



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 3 Tahun 2024 Page 5842-5856

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## Linguistic Landscape in Medan Shopping Mall

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### Abstrak

Penelitian ini berkaitan dengan kajian lanskap linguistik pada salah satu mall terbesar di Medan yaitu Delipark dengan menggunakan teori Cenoz dan Gorter yang bertujuan untuk mempelajari bahasa dominan yang digunakan dalam tanda-tanda di Delipark, menganalisis karakteristik linguistik lanskap, dan jelaskan alasan mengapa item linguistik dipajang di delipark. Data dianalisis menggunakan metode kualitatif dan kuantitatif. Kualitatif dilakukan karena data penelitian berasal dari observasi dan kuantitatif dilakukan untuk menghitung persentase data. Data difokuskan pada item kebahasaan di delipark yang meliputi area indoor dan outdoor. Untuk melengkapi data, peneliti telah melakukan wawancara kepada pengunjung Delipark. Peneliti menemukan 133 data yang terdiri atas tanda monolingual, bilingual, dan multilingual. Terdapat 76 rambu yang bersifat monolingual atau hanya menggunakan satu bahasa yaitu bahasa Inggris yang menjadikan bahasa Inggris sebagai bahasa dominan yang digunakan pada rambu di Delipark, 25 rambu berbahasa Indonesia, 17 rambu berbahasa Indonesia - Inggris, dan 2 rambu berbahasa Indonesia - Inggris - asing bahasa. Dan berdasarkan wawancara yang dilakukan diketahui bahwa alasan item kebahasaan tersebut ditampilkan adalah untuk menjadi sumber informasi, memberikan kemudahan bagi pengunjung lokal maupun internasional, dan digunakan bahasa Inggris karena merupakan bahasa universal yang digunakan oleh semua orang di dunia.

Kata Kunci: *Lanskap Linguistik, Item Linguistik, Delipark*

## Abstract

This research is related to the study of the linguistic landscape at one of the largest malls in Medan, namely Delipark, using the theory of Cenoz and Gorter which aims to study the dominant language used in the signs in Delipark, analyze the characteristics of the linguistic landscape, and explain the reasons why linguistic items are displayed in delipark. Data was analyzed using qualitative and quantitative methods. Qualitative is done because the research data comes from observation and quantitative is done to calculate the percentage of data. The data is focused on linguistic items in the delipark which includes indoor and outdoor areas. To complete the data, researcher have conducted interviews with visitors to the Delipark. Researcher have found 133 data consisting of monolingual, bilingual and multilingual signs. There are 76 signs that are monolingual or only use one language, namely English which makes English as the dominant language used on the signs in Delipark, 25 signs in Indonesian, 17 signs in Indonesian - English, and 2 signs in Indonesian - English - foreign language. And based on interviews conducted, it was found that the reason these linguistic items were displayed was to become a source of information, provide facilities for local and international visitors, and English is used because it is a universal language used by everyone in the world.

Keywords: *Linguistic Landscape, Linguistic Items, Delipark*

## INTRODUCTION

Linguistic Landscape is the use of language in public space signs that we often encounter. Many people are aware of this public space feature known, but only a few can understand it well. For example, a common sign like "restroom" which refers to a place to urinate, some people may be confused about what is meant by a restroom, whether it is a place to rest or a place to urinate. So this is makes linguistic landscape is a science that is widely discussed and studied by scholars all over the world with the goal of determining who initiated, created, placed, and read it (Marten, Mensel, & Gorter, 2012). Linguistic landscape is a comparatively new phenomenon that has emerged due to a growing interest in multilingualism, language ecology, and globalization, in which languages interact to form the global environment (Abramova, 2016). According to Landry and Bourhis (1997), the concept of linguistic landscape refers to the collection of language displayed on various public platforms such as road signs, advertising billboards, street names, place names, commercial store signs, and public signs on government buildings. These linguistic elements collectively shape the linguistic landscape within a specific area, region, or metropolitan group.

Linguistic Landscape is important in the use of language in society; in other words, landscape linguistics can help to build a sociolinguistic context in a specific location or area. Chaer (2012) defines sociolinguistics as a linguistic discipline that investigates the

relationship between language and its social use. Sociolinguistics is an interdisciplinary field of study between sociology and linguistics, with a concentration on the relationship between language and social factors in society. As a sociological object, language is not seen or approached as a language but as a means of social interaction or communication (Chaer, 2004: 3). The focus of Linguistic Landscape is on the languages used and how they are represented in the public sphere. Linguistic landscapes are significant because they provide the context for our daily lives and are a valuable resource for language acquisition. It shapes our social interactions and gives us our identity.

