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EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).

SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
07.30 - 08.15		Registration		Lobby	Commettee
08.15 - 08.30		Opening		Krypton	Dean of FIB Undjp
08.30 - 09.00		Keynote Speakers Dr. Sugiyono		Krypton	Commettee
		Plenary			
	Dr. Deli Nirmala, M.Hum.	REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA	1-17		
09.00 - 10.30	Prof. Yudha Thianto, Ph.D.	PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES	18-28	Krypton	Dr. Nurhayati, M.Hum.
	Dr. Zane Goebel	UNDERSTANDING SHIFTING LANGUAGES ON INDOONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM	29-42		
10.30 - 10.45		Coffee Break		Resto	
		Parallel Session 1 A			
10:45 – 11:45	Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	TEACHERS' COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL	43-49		
	I Nyoman Aryawibawa	THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDOONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT	50-55	Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Jurianto	LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY	56-61		
		Parallel Session 1 B			
10:45 – 11:45	Ahmad Mubarak	KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR	157-162		
	Febrina Nadelia	MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG	169-173	Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nengah Sudipa	MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI	174-176		
		Parallel Session 1 C			
10:45 – 11:45	Ageng Sutrisno & Cindy Intan Audya Putri	REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB	260-264		
	Ahdi Riyono	LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK	265-269	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Emilia Nimik Ayardawati	THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY	270-273		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
11:45 – 12:45	Agus Suryana	Parallel Session 2 A WACANA DEMOKRASI DALAM PERSFEKTIF TABLOID MEDIA UMAT		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Akmal & Maria Yosephin WI & Sri Wahyuni	THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG			
	Ch. Ewy Tri Widyahening	DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE			
11:45 – 12:45	Koeswandi	Parallel Session 2 B DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	Agus Subiyanto	DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY			
	Nyoman Karina Wedhanti	MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY			
11:45 – 12:45	I Nyoman Muliana	Parallel Session 2 C MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI		Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Iqbal Nurul Azhar	PETA SOSIODIALEKTOLOGIS MADURA			
	Kenfitria Diah Wijayanti	BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK			
12:45 - 13:45	BREAK				
13:45 – 14:45	Gede Primahadi-Wijaya-R.	Parallel Session 3 A VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nyoman Udayana	INCHOATIVE VERBS IN INDOONESIAN			
	Tom Connors & Jozina Vander Kloek	LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES			
13:45 – 14:45	Mohd. Rasdi Saamah & Abu Hassan Abdul	Parallel Session 3 B METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	P. Ari Subagyo	PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG			
	Sugeng Irianto	"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NII) GROUP, INDONESIA GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST"			

