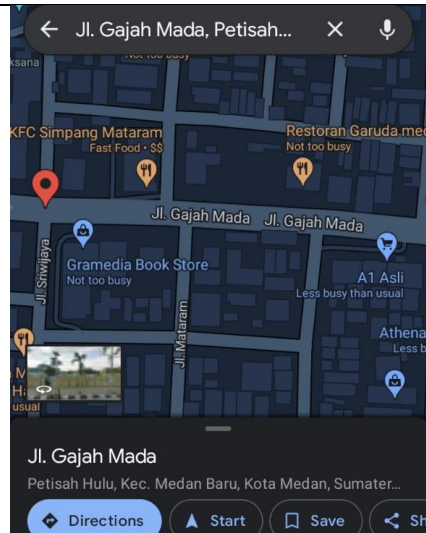
Jl. Gajah Mada

JL. Bukit Barisan

Jl. Gaharu

Jl. Tembakau Deli

Jl. Guru Patimpus

Jl. Kejaksaan

Appendix 2

INTERVIEW TRANSCRIPT

a. Question 1

Interviewer : Related to my research that leads to language policy, what do you think about the government's Indonesian language policy?

Interviewee : As someone who works for the government in the field of languages, I completely agree and am relieved that we already have a regional regulation that governs the policy on the use of language, particularly Bahasa Indonesia and regional languages.

b. Question 2

Interviewer : My research relates to Regional Regulation No. 8 of 2017, what do you think about Regional Regulation No. 8 of 2017 which governs the use of Bahasa Indonesia in public spaces?

Interviewee : Almost exactly the same as before because I work here, and almost all of our work is related to Regional Regulation Number 8 of 2017. Yes, I am relieved that there is a regulation and that we can perform our duties on a legal basis.

c. Question 3

Interviewer : As we all know, regional regulation number 7 2018 states that foreign languages are not permitted in public spaces and that Indonesian must be used instead. So, in your opinion, what are the challenges in implementing Regional Regulation Number 8 2017?

Interviewee : That is not entirely correct, we may use a foreign language in

that public space. It is not explicitly banned, but there are conditions under which foreign languages may be used, and if forced to use it, there are rules and writing techniques to follow.

For example, if we want to write names in a public space in a foreign language, Indonesian must also be present. There are also rules governing the proportion of letter size. For example, Indonesian is written larger, while foreign languages are written smaller. If there are people who do not understand Bahasa Indonesia, they will be able to understand the information in the public spaces. So it doesn't mean we can't use a foreign language; it's permissible, but prioritize Bahasa Indonesia.

I'm just correcting this, so regarding what questions are the challenges in implementing PERDA No. 8 2017. Our challenge at Balai Bahasa is to socialize the priority of Bahasa Indonesia in the public space, the key word is to prioritize the use of Bahasa Indonesia, not Bahasa Indonesia must be the only language used in public spaces. The challenge is because the Bahasa Indonesia may not be considered to have a high selling value, generally in trademark names or places of business. People in North Sumatra prefer to use foreign expressions or languages, because they may be considered more prestigious, more expensive and more top-notch. Even though the purpose of the information is to be read by many people, it is not certain that all Indonesians understand what the announcement is written in a foreign language.

That was the first challenge, Indonesians themselves don't really respect their language. I convey this not because of personal opinion, because I have attended a seminar where the speaker was from Australia who is an observer of the Bahasa

Indonesia. He said, "Why are foreigners lazy to learn Bahasa Indonesia in Indonesia, because foreigners who come to Indonesia should learn Bahasa Indonesia so they can survive in Indonesia. But on average foreigners don't want to learn Indonesian, the reason is because they feel comfortable speaking English because local residents greet foreigners in English. So foreign tourists don't feel the need to learn Indonesian, and that Indonesian citizens themselves lower the value of Indonesian."

For example, if in Europe it's like in France, whoever comes there even though the French speak a language similar to English, there's no way they don't even know English. But they will generally answer using French. Well, we don't have that awareness yet. So our challenge at the Balai Bahasa is to build awareness among the Indonesian people, especially North Sumatra, about the importance of our country's language, namely Bahasa Indonesia.

d. Question 4

Interviewer   :   In your opinion, what factors caused the community and other agencies to ignore Regional Regulation No. 8 2017 so that you prefer to use foreign languages especially for business people?

