

Linguistic Landscape as a Pedagogy of Reading for English Learning: A Case Study of Shop Names in Sidoarjo City

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ABSTRACT

Learning English does not only occur in the four corners of the classroom, but is possible even within the immediate community of learners. Learning English can be improved through a variety of sources such as the linguistic landscape available. Based on Cenoz and Gorter, LL is particularly on major shopping streets and in commercial areas, which is sometimes the text has only one language, however often has two or more languages (2017). Mainly, in this research is focused on LL in English language learning as pedagogical resource for young learners. In this case, focusing on senior high school level in Sidoarjo city's who Javanese as a mother language is. The methodology of this research use mix method. Those are qualitative and quantitative method. For the result, the LL in the shop names that written in English is the highest language. Many shop names English language usage as the follows (34%) of the percentage. And the second grade that written in Indonesian languages (30%) score. However, there is no one shop names that written in Javanese. It will be giving a bilingual and trilingual language that used in the shop names written when Javanese language conducted of that. It is a good things that LL can be applied in English language material for learning. Based on the senior high school students' in Sidoarjo area, there are highest desires can be imply LL in the material of the schools program?

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1. INTRODUCTION

Language is used to transfer and to inform something through communication (Adler and Rodman, 2009). It means that every language carries its own identity of their users or owners. The written forms of language are also found in our surroundings from the smallest one such as inside our rooms into the largest one such as public places. Therefore, language usage can be portrayed through the public areas such as shop names, signage, billboards, and any written forms are shown in public areas and can be seen by anyone, so which it can be categorized as linguistic landscape. Whether, shop names are more interested by young learners' to see.

Shop names and other linguistic landscape provide a clear, easy, and visual way in promoting language and culture and, at the same time, provide excellent authentic materials for language learning in real-life situations, and tell more about the culture of a place. Additionally, it can be used as the place marking or even territorial marking in some areas which some of them sometimes are distinctive from one to another since those are made by different people and placed in different areas. The language varieties can be found not only who is people to talk for the others, however which is also as known with LL (Ramadhani, 2018). It means that, as usual using English and Indonesian language but also another language that used by them.

Moreover, English has become a foreign language learned by Indonesian since kindergarten until senior high school; Indonesian still receives English as a required subject. It happens because English is a global language. So, it is not surprised if the sign in Indonesia is not written in Indonesian only, but also written in English or in the form of combination between Indonesian and English. Therefore, the function of linguistic landscape is very crucial to be there in public places in order to make the visitors guided.

When it comes to the academic world, linguistic landscape has shown its importance in linguistic field because of the significant role of linguistic landscape in public places and the growing of diversity of language and culture. Recently, the study using linguistic landscape has been added to the field of linguistics. Therefore, linguistic landscape can be used as a tool in language teaching and learning, which provides opportunities to learn another language or languages within the learners' immediate community. The accessibility of LL makes learning easy and convenient. Using linguistic landscape as language learning materials can be more authentic, practical, and familiar to the learners. Because of its authenticity, practicality and familiarity, many studies have found that linguistic landscape is a useful material in learning a second or foreign language (Suttriso, 2022).

According to Ben-Rafael, Shohamy, Amara, and Trumper-Hect (2006) there is a general agreement that language is used in the linguistic landscape. Therefore, the researcher knows that it is important to analyze linguistic landscape in English learning. In this case, in order to analyze linguistic landscape in pedagogical resource, we do not only enough to see the linguistic landscape itself, but also knowing how the way applied linguistic landscape to archive in language. There are some researches that have done discussed about learning English by students using linguistic landscape. There are from Fakhiro and Rahmah (2018) the title is Linguistic landscape of Sidoarjo City, which one from Dumanig and David (2019) the title is Linguistic Landscape as a Pedagogical Tool in Teaching and Learning English in Oman, the last one from Oktaviani (2019) under graduated thesis the title is Linguistic landscape: A case study of shop names in Gresik Kota Baru (GKB), Gresik.