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
13:45 – 14:45	Parallel Session 3 C				
	Sumarlam & Sri Pamungkas	KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK)	72-77	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Wening Sahayu	KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING	78-82		
Yenny Hartanto	FOREIGNERS' PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU	83-87			
14.45 - 15.30	Session A				
	Maulana Teguh Perdana	ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES	88-92	Matrix	Commettee
	Moh. Aniq Kh. B.	FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF "TUHAN" MEANING	93-96		
	Nafisa Ghanima Shanty	SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE	97-102		
	Nurvita Anjarsari	STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK 'KISAH PETUALANGAN TINTIN: CERUTU SANG FARA'OH'	103-108		
	Resti Wahyuni & F. X. Paula Eralina Hadomi	UTILIZING EXPERIENTIAL MEANING FOR ANALYZING 'TEACHERS' LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR	109-113		
	Retno Wulandari & Siti Fauiyah	WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE	114-117		
	Rica S. Wuryaningrum	INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS	118-124		
	Rukni Setyawati	PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBUHKAN MINAT MENULIS SISWA	125-129		
	Sumarwati	SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK	130-135		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session B				
	Sutarsih	PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA	136-139		
	Syaifur Rochman	RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY	140-144		
	Titin Lestari	COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA	145-149		
	Cicik Tri Jayanti	HUBUNGAN SIMBOL-SIMBOL "KESUCIAN" DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFI TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG	204-209		
	Erfan Gazali	ALIH AKSARA 'C' DALAM NAMA INDONESIA KE BAHASA ARAB	210-213	Matrix	Commettee
	Erna Sunarti	CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG	214-219		
	Ihda Rosdiana & Ekfindar Diliiana	TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE	220-224		
	La Ino	KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF)	225-230		
	M. Suryadi	KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN	231-236		
14.45 - 15.30	Session C				
	Muhammad Rayhan Bustam	ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOCIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK)	237-242		
	Saidatun Nafisah	CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS	243-246		
	Udin Kamiluddin	GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY	247-252		
	Ajar Pradika Ananta Tur	MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION	287-292	Matrix	Commettee
	Asri Wijayanti	LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS)	293-298		
	Ida Bagus Putrayasa	PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR	299-302		
	Lalu Erwan Husnan & Damhujin	KALIMAT BAHASA SAMAWA-MATEMGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU	303-307		
	Ningrum Tresnasari	GOROAWASE DALAM BAHASA JEPANG	308-313		
	Prihantoro	KORESPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP)	314-318		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session D				
	Sulis Triyono	SUBSTANTIVWÖRTER IN GERMAN	319-323	Matrix	Commettee
	Achmad Dicky Romadhan	FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE.KOMPAS.COM	364-367		
	Asih Prihandini dan Juanda	BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS	368-372		
	Farikah	ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS	373-376		
	Fida Pangesti	FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN	377-382		
	Lisdiana Anita	THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION	383-387		
	Martvermad & Adha Ritnasih Griyani	METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI	388-393		
	Nugraheni Eko Wardani	A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL	394-399		
	Nuken Tadzkiroh Lekso	ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7	400-405		
14.45 - 15.30	Session E				
	Sabila Rosdiana	NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI'	406-411	Matrix	Commettee
	Surono	PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK	412-418		
	Ivan Chabibillah	THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE	419-421		
	Jurianto & Salimah	USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS	422-427		
	Mahabbatul Camalia	KOMPARASI PENAFSIRAN KEPERIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI	428-433		
	Dyah Tjaturrini	PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING)	434-437		
	Laksananing Mukti	REGISTERS AND ACRONYMS IN BOARDING SCHOOL	438-441		
	Nunung Supriadi	PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO	442-445		
	Sartika Hijriati & Anisa Arifiyani	TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG	446-449		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session F				
	Wuri Sayekti	METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA	450-460	Matrix	Commettee
	Nurhayati	CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDOONESIAN LANGUAGE STUDENTS	461-465		
	Suharno	IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS	466-470		
Oktiva Herry Chandra	COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE	476-481			
15:30 – 16:30	Parallel Session 4 A				
	Misnah Mannahali	BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR)	184-188	Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Mukhlash Abrar	MAINTAINING FIRST LANGUAGE: BILINGUALS' VOICES	189-194		
	Wati Kurniawati	VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG	195-199		
15:30 – 16:30	Parallel Session 4 B				
	Wisman Hadi	NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT	282-286	Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	Yoseph Yapi Taum	BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S	360-363		
	Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING	343-348		
15:30 – 16:30	Parallel Session 4 C				
	Erlita Rusnangtias	THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA	156-161	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Yetty Morelent & Syofiani	PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA	200-203		
	Herudjati Purwoko	RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDOONESIAN	456-460		
16:30 – 16:45	Closing				
				Krypton	Head of Balai Bahasa Provinsi Jawa Tengah

