

LANGUAGE USE IN PUBLIC SPACE (LINGUISTIC LANDSCAPE STUDY IN SHOPPING CENTERS IN MAKASSAR CITY)

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ABSTRACT

The purpose of this research is; 1) describe the linguistic landscape used in the Makassar City shopping center; 2) describe the dominant use of language in the linguistic landscape; and 3) knowing the reasons for using foreign languages in the linguistic landscape in shopping centers in Makassar. This research is a qualitative research designed descriptively. The locus of this research was in three shopping centers in Makassar City, namely Panakukang Mall, Nipah Mall and Ratu Indah Mall. Data is collected through documentation techniques. Analysis was carried out using qualitative techniques through data collection procedures, data reduction, data presentation, and conclusion/verification. The results of the study show that the types of landscapes found in shopping centers in Makassar City are top-down and bottom-up linguistic landscapes. The bottom-up landscape type is dominant in shopping centers in Makassar. In addition, foreign languages, especially English dominate the linguistic landscape in shopping centers in Makassar City. This is motivated by several factors, self-image (business image) and efforts to strengthen brand makers as an attraction for consumers. *This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.*



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1. INTRODUCTION

Every day, people can see texts displayed in public spaces, such as on roads, in parks, shops, schools, campuses, hospitals, government offices, markets, and so on. The texts are displayed in the form of banners, street signs, direction boards, company names, housing names, school names, hospitals, names of government buildings in various shapes, sizes, locations, and models. Globalization, economic growth, political development, rapid education, tourism and cultural potential, and legal and security guarantees have a major impact on the rate of migration in a region. An area that offers progress also invites urbanites (migrants) to engage in activities in the area by forming groups, such as ethnic groups, business and trade groups, student associations, tourism and cultural activists, or political parties and mass organizations. The size of these groups and their establishment in social activities tend to open up the development of social groups in an area. Gradually, competition is inevitable both from the social activities themselves and the symbols of ethnicity. As a result, there is a power relation from the dominant group towards the dominated group. One of these power relations can be seen in the presence of a language in the public space that supports the symbolism of their group, with all the social activities carried out.

The presence or absence of language in public space communicates symbolic message about the importance, power, significance, and relevance of certain languages or irrelevance of others (Shohamy, 2006:115).

Based on the above opinion, the increasing frequency of a language present in the public space with an even distribution of texts in an area signals a greater and stronger power relation. Conversely, the absence of a language in

a text in the public sphere indicates the weakness of the social existence. Linguistic landscape study is one of the language studies by analyzing texts in the public space to see how language is used by certain social groups in an area in an effort to investigate the social symbols of the group. In this case, the linguistic facts in the Linguistic Landscape text provide a set of analysis to reveal social facts.

The choice of language in these public space texts varies. In Indonesia, for example, the texts are written in Indonesian, local languages, English, Chinese, Japanese, Dutch, or a combination of bilingual and multilingual. There are also texts written using code-mixing and translation. The use of language and its variations indicates the multiethnicity of the region. The choice of language certainly forms a function, both informational and symbolic (Landri and Bourhis, 1997: 21-25). In addition to providing information on something marked in the public space, the choice of language also gives a symbolic message that there are social activities in a society.

Linguistic Landscape Studies examines how Linguistic Landscape texts build their functions. Seeing the variety of LL data, it is necessary to have a basic classification of the LL data. The classification is made based on the author of the text. Gorter and Cenoz (2007:6) divide LL text data into two categories, namely Top-Down and Bottom-Up. Top-Down refers to text data created by the government, such as street names, government buildings and its official nature related to language policy. Bottom-Up refers to LL texts created by the private sector or individuals, such as shop names, billboard advertisements, and private offices.

2. METHODS

Corpus linguistics is seen by some as a new study in linguistics. Its development began to be seen when the era of computer technology had developed around the 1960s. Corpus is not a new term. Historically, the method of finding the meaning of words and phrases in various contexts involving a very large amount of text has been done since the 13th century, but the work is still done manually (McCarthy & Okeeffe, 2010).