Nowadays, public space signs have evolved into a written language that assists people in their daily activities, as evidenced by the fact that there are more public space signs than ever before. However, the language exhibited in public spaces does not necessarily correspond with the language spoken by locals. This is prompted by the fact that one language has a substantial impact as a "global" language is English, this is because its accessibility can be used to determine how accessible it is to everyone (Saxena & Omoniyi, 2010). Based on this, it is probable that the dominant language will have a more significant presence in place names and company signage, while the minority language will have a smaller presence (Ramamoorthy, 2002; Xiao, 1998).

The linguistic landscape research focuses on the analysis of written material on language signs in a certain location (Gorter & Cenoz, 2007). Several studies are conducted around the world to investigate the linguistic landscape in specific cities or countries in order to analyze the linguistic landscape in that country. For example, Linguistic Landscape reported by Eliezer Ben-Rafael (2006) analyzed Linguistic Landscape in a variety of homogeneous and mixed Israeli cities, and in East Jerusalem. This study reveals essentially different Linguistic Landscape patterns in Israel's various communities: Hebrew - English signs prevail in Jewish communities; Arabic - Hebrew in Israeli - Palestinian communities; Arabic - English in East Jerusalem.

In Indonesia itself, Linguistic Landscape studies are still in limited number. A few studies are conducted by Kharisma, A. J et al (2023) that analyze the linguistic landscape within 4 (four) English as a Foreign Language (EFL) textbooks in Indonesia, employing Cenoz and Gorter's theoretical framework. The primary objectives of this study are to categorize the various linguistic landscape elements present in Indonesian EFL textbooks and provide a comprehensive description of the characteristics of these linguistic landscapes.. This study analyzes the linguistic landscape of the shopping center in Cibubur, specifically the visible languages and the proportions of topdown and bottom-up signs in Trans Studio Mall

Cibubur. Then, the next LL research conducted by Dea dwi lestari (2019) studies Linguistic Landscape in biggest Mall in Medan.

Delipark Podomoro Shopping Mall is an object to analyze the linguistic landscape. Delipark Mall is currently the busiest shopping mall in Medan. Delipark is a shopping mall owned by PT Agung Podomoro Land Tbk and Capital Group that held a soft opening on Friday, November 29, 2019. Delipark Mall is the newest mall in Medan, with an Outdoor Lifestyle concept called Rivapark that is integrated with the Deli river landmark. With an extraordinary concept to provide a large outdoor lifestyle area to create a new standard meeting point in Medan (Akhyar, 2020). This mall attracts immigrants from various regions as well as international tourists. As a result, do not be surprised if foreign languages are spoken in the mall. One of them is a guide sign, which uses a foreign language to help foreign visitors avoid getting lost.

Consider of the following example:



*Figure 1. Sign in Delipark*

The language displayed on the sign at Delipark Mall above shows the use of two languages known as bilingual information. The use of bilingual information is carried out to inform people who have the ability to understand two languages well or one language. The languages displayed on the sign are Indonesian and English. The display of the sign also shows that Indonesian is placed above English in accordance with the statement that "Indonesian must be used in public signs, road signs, public facilities, banners and other information tools which are public services accompanied by regional languages and/or foreign languages as equivalents." (Regulation of The President Republic Indonesia Number 63, 2019 Regarding The Use of Indonesian Language Article 40). However, there are still several signs that do not comply with these regulations, for example in other picture only displays English on the signs.

Realizing the signs around us, researchers are interested in conducting research that focuses on the linguistic landscape of one of the malls in Medan. Therefore, the researcher

is interested in conducting research with the title "*Linguistic Landscape in Medan Shopping Mall*". This research will be conducted in a shopping mall known as Delipark Mall which can be found in the city of Medan. The purpose of this research is to investigate the predominant language on signs in Delipark Mall, to analyze the characteristics of the signs, and to comprehend the reasons why linguistic items are displayed.