The first one based on Fakhiro and Rahmah (2018) research about LL there is same object of the research within the next research, actually which is different focus on research under the title "Linguistic Landscape of Sidoarjo City". The researcher that analysis linguistic landscape that focus on public signs, which are consists of top-down and bottom-up signs in Sidoarjo City. This research shows a various kinds of language that exist of linguistic landscape in Sidoarjo City. Quantitative method that used in this research, the data was collected from signs in some public places and throughout the main roads of Sidoarjo City. The result of this research is explained the Javanese language as a mother tongue of Sidoarjo language has a small number using for signed comparing with English. Actually, this research focus on linguistic landscape in Sidoarjo City only, however for the next research that will be researching linguistics landscape in the cases of shop names in Sidoarjo city also but it will be affected on language learning in pedagogy using linguistics landscape.

The second one in 2019, it is about linguistic landscape for teaching and English language learning from Dumanig and David research under the title "Linguistic Landscape as a Pedagogical Tool in Teaching and Learning English in Oman". In this case, Dumanig and David conduct English language learning does not only happen within the four corners of the classroom, however it may occur even within the learner's immediate community. Therefore, learning English can be enhanced through various resources like the available linguistic landscape. The research focused on to examine

the use of the linguistic landscape as a pedagogical resource in teaching and learning English so in this study was examined explicitly the shop names and signage in Oman. This study employed the qualitative approach as methodological framework, the particularly to collect and analyzing the data. To carry on the study there are fifty shop names and signage in Al Buraimi-Oman were collected and analyzed. That consists of three hundred pictures of shop names and signage, but only 50 were used in the study as they have already shown the trend on the language use and patterns in the LL. So the result was explained language that used of Arabic and English follows a pattern where in the Arabic language comes first and is followed by an English translation in Oman. The reason why Arabic and English were accommodated the non-Arabic speakers who are mostly migrant workers from various parts of Asia. Then, the finding of this research was told the linguistic landscape does not only provide awareness about the English language, but it also enhances the learners' English language skills. In this case, the research was focused on LL for teaching and learning English language for Omani people and there are only focuses on two languages were Arabic and English. Actually, the next research will be conducting much more of two languages for different language and has a different objective. And the last one in 2019 about linguistic landscape focus on shop names that analyzed by Oktaviani under the title "Linguistic Landscape: A Case Study of Shop Names in Gresik Kota Baru (GKB), Gresik. This research was focused on different perspectives both from

GKB visitors as the shop names' reader and also shop owners as the shop names makers. The reason why the perspective occurring the language attitude of GKB visitors have written in several languages and the shop owners in choosing particular language because. Then, she used mix method there are qualitative and quantitative method to conduct of the research. She was taken between two hundred pictures of shop names in GKB and also used questionnaires to know the language attitude of GKB visitors toward shop names written. As the result, she as the researcher was found seven languages divide Indonesian, English, Japanese, Arabic, Javanese, Italian and Spanish. In each shop names were presented in monolingual, bilingual and multilingual languages. Indonesian has the highest percentage among the others which makes Indonesian become a dominant language used as the shop names in GKB (Sutrisno, 2023). Kindly in this case GKB visitors have positive attitude almost toward all the shop names written in various languages. Therefore, this research that focuses on the general visitor attitude. It is not focus on effected language for students' using linguistic landscape.

After knowing all of those previous studies about linguistic landscape above, this research will be different from others research before, the researcher focuses on linguistics landscape as pedagogical resource focus on senior high school students' in Sidoarjo East Java mostly a Javanese students'. Based on Hasanah (2019) explored about learning English by the students' interesting in language learning are the students lack of English learning in the school and students daily activities to learn language. The students lack of learning in the school that will be conducted much more theory was delivered from the teacher was taught. They learn how to apply the grammatical, then read the text, and trying written some essay to apply the material that has been learned from the teacher with a good grammar that has been learned firstly. The second language learning in daily activities for the students' that can use with watching movie likely, Sanusy (2014) is explained watching movie can improve their ability to speak English by imitating what is said by film and adding vocabulary list. Actually, linguistic landscape it is also can be adding much more vocabulary in daily activities to learn language and that can explore another language to enrich language knowledge. That is the reason why the researcher chooses linguistic landscape to resource in pedagogy for the students'.

The students' who used for the object is senior high school level that currently attending school in the Sidoarjo area. It is why was chosen senior high school level for the objectives of this research can be exploring more that use of language in environmental print to increase their vocabulary which is can be applied the attitude and to develop mind mapping for them. It is of course can be affected in their language lesson developing.