TABLE OF CONTENT OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES Dr. Deli Nirmala, M.Hum.	1
REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA Prof. Yudha Thianto, Ph. D.	18
UNDERSTANDING SHIFTING LANGUAGES ON INDONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM Zane Goebel	29
TEACHERS' COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	43
THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT I Nyoman Aryawibawa	50
LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY Jurianto	56
DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS Koeswandi	62
MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY Nyoman Karina Wedhanti	68
KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK) Sumarlam & Sri Pamungkas	72
KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING Wening Sahayu	78
FOREIGNERS' PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU Yenny Hartanto	83
ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES Maulana Teguh Perdana	88

FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF “TUHAN” MEANING Moh. Aniq Kh.B.	93
SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE Nafisa Ghanima Shanty	97
STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK ‘KISAH PETUALANGAN TINTIN: CERUTU SANG FARAOH’ Nurvita Anjarsari	103
UTILIZING EXPERIENTIAL MEANING FOR ANALYZING TEACHERS’ LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR Resti Wahyuni & F.X. Paula Eralina Hadomi	109
WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE Retno Wulandari	114
INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS Rica S. Wuryaningrum	118
PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBUHKAN MINAT MENULIS SISWA Rukni Setyawati	125
SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK Sumarwati	130
PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA Sutarsih	136
RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY Syaifur Rochman	140
COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA Titin Lestari	145
KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR Ahmad Mubarok	150
THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA Erlita Rusnaningtias	156
MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG Febrina Nadelia	162

MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI I Nengah Sudipa	167
MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI I Nyoman Muliana	170
PETA SOSIODIALEKTOLOGIS MADURA Iqbal Nurul Azhar	174
BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK Kenfitria Diah Wijayanti	180
BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR) Misnah Mannahali	184
MAINTAINING FIRST LANGUAGE: BILINGUALS’ VOICES Mukhlash Abrar	189
VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG Wati Kurniawati	195
PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA Yetty Morelent & Syofiani	200
HUBUNGAN SIMBOL-SIMBOL “KESUCIAN” DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFIS TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG Cicik Tri Jayanti	204
ALIH AKSARA ‘C’ DALAM NAMA INDONESIA KE BAHASA ARAB Erfan Gazali	210
CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG Erna Sunarti	214
TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE Ihda Rosdiana & Ekfindar Diliana	220
KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF) La Ino	225
KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN M. Suryadi	231

ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOSIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK) Muhammad Rayhan Bustam	237
CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS Saidatun Nafisah	243
GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY Udin Kamiluddin	247
REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB Ageng Sutrisno & Cindy Intan Audya Putri	253
LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK Ahdi Riyono	258
THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY Emilia Ninik Aydawati	263
VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART Gede Primahadi-Wijaya-R.	267
INCHOATIVE VERBS IN INDONESIAN I Nyoman Udayana	271
LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES Tom Connors & Jozina Vander Klok	276
NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT Wisman Hadi	282
MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION Ajar Pradika Ananta Tur	287
LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS) Asri Wijayanti	293
PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR Ida Bagus Putrayasa	299
KALIMAT BAHASA SAMAWA-MATEMEGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU Lalu Erwan Husnan & Damhujin	303
GOROAWASE DALAM BAHASA JEPANG Ningrum Tresnasari	308

KORESPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP) Prihantoro	314
SUBSTANTIVWÖRTER IN GERMAN Sulis Triyono	319
WACANA DEMOKRASI DALAM PERSPEKTIF TABLOID MEDIA UMAT Agus Suryana	324
THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG Akmal & Maria Yosephin WL & Sri Wahyuni	329
DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE Ch. Evy Tri Widyahening	334
METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK Mohd. Rasdi Saamah & Abu Hassan Abdul	338
METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	343
PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG P. Ari Subagyo	349
"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NII) GROUP, INDONESIAN GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST" Sugeng Irianto	355
BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S Yoseph Yapi Taum	360
FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE KOMPAS.COM Achmad Dicky Romadhan	364
BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS Asih Prihandini dan Juanda	368
ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS Farikah	373
FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN Fida Pangesti	377

THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION Lisdiana Anita	383
METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI Martvernad & Adha Ritnasih Griyani	388
A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL Nugraheni Eko Wardani	394
ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7 Nuken Tadzkiroh Lekso	400
NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI' Sabila Rosdiana	406
PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK Suroono	412
THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE Ivan Chabibilah	419
USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS Jurianto & Salimah	422
KOMPARASI PENAFSIRAN KEPRIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI Mahabbatul Camalia	428
PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING) Dyah Tjaturrini	434
REGISTERS AND ACRONYMS IN BOARDING SCHOOL Laksananing Mukti	438
PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO Nunung Supriadi	442
TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG Sartika Hijriati & Anisa Arifiyani	446
METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA Wuri Sayekti	450

RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDONESIAN Herudjati Purwoko	456
CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDONESIAN LANGUAGE STUDENTS Nurhayati	461
IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS Suharno	466
DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY Agus Subiyanto	471
COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE Oktiva Herry Chandra	476

THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA

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Abstract

This study aims at describing the linguistic code choices in the linguistic landscape and revealing their functions. The data were collected from seven districts in the western part of Surabaya. A mixed method approach of quantitative and qualitative method is used in this study. The linguistic code choices were analyzed based on Landry and Bourhis' theory. The results show that there are six languages used in the linguistic landscape: Indonesian, English, Javanese, Arabic, Mandarin, and Japanese. The Indonesian Language serves more as an informational function while the foreign languages serve as symbolic marker.

Keywords: *language choice, linguistic landscape, informational function, symbolic function*

I. Introduction

Surabaya as one of the big cities in Indonesia has undergone a lot of changes. Many buildings, roads, hotels, parks, residents' housings, etc. have been built by the government in order to make Surabaya as a business metropolis (Visi dan Misi Kota Surabaya, 2009). Initially, much of the development had been centralized at the city center. Then, in 1970, the government initiated to expand its development to the suburbs. The government had opened an opportunity for investments and developments of the suburbs as a satellite town. A satellite town is self-contained and limited in size, built in the vicinity of a large town or city to house and employ those who would otherwise create a demand for expansion of the existing settlement, but dependent on the parent-city to certain extent for population and major services (a Dictionary of Architecture and Landscape Architecture, 2000). However, the development of the suburbs as a satellite town was not so exciting, not until a giant developer as Ciputra Group acquired its investments and began its development in 1990.

Ciputra Group developed its real-estate known as Citraland on an area of 2000 ha and started its commercial operation in 1993 (Fikriyah & Wisnu, 2013). With its slogan 'Kota Mandiri Citra Raya,' Citraland has been established as an independent residential area. It provides not only prestigious residences but also facilities and tourist attractions. In 2003, this slogan was changed to 'Citraland – the Singapore of Surabaya: Living in a Modern International City.' With this new slogan, Citraland was transformed to a more modern and international look. The real-estate now has a Singaporean look. It puts some Singaporean icons in its landscape, such as Merlion and Fountain of Wealth. Furthermore, it uses cluster or street names as those which can be found in Singapore, for example South Emerald Mansion, Stamford Place, Road, or Boulevard. In addition, many of the landscape including road and commercial signs which are found in this area are written in English or any other foreign languages. Such view gives more international sense to the region and the inhabitants.

However, every development is always followed by positive and negative effects. Citraland has contributed to the social and economic development in the western part of Surabaya, particularly, to the life of the people who live in the districts near Citraland. Citraland has attracted many developers and entrepreneurs to run businesses on real estates and private enterprises and it results in the increasing rates of residents' housings and in the emergence of many commercial centers such as business offices, markets, food courts, and shops. Many residents' housings are built with almost the same concept as Citraland's concept that is a modern and international look. Such concept is reflected on the landscape which constructs the new residences. Most of the signs which appear on the public sphere are written not only in Indonesian Language but also in foreign languages, such as English, an indication of multilingual community. Furthermore, the use of English in road signs or regulatory