## RESEARCH METHOD

This study used mixed qualitative and quantitative research methods. According to the statement (Creswell, J.W. 2004) stated that mixed methods is an approach that combines qualitative methods and quantitative methods. Qualitative research in this study was carried out using data collection techniques which are carried out by observing, documenting and interviewing. Qualitative research aims to understand the object studied in depth. To describe the phenomenon of the linguistic landscape in Delipark Shopping Mall, researchers want to conduct in-depth research by looking for research subject data. Then, quantitative analysis here is used to calculate the number of each monolingual, bilingual and multilingual sign. In this case it looks like a percentage of each sign category. This study adapts the theory of Cenoz & Gorter (2006), this study analyzes images containing linguistic landscapes in Delipark Shopping Mall..

This research data was obtained from public spaces in Delipark Mall. The data is a representation of the linguistic landscape included in the documentation in the form of collected photographs. The data obtained is in the form of the language used on the signs at Delipark Mall. This information was obtained from photographs taken at the Delipark shopping center in Medan, especially the signs for public spaces.

According to Suhartono (2008: 69-70) data collection techniques are methods used to obtain or collect data as well as possible and processed and analyzed in accordance with the framework of research methods. Data collection can be done in any setting, any source, and any way. There are five techniques of data collection. Namely observation, interviews, questionnaires, documentation and triangulation. In this study used observation, documentation and interviews. The data was collected by implementing the procedures the following:

1. Observation

Observation is the first step in collecting data. Observations conducted at Delipark Mall Medan to find objects that are linguistic landscapes at Delipark Mall. Delipark mall chose as the research location because Delipark Mall is a relatively new mall in Medan and linguistic landscape are also found including signs, billboards and commercial

shop signs. Objects were be found by taking photos of anything that appears at Delipark Shopping Mall Medan.

## 2. Documentation

The data was found by taking photos of anything that appears at Delipark Shopping Mall Medan in the indoor and outdoor of the areas.

## 3. Interview

The interview was conducted in this study among visitors in order to complete the data.

According to the theory of Miles, Huberman, and Saldana (2014), the data was evaluated in several processes, namely in four parts: data collection, data condensing, data display, and conclusion drawing or verification.

### 1. Data Collection

Data collection refers to the process of collecting data to be investigated. Data is collected from taking pictures of public space signs to determine whether or not there are linguistic features, the language used, and linguistic realizations found at Delipark Shopping Mall Medan in the landscape.

### 2. Data Condensation

The act of selecting, abstracting, and transforming the data is referred to as the process of data condensation. The data was analyzed to determine whether or not the linguistic features, language used, and linguistic realizations found in Delipark Shopping Mall Medan were present in the landscape.

#### a. Selecting

Selecting means the way to select the best or most appropriate data. In this research, the data was selected based on the concept of linguistic landscape which contains textual data.

#### b. Focusing

The focus is intended to pay special attention to appropriate data. In this study the focus was on the lingual units (words, phrases, sentences) of the LL sign.

#### c. Simplifying

Simplifying is related to data simplification. This is intended to make the data easier to analyze.

d. Abstracting

Abstraction means that in analyzing data, data must be considered theoretically or separately. In this study, researchers only use data that are based on existing theories about linguistic landscapes.

e. Transforming

In this process, the data was converted into (monolingual, bilingual, and multilingual) and analyzed for LL characteristics based on the theory of Cenoz and Gorter. In this section it can be seen in the appendix then proceed to the data display to make mass groupings.

Miles and Huberman (1992) define data presentation, which results from data compression, as a structured collection of data that permits inference and action. The data was analyzed by identifying the linguistic features used in the linguistic landscape of Delipark Shopping Mall, the dominant language used in the linguistic landscape of Delipark Shopping Mall, and the manner in which these linguistic features can be realized in the linguistic landscape of Delipark Shopping Mall.

The final phase of the numerous phases that have been accomplished entails concluding the analysis and double-checking it with evidence gathered in the field. Researchers establish findings on the Linguistic Landscape of the Delipark Shopping Mall in Medan, based on credible data, statistics, and the results of actual field research.

Next, the theory is applied to the data to answer each research question. For the first question regarding the employment of multiple languages in the Linguistic Landscape of Delipark Shopping Mall in Medan, the following steps are required:

- a. First, signs have been analyzed based on the presence of language in the textual data.
- b. Second, after finding the language used, the number of languages is used to categorize signs based on groups (monolingual, bilingual, and multilingual). The use of language in monolingual signs was observed to identify existing languages in LL sign and in bilingual and multilingual signs to find language combinations.
- c. The researcher presents LL signs in a table so that they are easy to understand.