Interviewee   :   In my opinion, foreign languages, especially English, have a high selling value for improving the quality of a product/business entity by using a foreign language their product/business entity will improve its quality. For example: between a barber shop and a barber shop, people who cut their hair in a barber shop will feel that their prestige will increase. While the trimmer at the barber is the other way around.

This phenomenon will be followed by economic value, the cost of cutting at a barbershop will be twice as expensive as at a barbershop. Therefore, extra effort is needed to popularize regional regulation No. 8 2017 here. The campus is expected to be able to assist the North Sumatra language center in socializing this regional regulation.

e. Question 5

Interviewer : Ok sir, how does the language center (Balai Bahasa) look at this matter? What should the government do?

Interviewee : As the proponent of PERDA No. 8 2017 and as a government agency continues to promote the use of this regional regulation by holding counseling, and *Wajah Bahasa* contests, institutions that use good and correct language are rewarded.

f. Question 6

Interviewer : Given the widespread usage of foreign languages, such as English and other languages, in naming and writing in public locations. In your opinion, is there still an opportunity for PERDA No. 8 2017 to be implemented successfully in public spaces in the future?

Interviewee : Opportunities definitely exist, we at the language center (*Balai Bahasa*) do activities every year and there is a budget to conduct socialization, monitoring and even have competitions. The competition is *"Wajah Bahasa"* Competition for 3 institutions, namely government agencies or offices, schools and private legal entities. Every year we always do that, and through the stages of socialization, data collection, mentoring, evaluation and appreciation.

Appendix 3 Permohonan Persetujuan Judul Skripsi

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

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : **Ajeng Rahayu**

NPM : 1802050034

Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
A Mapping of Language Policy in Medan: Chalangges and Opportunities Analysis	*Acc*

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, Mei 2022
Hormat Pemohon,

Ajeng Rahayu

Appendix 4 Form K-1

UMSU
Unggul | Cerdas | Terpercaya

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 di bawah ini:

Nama Mahasiswa : **Ajeng Rahayu**
NPM : 1802050034
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 135 SKS   IPK= 3.68

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
4/06/2022	A Mapping of Language Policy in Medan: Chalangges and Opportunities Analysis	
	Politeness Strategies of University Students in Texting to Lecturers by WhatsApp	
	Politeness Strategies on Teacher-Students Communication Over Online Interaction During Covid-19 Pandemic	

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

Medan, 31 Mei 2022
Hormat Pemohon,

Ajeng Rahayu

Keterangan:
Dibuat rangkap 3 : - Untuk Dekan/Fakultas
                 - Untuk Ketua/Sekretaris Program Studi
                 - Untuk Mahasiswa yang bersangkutan

Appendix 5 Form K-2

Form K-2

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

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa   : **Ajeng Rahayu**
NPM   : 1802050034
Prog. Studi   : Pendidikan Bahasa Inggris

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

A Mapping of Language Policy in Medan: Chalangges and Opportunities Analysis

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, 31 Mei 2022
Hormat Pemohon,

Ajeng Rahayu

Keterangan
Dibuat rangkap 3 :   -   Untuk Dekan / Fakultas
                    -   Untuk Ketua / Sekretaris Prog. Studi
                    -   Untuk Mahasiswa yang Bersangkutan

Appendix 6 Form K-3

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jl. Mukthar Basri BA No. 3 Telp 6622400   Medan 20217   **Form K3**

Nomor   : 1099 /II.3.AU/UMSU-02/F/2022
Lamp   : ---
H a l   : Pengesahan Proyek Proposal
              Dan Dosen Pembimbing

Assalamu'alaikum Warahmatuullahi 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 Mahasiswa   : Ajeng Rahayu
NPM   : 1802050034
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : A Mapping of Language Policy in Medan : Chalengges and Opportunities Analysis

Dosen 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 Perpanjangan tanggal : 3 Juni 2023

Wa'alaikumsalam Warahmatullahi Wabarakatuh.