signs can also be found in the surrounding areas of the modern housing which are mostly inhabited by Surabayanese people who speak indigenous languages, Indonesian language as the national language and Javanese Language as the vernacular. The fact that a regulatory sign written in English is placed in a bilingual community (Indonesian-Javanese community) seems inappropriate and raises questions, such as who are going to read the signs, who live in the area, what language is used a means of communication in the area, and what functions it serves. Thus, this study aims at describing the linguistic code choices in the linguistic landscape and revealing the functions of their use in the linguistic landscape.

This study is concerned with the linguistic forms, codes or languages, which are chosen to be displayed on the public sphere; and therefore, it focuses on the written forms or texts of the landscape. Texts which are visible and readable in public spaces form the linguistic landscape of the area or region. Landry & Bourhis (1997:25) stated that “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combined to form the linguistic landscape of a given territory, region, or urban agglomeration.” Torkington (2009) added that the texts which make up the linguistic landscape can be monolingual, bilingual, or multilingual, reflecting the diversity of the language groups present in a given territory, or region.

Since there are some languages present in the multilingual community and the languages do not always appear together in the same landscape, it is assumed that particular languages are chosen to be used in the landscape for particular reasons. As Scollon & Scollon (2003) stated, “no choices are neutral in the social world.

Code choice in the linguistic landscape functions both as an informational marker and a symbolic marker. As an informational marker, it informs in-group and out-group members about the linguistic characteristics, the language which can be used to communicate and to obtain services within the region, and the borders of the territory of linguistic group (Landry & Bourhis, 1997). Meanwhile, as a symbolic marker, it refers to the value and status of the languages as perceived by the members of a language group in comparison to other languages (Landry & Bourhis, 1997). Regarding the producers of the linguistic landscape, Huebner (2006) and Ben-Rafael *et al.* (2006) classified linguistic landscape into two: governmental linguistic landscape (top-down) issued by the national and public bureaucracies, administrations, and institutions; and non-governmental linguistic landscape (bottom-up) produced by individual social actors and all commercial enterprises. Furthermore, Scollon & Scollon (2003) distinguished four types of linguistic landscape discourses: regulatory discourses, infrastructural discourses, commercial discourses, and transgressive discourses which are about call for social action.

This study discusses linguistic landscape from sociolinguistic view. Cenoz & Gorter (2006) stated that the relationship between the linguistic landscape and the sociolinguistic context is bi-directional i.e. the linguistic landscape reflects the relative power and status of different languages in a particular sociolinguistic context while at the same time contributes to the construction of that very sociolinguistic context.

A mixed method approach (quantitative-qualitative approach) is used in this study. The data are 210 photos collected randomly from seven districts in the western part of Surabaya, so there are 30 pictures taken from each district. The seven districts which become the areas or regions of the research are: 1) Asemrowo District, 2) Benowo District, 3) Lakarsantri District, 4) Pakal District, 5) Sambikerep District, 6) Sukomanunggal District, and 7) Tandes District. By using quantitative approach, the languages which appear on the landscape were counted and classified based on the types of text (monolingual/bilingual/multilingual). It was done in order to obtain a general picture of which languages make up the linguistic landscape. Afterward, the data were analyzed based on the types of the discourse and the context of the language use in order to find out the functions of the linguistic landscape.

II. Discussion

2.1 The Code Choices in the Linguistic Landscape

Comparing to the other parts of Surabaya, the western part of Surabaya has changed much. It has developed faster and it has caused many people from different regions in Surabaya move to the western part of Surabaya. The west Surabaya community comprises Surabayanese, the indigenous

people of Surabaya who speak Javanese as vernacular, Madurese people who speak Madurese, and other ethnic groups who speak their own varieties. As they are Indonesian, they speak Indonesian language as a lingua franca or national language. However, one out of the seven districts in the western part of Surabaya, Citraland is inhabited not only by predominant Chinese people but also by some foreign people. This situation results in the emergence of different languages and this is visible on the linguistic landscape found in the western part of Surabaya.