Below is the table of languages displayed:

Table 1. Data Display Table

Total	Groups	Languages	Number	Percentage
...	Monolingual	Indonesian	...	...%
		English	...	...%
	Bilingual	Indonesian - English	...	...%

d. The researcher use the formula to find the percentage of data in the table.

$$x = \frac{y \text{ (a number of sign that uses a language)}}{z \text{ (number of all signs)}} \times 100$$

x = 100%

x = the result

y = a number of sign that uses a language

z = number of all signs

To answer the second research question about sign characteristics, an analysis of sign characteristics was carried out based on the theory of Cenoz and Gorter.

There are several steps to answer this research question:

- a. First, the sign was analyzed based on the theory of Cenoz and Gorter.
- b. Second, an explanation of the characteristics is presented clearly. Some of the features are supported with tables to provide a clear explanation and also pictures of the signs are also provided.

And the last the researcher transcribed the recorded interviews. After that, the researcher formulates the results into narrative paragraphs which will be presented in the conclusion to answer the third research question about the reasons linguistic items realized in Delipark Mall Medan.

## RESULT AND DISCUSSION

This chapter presents the findings and analysis of the research. The research concentrated on a linguistic landscape in Delipark. The collection of data was conducted by photographing shop signs, billboards, and signboards in indoor and outdoor areas. There are 133 (one hundred thirty three) linguistic items used as research subjects, which represent a variation of monolingual, bilingual, and multilingual linguistic landscapes. To finalize the

data, interviews were also conducted with 20 respondents, who were visitors to the Delipark shopping center.

The theory of Cenoz and Gorter (2006) was used to analyze the data. It was analyzed by categorizing and tallying the data according to the indicators of the linguistic landscape.

### 1. The Dominant Language of Delipark Medan's Linguistic Landscape

This research was conducted at the Delipark shopping mall Medan. The Delipark shopping mall contains 133 linguistic landscapes. The linguistic landscape is divided into three parts, namely monolingual, bilingual, and multilingual signs. There were four categories of monolingual signs: (1) Indonesian (19%), (2) English (57%), (3) French (0.7%), and (4) Latin (0.7%). There were six categories for bilingual signs: (1) Indonesian and English (13%), (2) English and Japanese (1.5%), (3) English and Thai (0.7%), (4) English and Arabic (1.5%), (5) English and Latin (4%), and (6) English and French (0.7%). In addition, multilingual signs are divided into two groups: (1) Indonesian, English, and German (0.7%) and (2) Indonesian, English, and Japanese (0.7%). The predominant language utilized in Delipark Shopping Mall is English, accounting for a significant majority of 57.1%. As a result, English is the most commonly used language at Delipark Shopping Mall Medan.

Table 2. Languages used

Total	Groups	Languages	Number	Percentage
133	Monolingual	Indonesian	25	19%
		English	76	57%
		France	1	0,7%
		Latin	1	0,7%
	Bilingual	Indonesian – English	17	13%
		English – Japanese	2	1,5%
		English – Thai	1	0,7%
		English – arabian	2	1,5%
		English – Latin	5	4%
		English – France	1	0,7%
	Multilingual	Deutsch-English – Bahasa	1	0,7%
		English- Japanese – Bahasa	1	0,7%

#### a. Monolingual Signs

According to the findings of researchers, there are 103 monolingual numbers in the Delipark Shopping Mall in Medan. This comprises the languages of Indonesian, English, Latin, and French. The majority of monolingual signs at Delipark Shopping Mall Medan are

written in English with 76 signs (57%), followed by Indonesian with 25 signs (19%), Latin with 1 sign (0,7%), and French with 1 sign (0,7%). This demonstrates that English predominates over Bahasa, Latin, and French in terms of usage in Delipark Medan. Below are illustrations of monolingual signs in English, Bahasa, Latin, and French:



Figure 2. Monolingual Sign

Figure 3 demonstrates that the sign was monolingual, as it was entirely comprised of English. It was located on the boundary between indoors and outdoors and was constructed because the object called Delipark is a closed room. So this sign informs visitors that they can access Delipark through the door that has this sign.