Medan, 03 Dzulqaidah 1443 H
03   Juni   2022 M

Dekan

Dra. Hj. Syamsuyurnita, M.Pd
NIDN 0004066701

Dibuat rangkap 4 (empat)
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan
   WAJIB MENGKUTI SEMINAR

QS STARS
★ ★ ★ ★

Appendix 7 Berita Acara Bimbingan Proposal

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

Unggul | Cerdas | Terpercaya

بسم الله الرحمن الرحيم

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi	: Universitas Muhammadiyah Sumatera Utara
Fakultas	: Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi	: Pendidikan Bahasa Inggris
Nama Lengkap	: Ajeng Rahayu
N.P.M	: 1802050034
Program Studi	: Pendidikan Bahasa Inggris
Judul Proposal	: A Mapping of Language Policy in Medan: Challenges and Opportunities

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
12-08-2022	Chapter I	
	Background	
	Research Problem	
	Chapter II	
	Theoritical Framework	
19-08-2022	Chapter III	
	Research Design.	
	Scope and limitation	
	References	
26-08-2022	Chapter I	
	chapter II	
02-09-2022	Acc	

Medan, 2 Agustus 2022

Diketahui oleh:
Ketua Prodi

Dosen Pembimbing

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

(Mandra Saragaih, S.Pd, M.Hum)

Appendix 8 Berita Acara Seminar Proposal

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30
Website http://www.fkip.umsu.ac.id E-mail fkip@umsu.ac.id

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Kamis Tanggal 08 Bulan September Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap   : Ajeng Rahayu
N.P.M   : 1802050034
Program Studi   : Pendidikan Bahasa Inggris
Judul Proposal   : A Mapping of Language Policy in Medan: Challenges and Opportunities Analysis

No	Masukan dan Saran
Judul	✓
Bab I	Background of the study
Bab II	Tambahkan concept
Bab III	source of data
Lainnya	—
Kesimpulan	[ ] Disetujui [ ] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembimbing

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

Dosen Pembahas

(Dr. T. Winona Emelia, M.Hum)

Panitia Pelaksana

Ketua

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

Sekretaris

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

Appendix 9 Lembar Pengesahan Hasil Seminar Proposal

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

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini.

Nama Lengkap : Ajeng Rahayu
N.P.M : 1802050034
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Mapping of Language Policy in the Linguistic Landscape
of Medan: Challenges and Opportunities Analysis

Pada hari Kamis tanggal 08 bulan September tahun 2022 sudah layak menjadi proposal skripsi.

Medan,   November 2022

Disetujui oleh:

Dosen Pembimbing   Dosen Pembahas

Mandra Saragih, S.Pd., M.Hum   **Dr. Tengku Winona Emelia, M.Hum**

Diketahui oleh:
Ketua Program Studi,

Pirman Ginting, S.Pd., M.Hum

Appendix 10 Surat Permohonan Perubahan Judul Proposal

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

Perihal : **PERMOHONAN PERUBAHAN JUDUL PROPOSAL**

Assalamu'alaikum Wr.Wb
Dengan hormat, yang bertanda tangan di bawah ini :

Nama Mahasiswa   : Ajeng Rahayu
N P M   : 1802050034
Program Studi   : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan perubahan judul proposal sebagaimana tercantum di bawah ini :

A Mapping of Language Policy in Medan: Challenges and Opportunities Analysis

Menjadi :

A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis

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

Medan, 11 November 2022
Hormat Saya,

Dosen Pembimbing   Pemohon

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

Ketua Program Studi   Dosen Pembahas

Pirman Ginting. S.Pd., M.Hum   Dr. Tengku Winona Emelia, M.Hum

Appendix 11 Surat Izin Riset

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
PROGRAM PENDIDIKAN PROFESI GURU (PPG)
Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website: http //ppg.umsu.ac.id

Nomor	: 1535 /II.3/UMSU-02/F/2023	Medan, 16 Ramadhan	1444 H
Lamp	: ---	6 April	2023 M

H a l : **Izin Riset**

Kepada : Yth. Bapak/Ibu Kepala
Balai Bahasa Sumatera Utara
Di
Tempat.

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

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

Nama : **Ajeng Rahayu**
N P M : **1802050034**
Program Studi : **Pendidikan Inggris**
Judul Penelitian : **A Mapping of Language Policy in The Linguistic Landscape of Medan : Challenges and Opportunities Analysis.**

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

Wassalam

Dra. Hj. Syamsuyurnita, MPd,
NIDN : 0004066701

**Pertinggal

Appendix 12 Surat Penerimaan Riset

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
BALAI BAHASA
PROVINSI SUMATERA UTARA
Jalan Kolam (Ujung) Nomor 7, Medan Estate, Medan
Telepon (061)7332076, Pos-el: balaibahasa_medan@yahoo.co.id
Laman: balaibahasasumut.kemdikbud.go.id

Nomor   : 0434/I5.2/PP.02.10/2023   11 April 2023
Hal   : Penerimaan Riset

Yth. Dra. Hj. Syamsuyurnita, M.Pd.
Dekan Fakultas Keguruan dan Ilmu Pendidikan
Universitas Muhammadiyah Sumatera Utara
Jalan Kapten Muchtar Basri, Nomor 3
Medan.