As stated by Torkington (2009) the texts which make up the linguistic landscape can be monolingual, bilingual, or multilingual, reflecting the diversity of the language groups present in a given territory, or region. In this study, six languages are identified as used in the linguistic landscape. The six languages are 1) Indonesian, 2) Javanese, 3) English, 4) Mandarin, 5) Japanese, and 6) Arabic. Three languages appear as monolingual text: Indonesian language appears on 40% of the total sign, English appears on 10.48% of the total sign, and Javanese language appears at the least, 5.24% of the total sign. On the other hand, there are eight kinds of bilingual text: Indonesian-English with 31.90% signs, Indonesian-Javanese with 6.19% signs, Javanese-English with 0.95% signs, Indonesian-Arabic with 0.95% signs, and consecutively, Indonesian-Mandarin, English-Arabic, English-Mandarin, English-Japanese, each with 0.48%. Last, there are three kinds of multilingual text: Indonesian-Javanese-English with 1.43% signs, Indonesian-English-Arabic with 0.48% signs, Indonesia-English-Mandarin with 0.48%. Based on the frequency of the appearance of the languages on the linguistic landscape, Indonesian language is the most frequently appeared language on the linguistic landscape. It appears on 173 signs or 82% of the total sign. This position is followed by English language which appears on 100 signs or 48% of the total sign. Though Javanese is the vernacular of Surabayanese people, the language only appears on 30 signs or 14.3%. Meanwhile, the least frequently appeared signs are Arabic with 1.9% appearance, Mandarin with 1.4% appearance, and Japanese with 0.48% appearance.

The findings show that even though there are many languages present in the western part of Surabaya, Indonesian language is still a predominant language used in the linguistic landscape found in the western part of Surabaya. It is due to the fact that Indonesian language is a lingua franca for different language groups in Indonesia. As stated in the Act Number 24 Year 2009 about Flag, Language, Symbol of State, and National Anthem, Indonesian language is the official language of Indonesia which functions as 1) the national identity, 2) national pride, 3) unifying language, and 4) a means of communication across regions and regional cultures in Indonesia. Besides, there are also regional languages and foreign languages.

Based on the data analysis, there is only one regional language identified, Javanese language. Moreover, the number of linguistic landscape using Javanese language is limited. It is due to the fact that Surabaya is a big city and it is the melting pot of many different ethnic groups speaking different regional languages in Indonesia. In accordance with this, none of the linguistic landscape found in this study uses Madurese language. It is because Madurese is not the vernacular of the majority inhabitants of Surabaya. It is commonly used only for interactions between Madurese people. Therefore, the use of Indonesian language is necessary to deliver the message to different language groups. Finally, the use of foreign languages in the linguistic landscape is also limited, unless the use of English. English is found in many monolingual texts, bilingual texts, and even multilingual texts. Moreover, English is predominantly used in a particular district, i.e. Lakarsantri District, where many Chinese people or foreigners living in Citraland, a giant real-estate in this district. Briefly, the languages of the linguistic landscape reflect the diversity of languages in a particular speech community.

2.2 The Functions the linguistic landscape

In order to find out the functions of the linguistic landscape, it is important to take account of the producers of the linguistic landscape, the types of the discourses and the context of use. The producers of linguistic landscape are distinguished into two: government including the national and public bureaucracies, administrations, and institutions; and non-government including individual social actors and all commercial enterprises (Huebner, 2006). Furthermore, Scollon & Scollon (2003) divided the types of the discourses into four categories: regulatory discourses, infrastructural discourses, commercial discourses, and transgressive discourses.