The present study is intended to explore the influence of linguistic landscape during learning pedagogy. Thus, the research questions are:

- a. How is language displayed?
- b. What is the relation LL in pedagogical resource in English learning context?
- c. How is the students' opinion as a reader toward the LL of shop names for English learning?

The objectives of the study will be conducted for describing the languages displayed and want to tell how is the students' attitude toward the language that used in shop names. Meanwhile, senior high school students' in Sidoarjo City's area is it an objectives for this research. That is why because senior high school students' will be more explored in environment, so it is better for them to learn kinds of language.

2. METHOD

Currently, this research will be done in Sidoarjo City. Based on Fakhroh and Rahmah was explored about Sidoarjo City, it is one of urban areas surrounding Surabaya City has been the biggest city after Jakarta of the capital city (2018). The data was collected in some culinary places in Sidoarjo city, there are : Taman Pondok Jati, Kahuripan Nirwana, and Jalan Ali Mas'ud. These areas have been the most culinary public places which are the visitors especially for adults, it was why chosen this areas suitably to develop language learning for students' using environmental print.

The most linguistic landscape studies have been conducted using quantitative method (Lanza & Woldemariam, 2014). Therefore, in this reasearch will be using quantitatve and qualitative methods. That will be analyzed rely on photography and visual, based on the way for counting the data (Sinaga, et al., 2023). The data in this research mainly in the form of words that are used in the shop names located in Sidoarjo City culinary places. Visible the shop names in the areas that were chosen using digital camera for photographed. And also what is the relation based on the linguistic landscape displayed in pedagogical resource by the students' opinion. To know the benefits using linguistic landscape for the students' to enrich language knowledge, the researcher will be made an online questionnaire which was addressed for senior high school level in Sidoarjo.

The collected of the data in this research mainly in the form of words that are used in the shop names located in Sidoarjo City it is also focusing on English language. Too find out the students' opinion based on the language that used in the billboards, the researcher giving up the questionnaires using online design. Then, it will be connected with the pedagogical based on the English language material that given by the students' in the school. The data sources in this research were taken from shop names in Sidoarjo City and senior high school students' in around Sidoarjo City.

3. FINDINGS AND DISCUSSION

In this part will be presenting kinds of languages available in Sidoarjo. It is based on shop names that used and it will be focusing on English language for learning context of learners'. Then, showing the opinion by Senior High School students' as the leaners' in around Sidoarjo based on the language that used in linguistic landscape.

- a. Linguistic Landscape: Language Displayed in Sidoarjo City's

The results of this research will be showing that there are some languages that used in shop names in Sidoarjo, there are: Indonesia, Javanese, English, Chinese, Arabian, Korean, and Yunnan. The use of trilingual shop names are observed in the Sidoarjo area.

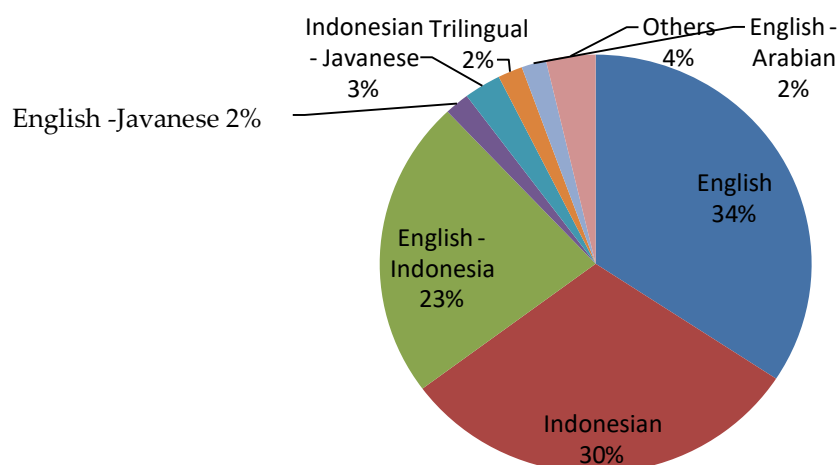


Figure1. Languages that used in Sidoarjo Shop Names'

The pie chart above indicates English language constitutes the biggest elements of linguistic landscape based on shop names in Sidoarjo City. Many shop names owners' that used English language for showing their products to pull the customer. As the general fact, English as an international language, it is made many shop names using English language for names'. Whether, Sidoarjo city's self is had Javanese language as mother language. However, there is no Javanese shop names that showed. That is given good impact for English language learners' especially to see the billboards written. English learners' itself is focused on students' in around Sidoarjo city's which is studied English in the school. Based on Dumanig and David (2019) explored the linguistic landscape is served in language teaching and learning as a tool, therefore it is explained by learners' for using language actually.