Dengan hormat,

Surat Dekan Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Sumatera
Utara Medan Nomor 1535/II.3/UMSU-02/F/2023 tanggal 6 April 2023 Perihal Izin Riset telah
kami terima dengan baik. Sehubungan dengan itu, kami tidak berkeberatan menerima
mahasiswa a.n. Ajeng Rahayu NIM 1802050034 Program Studi Pendidikan Inggris, untuk
melaksanakan penelitian skripsi di Balai Bahasa Provinsi Sumatera Utara. Kami informasikan
pula bahwa mahasiswa tersebut telah melaksanakan penelitian pada tanggal 11 April 2023
dengan mengikuti aturan yang berlaku di Balai Bahasa Provinsi Sumatera Utara.

Atas perhatian dan kerja sama Ibu, kami sampaikan terima kasih.

Wassalam,
Kepala,

Hidayat Widiyanto, M.Pd.
NIP 197410142006041001

Appendix 13 Berita Acara Bimbingan Skripsi

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara

Fakultas : Keguruan dan Ilmu Pendidikan

Jurusan/Prog. Studi : Pendidikan Bahasa Inggris

Nama : Ajeng Rahayu

NPM : 1802050034

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : A Mapping of Language Policy in the Linguistic Landscape of Medan: Challenges and Opportunities Analysis

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
17 / 2023 /03	Chapter IV - Data Analysis	
28 / 2023 /03	Chapter IV - Data Analysis	
31 / 2023 /03	Chapter IV → Data Analysis → Revised question for Interview	
06 / 05-2023	Revision completely Done!	

Medan, Mei 2023

Diketahui oleh:
Ketua Prodi

Dosen Pembimbing

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

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

Appendix 14 Surat Pernyataan

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Fakultas Keguruan dan Ilmu Pendidikan

SURAT PERNYATAAN
Bismillahirrrahmanirrahim

Yang bertanda tangan di bawah ini, mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.

Nama lengkap	: Ajeng Rahayu
Tempat/ Tgl. Lahir	: Klumpang Kebun, 14 Oktober 2000
Agama	: Islam
Status Perkawinan	: Kawin/Belum Kawin/Duda/Janda*)
No. Pokok Mahasiswa	: 1802050034
Program Studi	: Pendidikan Bahasa Inggris
Alamat Rumah	: Dusun XVI Sidomulyo Klumpang Kebun Kec. Hamparan Perak
	Telp/Hp: 0838-0053-3263
Pekerjaan/ Instansi	: -
Alamat Kantor	: -

Melalui surat permohonan tertanggal   Mei 2023 telah mengajukan permohonan menempuh ujian skripsi. Untuk ujian skripsi yang akan saya tempuh, menyatakan dengan sesungguhnya, bahwa saya,:

1. Dalam keadaan sehat jasmani maupun rohani
2. Siap secara optimal dan berada dalam kondisi baik untuk memberikan jawaban atas pertanyaan penguji,
3. Bersedia menerima keputusan Panitian Ujian Skripsi dengan ikhlas tanpa mengadakan gugatan apapun;
4. Menyadari bahwa keputusan Panitia Ujian ini bersifat mutlak dan tidak dapat diganggu gugat.

Demikianlah surat pernyataan ini saya perbuat dengan kesadaran tanpa paksaan dan tekanan dalam bentuk apapun dan dari siapapun, untuk dipergunakan bilamana dipandang perlu. Semoga Allah SWT meridhoi saya. Amin.

Saya Yang Menyatakan,

METERAI
TEMPEL
10000
2DAE2AKX407493323

Ajeng Rahayu

Appendix 15 Surat Bebas Pustaka

SURAT KETERANGAN

Nomor : 4044 / KET.II.3-AU /UMSU-P/M/2022

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama   : Ajeng Rahayu

NIM   : 1802050034

Fakultas   : Keguruan dan Ilmu Pendidikan

Jurusan   : Pend. Bahasa Inggris

Telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 25 Jumadil Awwal   1444 H
19 Desember   2022 M

Kepala UPT Perpustakaan

Muhammad Arifin, S.Pd, M.Pd