Based on the producers and the types of the discourses, it is found that there are four types of linguistic landscape discourses produced by the government: 4 regulatory signs, 60 infrastructural

signs, 6 commercial signs, and 2 transgressive signs. On the contrary, there are three types of linguistic landscape discourses produced by the non-government or commercial enterprises: 4 regulatory signs, 84 commercial signs, and 50 infrastructural.

All of the regulatory signs produced by the government are in Indonesian language; whereas, 5 out of 60 infrastructural signs are bilingual, Indonesia - English. It supports the fact that Indonesian language is the official and national language of Indonesian people. It is used as a means of communication in formal domains, such as regulation and documentation. The regulatory signs are addressed to Indonesian people, for instance a sign written in Indonesian language '*kurangi kecepatan rawan kecelakaan.*' The sign is placed in one site in Benowo District and it regulates people who read the sign to reduce speed. Benowo district is inhabited by Javanese and few Madurese. By using Indonesian language, the sign is readable not only for Indonesian people but also for Madurese people. Another example is a regulatory sign written '*belok kiri mengikuti lampu,*' which means that if you want to turn left, you should follow the light. This sign stands at one of the sides of intersection in Tandes District. The majority of people living in this district are Javanese, but there are also Madurese people, and other ethnic groups. Thus, the Indonesian language here acts rather as informational marker than symbolic marker.

Though most of the governmental signs are in Indonesian language, there are also bilingual signs. One of the bilingual signs is found in a police station whose type is infrastructural discourse. It is written on the sign '*Polisi – Police: the Western Regency.*' The bilingual (Indonesian-English) linguistic landscape serves as informational function or as an identity marker that the police station is near the Western Regency. As stated by Landry and Bourhis (1997), Informative function indicates the border of the territory of linguistic community. Beside the police sign, bilingual text is also displayed on transgressive discourses. There are only 2 transgressive discourses identified in this study, and they are made by the government: 1) '*Sehat tanpa narkoba pasti bisa, ayo say no drug. Selamatkan generasi kita,*' and 2) '*Anda memasuki zona: save our students.*' These signs are addressed to teenagers and have symbolic markers indicating the value and status of the languages (Landry & Bourhis, 1997).

In line with the signs produced by the government, the signs produced by the non-government occur in monolingual, bilingual, and multilingual text. One out of four regulatory signs produced by the government is written in Indonesian language; for example, '*kawasan tanpa rokok,*' which means area free of smoking. This sign is found in the entrance or parking lot of a private hospital in Sukomanunggal District. The Indonesian language is used to inform the visitors that smoking is prohibited in the area of the hospital. On the contrary, the other three regulatory discourses are monolingual and use English only: 'Emergency call in case of crime, fire, and accident,' 'Reduce speed now,' and 'school zone.' These signs are found in Citraland real-estate, Lakarsantri District. As explained before, Citraland is a large real-estate owned by a giant private developer, Ciputra Group. The inhabitants of the real-estate are mostly Chinese. However, there are also some foreign people living in this real-estate. Therefore, English is acceptable and is commonly used as a means of communication in this area. Moreover, it matches with the concept 'Citraland – the Singapore of Surabaya: Living in a Modern International City.' It is obvious that the use of these regulatory signs has informational or indexical function as it informs in-group and out-group members about the linguistic characteristics, the language which can be used to communicate and to obtain services within the region, and the borders of the territory of the linguistic group (Landry & Bourhis, 1997).

Furthermore, the infrastructural discourses vary marking the boundaries of the territory. In the first area of this study, Asemrowo District, many of the infrastructural signs either made by the government or made by the non-government use Indonesian or Javanese language, for example '*Jalan Tambak,*' '*Jalan Asem,*' '*Jalan Asemrowo,*' and '*Klinik Asemrowo,*' indicating that the region has long been established and inhabited by the indigenous Surabayanese people. As stated in Surabaya government regulation, PERDA No.2 Year 1975, in naming streets, recreations, parks, and other public places, the regent should take account of the history, heroism and the characteristics of the area. Asemrowo District was used to be characterized by its nature which was full of fishfarms and tamarind trees. However, many of this fishfarms and tamarind trees have been transformed into highways and residences or 'kampoengs.' Until now, these kampoengs remain unchanged. The second research area, Benowo District, has started to use some English in its infrastructural discourses resulting bilingual linguistic landscapes; for examples, '*Citra Permata Regency,*' '*Tandes Central*

Business District,' and 'Cemara Production.' It shows the move towards urban areas. It also supports the evidence that this district has been the connecting door of Surabaya and Gresik.