It the most indicated languages that showing in shop names, that is English language for the first. There was indicated (34%) apparent in the shop names usage. English has become like the third language of Indonesian beside Indonesian language as the national language and the local language. It is not surprised if many shop names in Sidoarjo city's English written. Indonesian language showing for the second highest languages that used in shop names. Whether, Indonesian language is the national language of Republic Indonesia.

The percentages' are showed (30%) in shop names usage. For the next highest percentages are bilingual languages that shown, it is English - Indonesian usage. Actually, English and Indonesian there is no mother language in that area, however the most shop names have written in English, Indonesian, and English - Indonesian languages. There was indicated (23%) of the shop names usage. The next bilingual language written in the shop names there are two categories that almost the same as the point, there are Indonesia - Javanese language, English - Arabian, and English - Javanese. The percentage gap only (1%), those are in Indonesia - Javanese (3%), those are English - Arabian and English - Javanese (2%) showed has same. The next one, trilingual language written in shop names that indicated (2%), it is little bit usage. And the last, the other languages that use in shop names are indicated (4%) showed.



Figure 2. A Shop Name Written in English Language

As Stated Earlier, English is highest language written in shop names. From 114 pictures, for about 39 pictures include English written in the shop names. The important rules for Sidoarjo learners', English as the global languages. It is why English as the most languages that displayed in the shop names. English usage can be upgrading the value of the shop itself and also giving new knowledge for the society especially for the students' as EFL. It can be increasing new vocabulary, noun phrase, and the other part of English languages.

Based on the example that shown, it was written "PIZZA TIME". Directly, the shop owner to selling through the shop name, the customer will be known that the shop sells pizza as their main menu easily.

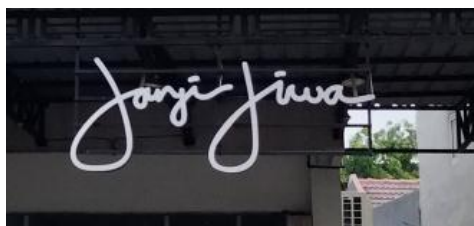


Figure 3. A Shop Name Written in Indonesia Language

Figure 3 is an example of shop names that written in Indonesian language. That is consists of two words "JANJI JIWA". In this case, this shop names' is indicated café shop, however there is no written café shop here. Actually, there is the culture around Sidoarjo area. That will be found aesthetic names' for the café shop names usage, so much names of the café shop like that. The purposes it is made people especially for young people will be interesting with that, because they know what is the meaning of the shop name. There are 35 pictures from 114 was written in Indonesian language for the shop names.

For the next, in this area showing bilingual languages that written in the shop names. Based on 114 pictures analysis, those are found four bilingual languages that written in shop names. There are English – Indonesian languages written in the shop names' are indicated 26 pictures analyzing. The usage of English and Indonesian languages in one billboard of the shop names to interest people. However, the shop names itself was indicated what that selling, so the readers' will be knowing what they want to buy. For the example in figure 4, the verb word of "Combine" and giving chicken symbols, the shop names represent selling a food of the chicken materials. While, in top down written "Steak and Cobek", it is consists of English and Indonesian languages represent design of the food. Meanwhile, in figure 5 example, there was consist of English – Javanese languages. It is represented of new modern café but has a traditional shop names point, the word of "changkrui". And the last one, in figure 6, presenting of Indonesian – Javanese language written in shop names. It is so generally language for Sidoarjo area because it is mother language for the Sidoarjo peoples'.



Figure 4. A Shop Names Written in English – Indonesia



Figure 5. A Shop Name Written in English – Javanese



Figure 6. A Shop Name Written in Indonesian – Javanese Language

The next one, it is also showing trilingual languages written in the shop names. From 114 pictures, those are 2 pictures were represented of English – Indonesian – Arabic languages and Indonesia – Javanese – English in written shop names. For the first one example in English – Indonesian – Arabic languages usage, there are consist of the word "mart" as English, "grosir and berjamaah" as Indonesian, and "amanah and izzah" as Arabic. Literary, it is represented of minimarket but the owners' want to show that minimarket based on the religion market but it is modern selling.