Corpus linguistics is referred to as the study of language data in the form of written text and speech that has been transcribed on a large scale using computer assistance to analyze it. Corpus linguistics focuses on a set of procedures or methods for studying language (McEnery, T. & Hardie, A., 2012). Svartvik (in Facchinetti, 2007) suggests that corpus linguistics is the study of language use in observed reality by collecting data from spoken and written language, then analyzed using a computer (software) and described according to a certain point of view and purpose.

The researcher applied purposive sampling to locations that provided Linguistic Landscape text data with the criteria that the collected Linguistic Landscape texts were permanent texts. We excluded semipermanent or temporal texts such as banners and billboards because they are temporary (related to licensing). However, the researcher considered a text if there was a change in naming from the past to the present. We considered this for inclusion in the data, but only considered the naming at the time of the research.

3. RESULTS AND DISCUSSION

A. Types of Linguistic Landscape in Shopping Centers in Makassar City

English as an international language has influenced various aspects of people's lives in Makassar City. This phenomenon is utilized by several brands in shopping centers with the aim of not only promoting their products but also to attract the attention of visitors in the shopping center itself. In this study, researchers have found and divided several types of linguistic landscapes found in Ratu Indah Mall, Panakukang Mall, and Nipah Mall. The detailed discussion is presented in Tables 4.1 and 4.2 below to make it easier to see the types of linguistic landscape use in shopping centers in Makassar City.

Table 1. Types of linguistic landscapes in shopping centers in Makassar City

Type	Landscape	Data	Category	
			Common signs	Announcement
Top-down	MRI		✓	-









		b.			
		c.			
	MP	a.		✓	-
		b.			
		c.			
	MN	a.		✓	✓
		b.			
		c.			

Table 2 Types of linguistic landscapes in Makassar City shopping centers

Category	Landscape	Data	Description	
			Store Name	Places to Eat
Bottom-up	MRI	a.		✓

		b.			
		c.			
	MP	a.		✓	✓
		b.			
		c.			
	MN	a.		✓	✓
		b.			
		c.			

a. Landscape of Ratu Indah Mall

Ratu Indah Mall is the first mall in Makassar. As a mall located in the center of the business district, Ratu Indah Mall organizes various events to attract the attention of Makassar residents throughout the year. As the first shopping center, Ratu Indah Mall always keeps up with the world. This can be seen from the adaptive ability of the landscape used. The researcher found there are 19 shop signs (shop names), nine general signs, and 18 signs in the 3rd floor food court and 10 signs in the ground floor food court.



Figure 2. Example of Noncommercial Landscape (Top-down sign)

Figure 2 above represents a top-down linguistic landscape category and the item type is a general sign, "dry waste - non-recyclable waste" and "wet waste - recyclable waste". This sign means to provide information to the public where they should dispose of garbage with its two categories. These signs are located on every floor of the shopping center.



Figure 3 Example of Commercial Landscape (Bottom-up sign)

Figure 3 above represents the bottom-up category, and the type of item is the name of a food shop "Little Bites", meaning food that can be eaten in small bites. The shop sells some snacks, such as "krispi chicken", half of the menu names are in English as well. The store is located on the ground floor alongside other tenants and an Automated Teller Machine (ATM) center.

b. Panakkukang Mall

Panakkukang Mall is the largest mall in Makassar. The mall consists of four floors, and four Corridors A, B, C and D, with established tenants known as large companies both nationally and internationally. Inside the shopping center the researcher only covered the ground floor and the food court area. The researcher found there are nine common signs on the ground floor, 30 shop names on the ground floor and 20 shop names in the food court area.



Figure 5. Example of a non-commercial (top-down) landscape

Figure 4.3 above represents a top-down linguistic landscape and the item type is a general sign with multilingualism, namely Indonesian, English, Chinese and Korean. This sign is located on the ground floor. As the meaning of the language contained in this landscape, its function is to provide welcoming information with a greeting to visitors to Panakkukang Mall.



Figure 6. Example of a non-commercial (top-down) landscape

Figure 4.4 above also represents a top-down type of linguistic landscape with a directional sign item. The linguistic landscape with the word "Exit" is located inside Matahari department store which can provide visitors with information on where they should go if they want to exit the store.