The third area is Lakarsantri District where Citraland real-estate locates. This area has been known as an area of urban agglomeration since it was established as a satellite or independent town with its own social and economic activities within the real-estate. Moreover, this real-estate also provides amusement and thus it becomes one of the tourist destinations in Surabaya. It can be seen from signs that make up the linguistic landscape of this area (Landry & Bourhis, 1997). Therefore, many of the signs made by Ciputra developer written not only in Indonesian but also in English, for examples 'Gwalk,' 'Food Garden,' 'Food Arcade.' Some of the street names are bilingual Indonesian-English text because they have to meet Surabaya government regulation about naming streets or places. Thus, International sense is added to the names, such as 'Citaraya Boulevard,' 'International Timur Road,' 'Bukit Telaga Golf,' and 'East Emerald Mansion.' Moreover, many commercial shop signs use foreign languages, for instance 'Daily Sweet,' 'Nagasaki Ya Japanese Restaurant,' etc.

The next district is Pakal District which is located between Benowo District and Lakarsantri District. The dichotomy of traditional and modern is obvious in this region. The linguistic landscape shows the division clearly. In its suburbs, traditional names are used, such as 'Desa Penggalangan,' 'Dusun Kukun,' 'Jalan Kendung Kanoman' while in the areas near Citraland, English starts to be used, for example 'Palma Clasica,' 'Rosewood,' 'Orange Bakery,' etc. The fifth research area is Sambikerep District. Almost all of the linguistic landscape found in this district use Indonesian language and few signs use English. The linguistic landscapes which use English are 'Pilarland Sambikerep,' and 'Ruko West Point.' 'Pilarland Sambikerep' is a new residence in this region; whereas, 'Ruko West Point' is a new housing with shops. It indicates that English is a new influence in this region.

The six districts is Sukomanunggal District. Since its location is near the city center, many of the commercial signs are written in English; for example, 'Steak Hut: Steak and Whatever,' 'Bulir Padi Resto,' 'Live Cooking Djoejogan,' and 'Lucky Mart Farma.' Such types of commercial discourses have rather symbolic that informational function because it symbolizes foreign taste or associations of the products and their origin (Scollon & Scollon, 2003). The last region is Tandes District. Citraland seems to bring influence to the surrounding areas including Tandes District. The obvious evidence is the finding of one regulatory sign 'Reduce speed now' which is inappropriate to be used in the area where the majority of the people speak Indonesia language and Javanese. Many commercial signs are written in different languages, such as 'De Bali,' 'Barokah Bike,' 'Klambie Kids Branded,' 'Optik Nirwana Softlens Centre,' 'Jazirah Fit Centre,' and 'Toko Shien Chuan,' marking the emergence of many different linguistic groups in this region.

III. Conclusion

The study shows that there six languages make up the linguistic landscape of the seven districts in the western part of Surabaya signaling the emergence of different linguistic groups. The six languages are 1) Indonesian, 2) Javanese, 3) English, 4) Mandarin, 5) Japanese, and 6) Arabic. Indonesian language is used predominantly in six districts whereas English dominates the linguistic landscape in Lakarsantri District. Furthermore, the use of Indonesian language in linguistic landscape, especially by the government, serves informational function or as an identity marker; whereas, the foreign languages used in commercial discourses functions rather as a symbolic marker symbolizing the taste of the country origins.

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