Figure 7. Shop Name Written in Trilingual Language (English – Indonesian – Arabian)

The last language displayed in the shop names in Sidoarjo city is Korean, Chinese, and Yunnan language. It is little bit usage language. Because that language it is not global language. So, another language especially English of the mother language in this area it is not increasingly usage of the shop names.



Figure 8. Shop Name Written in Korean Language



Figure 9. Shop name written in Chinese language



Figure 11. Shop name written in Yunnan – English language

So, those the language displayed in shop names written in Sidoarjo citys'. There are many shop names used foreign language. It can be seen that they want to make a unique shop names which can still be read and understood by Sidoarjo visitors especially young learners'.

b. Linguistic Landscape: Focus on English Language Patterns that used in Sidoarjo City's

1) The use of noun phrase



Figure 12. Shop Names with Noun Phrase

It is very common to see several shop names containing a lot of nouns. The usage indicates the specific products and services available in the store. This naming style usually appears in stores that offer multiple products and not services. This is evident in mini grocery stores and stores that sell chocolate, ready-made goods and food products. The use of several such nouns reflects the number of products being sold in stores, for example in figure 12 of the words "crunchy crepes", it is represented selling a food products. And the others examples like, "barbershop, clay restaurant and café, white list, and the others. b. The use of adjective



Figure 13. Shop Name With Adjective Clause

The use of adjective can be seen in some shop names written in this area. This style of naming indicates the service offered like in café shop for example above. Since much new relaxing places for young people, there is much café shop usage unique name to attract an intention for customer especially for adult. Many young people have interested with this places for hanging out with friends of them. So, it can be decreased something new vocabulary for English language learners' in young adult in adjective clause. For the example in Figure 13, it is showed of "white list" sentences. It is

explained what is the condition of the shop based on the first shop names “white”, which is telling how about the character of the shop itself.

c. The use of articles



Figure 14, Shop name with Introduced by article

Some shop names also use the article "the" to introduce the name of a particular shop or service offered at that store. The use of "the" articles somehow helps to provide the specific service that the shop offers and differentiates it from other stores. Actually, introducing an article will be delivered in formal agency, like “a law and advocate office”. However there are some informal places that used article for first written in shop names. d. The use of conjunction.



Figure 15, Shop Names With Conjunctional Sentences

That found a shop names written in English usage a conjunction showing. Usage a conjunction “to” of the shop names to connect both of the words and more refers to the condition of the place. The use of “to” conjunctions there are to provide in specific attendance of the shop. Literary, in the down of the conjunction “to”, there is written “and” conjunction that use symbol “&”, it is explained what places selling about. The use of two conjunctions in one shop names’ written helping readers’ especially English language learners’ know how about point out the shop. A conjunction usage more in shop names’ written actually like in housing block promotion which has different from the other conditions, example in “House with private pool”.

d. The implication of English Language Written in Shop Names

Much of the shop names that used English language as the label, whether there is on Javanese culture. Currently, there is no policy on how to set language. However, there is evidence that most shops speak English and a mixture of two languages, namely English and Indonesian. Such practice is an important thing in the use of English in Sidoarjo society to attract more enthusiasts or consumers, especially among young people. The grammar and spelling problems that dominate the area in LL indicate the status of English in Sidoarjo. The visibility of English at all shows that English is slowly improving its function and role in a Javanese-dominated society.

Exposing people to a language that is unfamiliar to shop-names is a form of educating people about the increasing role English plays. The study supports that improving the social functioning of a language is possible through LL and language education policies in the Sidoarjo area. Currently, Sidoarjo applies the use of English as the language of instruction in colleges and universities and as a compulsory subject in schools from elementary to high school. By combining the two methods in promoting language and its international role, there is an opportunity for English to improve its social function in the city of Sidoarjo. It is related with Schlick’s research, sign which have

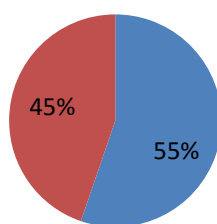
multilingualism patterns, and also included English as one of the language patterns it is not only in the capital city but also in village and town proviciency (2003).