Figure 7. Example of commercial landscape (Bottom-up)

Figure 7 above represents the bottom-up category and the item type is a food tenant sign shop with the shop name "Hi Fries" and other shop signs "Order here" and "Pick up here". This linguistic landscape

uses full English. This linguistic landscape means providing information to its customers where customers place their orders and where to pick up their food orders.

c. Nipah Mall Landscape

Nipah Mall is one of the newest shopping centers under Kalla Group in Makassar City. The mall is located on Jalan Urip Sumoharjo and was established on April 6, 2018 and inaugurated on November 3, 2018. This mall has an area of 3.5 hectares (ha), a building area of 121,426 m² & 25,000 m², consisting of 5 floors and 1 basement, as well as well-known tenants, just like shopping centers in general that have tenants from large companies both nationally and internationally making this mall one of the best shopping destinations. The researcher found there are four public signs, eight public announcement signs, and 53 signs from food tenants in the food court.

Figure 4.6 below represents a top-down type of linguistic landscape with the category type being public announcement. The language displayed in the linguistic landscape is full English. This linguistic landscape with the sentence "Nipah Mall is Under Construction" provides an announcement to visitors that there is construction at some point. This sign is located on the ground floor.

Figure 4.6 Example of a non-commercial landscape (top-down)



Figure 8. Example of a non-commercial (top-down) landscape

Figure 4.7 above also represents the use of a non-commercial (top-down) linguistic landscape with item types as public signs. This linguistic landscape provides information and makes it easier for visitors to explore Nipah Mall according to their interests, besides that this linguistic landscape shows where the "elevator", "escalator", "nursery room", and "toilet" are by giving arrows and pictures that refer to the words in the sign. The shopping center has public signs on each floor.



Figure 9 Example of commercial landscape (Bottom-up)

Figure 4.8 above represents the use of a linguistic landscape in the Nipah Mall shopping center with the category type as a food store name. "Blend and Shake" is one of the many food shop names in the Nipah food court. This linguistic landscape provides information to customers that the tenants of this food vendor sell a variety of drinks. People can see from the name of the shop and from the banner that stands in front of its stand. So this linguistic landscape makes it easy for customers to choose what they want to drink even if they don't know the meaning of the name of the drink. This tenant is located in the food court area on the third floor.

Based on Landri and Bourhis' (1997) view that linguistic landscape is the language used in public spaces. Ben Rafael's (2006) theory divides landscape linguistics into two types, namely bottom-up and top-down. Thus, the researcher concludes that the three shopping centers that are the locus of this research, namely Ratu Indah Mall, Panakukang Mall, and Nipah Mall, have a display of language diversity in them. These languages are Indonesian, English, Chinese, and Korean. These languages are used in bottom-up and top-down linguistic landscape categories.

The first is Ratu Indah Mall which uses nine top-down landscape marks, and 47 bottom-up landscape marks. The second is Panakukang Mall which uses ten top-down landscape marks, and 46 bottom-up landscapes. The last is Nipah Mall which uses 16 top-down landscape marks and 53 bottom-up landscapes. The researcher concluded that the bottom-up landscape type is the most widely used in Makassar City shopping centers. Based on Rafael, Shohamy, Amara and Hect (2006) top-down itself is an unofficial sign or a sign made by a private person. With regard to Laundry and Bourhis' theory of the linguistic function of landscape, the language displayed in three shopping centers in Makassar has two functions as informative function and symbolic function.

4. CONCLUSION

The use of linguistic landscapes in Makassar City shopping centers in two forms or types, namely top-down and bottom-up linguistic landscapes. The bottom-up landscape type is dominant in shopping centers in Makassar, because shopping centers have many tenants who are run and managed by individuals or commercial private goods such as store names, signs on businesses, and announcements of the interests of figures or individuals. The minimum use of top-down linguistic landscapes because shopping center managers usually only provide the essentials in the form of signs to visitors such as general signs used to provide directions to shopping centers.

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