The findings of the study indicate that the pattern of shop naming in English in Sidoarjo is a reflection of the growing importance and popularity of English in the area. This initially presents the idea that English as a compulsory subject in the school curriculum is a variation of English that appears in the environment and is applied in internal print in public places. Further exploring the use of English in other contexts will provide more evidence about the emergence of varieties of English in Sidoarjo. At least, using an LL as a teaching tool enables learners to learn global languages locally. This increases learners' awareness of English and enables them to use foreign languages in local contexts.

e. Students' Opinion about Linguistic Landscape for Read the Word English Learning

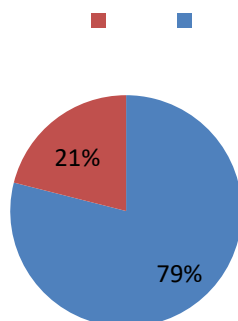
To validate students' opinions on remembering English words and phrases in LL, several groups of senior high school level were asked questions about the role of language in LL that they had ever known, whether the use of LL English helped them learn English. The questionnaires that were distributed were filled out by 38 students who has in the criteria as young learners', have revealed that written English has contributed to learning new vocabulary, spelling, and structures.

■ No ■ Yes



Diagarm 1. Based On The Students'knowledge

Based on the results of distributing online questionnaires for the students', that can be focused on the senior high school students' who are also as a visitors in the Sidoarjo culinary area. More than half of the respondents still do not know what is LL. Therefore, it is quite important that LL be applied in school learning. Although, LL is not entirely the most important material in learning English in schools, it can be interspersed in language subjects, especially English. Based on Dumanig English language teaching and learning will be bringing out challenges for English language teacher (2019). However, it is a good things to do in learning context to develop new words based on LL showing. b. Language Knowledge in LL Usage



Diagarm 2. Knowing 1 languageKnowing more than 2 languages

Many students are known which one of the languages shown. Meanwhile, based on the existing shop names, many shop names are used several languages. So, in this case introduction in LL usage

almost important thing to develop a new words for learners'. When the shop names was written in English, it is also better impact of the knowledge in schools materials.

f. The Important Tools in English Language Learning in LL Usage by Students' Opinion

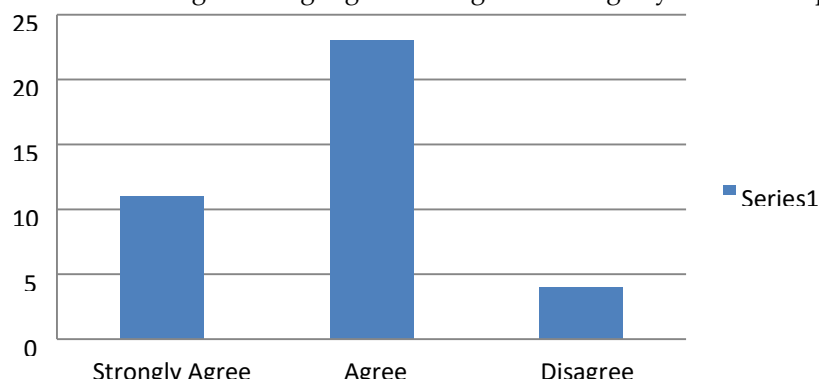


Diagram 3. The Important Tools in English Language Learning in LL Usage by Students' Opinion

The result shows, many students' agree if they are introduced by LL context, that can be adding the language that used in the school, is it why LL is described and explained based on emerging patterns. Following the language use in the shop names, it more interested by the students'. Based on Andriyanti, The studied school LL reflects which languages are used and locally relevant to the school environments and how they are positioned (2019). It means that, LL can be applied in English language material to develop the students' learning.

4. CONCLUSION

English language teaching and learning is considered in foreign language, that has limited function in society poses, it will be many challenged both of the teachers and students. However, if a practical approach to teach an available resources within the reach of teachers and students, learning English can be easily and quickly. The use of LL English in EFL context can contribute a lot in developing approaches to teach English. Students can develop their English vocabulary, spelling, and grammar structures. Therefore, using LL as a pedagogical resource in teaching English as a foreign language can be of benefit to both teachers and students.

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