Figure 3. Monolingual Sign

Figure 4 shows a sign that was created just in English, making it monolingual. Because the object was a public space frequented by many people, a sign indicating the presence of amenities like parking and restrooms was installed inside. Therefore, this sign was created with the aim of being a guide for visitors in which direction they should go if they want to go to the restroom, Rivapark or to the parking area.



Figure 4. Monolingual Sign

Figure 5 shows that the sign was monolingual because it is only in English. It was located indoors, and the sign was designed to direct visitors to the indoor playground

known as The Grove, which is located in the delipark. This sign was created since the object is a public space that is frequently visited, so visitors can visit the grove to sit and relax in addition to going around Delipark Mall.



Figure 5. Monolingual Sign

In addition, figure 6 was a monolingual sign because it was created in only one language, Bahasa Indonesia. This sign is located indoors and serves as a warning that visitors cannot access the grove through that door because it serves as an exit. The objective is to inform visitors of the object's alleged entry and exit points. This indicates that visitors are not permitted to access the grove through this entrance.



Figure 6. Monolingual Sign

Figure 7 represents a monolingual sign because it contains only one language, Bahasa Indonesia. It was located indoors, specifically on the UG floor of the object, right in one of the park spots in Delipark called Rivapark. This sign was designed to inform visitors that they are not permitted to enter or stand in this area because it is located directly in a high area and could cause them to fall if they were standing in that place. This sign is present because the object is a public space, and visitors can be more cautious in that area because of that sign.



Figure 7. Monolingual Sign

Figure 8 shows that the sign was monolingual because it was only in French. The term concierge originated in France and means "keeper of the keys." In English, concierge also implies caretaker. The term "concierge" is used in Delipark to refer to a receptionist. The sign is in the shape of an informative sign that informs visitors that services and support are available in that location. It is positioned directly at the G floor's entrance and seeks to be a place where the receptionist welcomes visitors at the front desk by greeting, welcoming, directing, and announcing information clearly and accurately.



Figure 8. Monolingual Sign

The sign in figure 9 was monolingual since it only contained one language, namely Latin. Pedestrian comes from the Latin phrase pedestres, which meaning "one who walks." This sign was created to inform visitors that the area is just for pedestrians who want to enter the Delipark. It is placed directly on the outdoor and by creating this sign, pedestrians who want to visit the delipark can follow the directions on the sign.

#### Discussion

The researcher draws conclusions based on the research findings after analyzing the data. This study analyzes the linguistic landscape of Delipark Medan based on the theory of Cenoz and Gorter's (2006). The use of linguistic landscape in public spaces, according to Cenoz and Gorter, can provide information about the sociolinguistic context and the use of multiple languages in sign language. Cenoz and Gorter also stated that studying linguistic

landscapes is intriguing because it can reveal differences in official language policies used on signs such as road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings.

In this study, researcher investigated the predominant use of language displayed, the characteristics of signs, and the reasons why linguistic items were displayed at Delipark. The data obtained from observations are the languages that appear on the signs in the Delipark. There were around 133 data found from linguistic items in the Medan Delipark both indoors and outdoors, consisting of monolingual, bilingual and multilingual. The researcher also collected data by conducting interviews with visitors about their opinions about the use of language on signs in the delipark.

Regarding the aim of the first question about the dominant language used in linguistic items in Delipark. The researcher concludes that English is the most prevalent or dominant language in linguistic indicators in Delipark. From a total of 133 signs, the languages are displayed monolingual, bilingual, and multilingual. There were 103 monolingual signs discovered, including 25 numbers in Indonesian, 76 numbers in English, 1 number in Latin and 1 number in French. In bilingual signs, English continues to predominate, followed by Indonesian as a translator. Bilingual signs include 17 numbers in English - Indonesian, as well as other languages such as English - Japanese with 2 numbers, English - Thai with 1 number, English - Arabic with 2 numbers, English – Latin with 5 numbers, and English – French with 1 number. There are also 2 number of multilingual signs covering the use of Deutsch-English-Indonesian and English-Japanese-Indonesian language on billboards and commercial shop names.

Regarding the aim of the second question about the characteristics of the language used in Delipark. Using cenoz and gorter theory, the researcher analysed the characteristics of language using only three indicators, including the first language used, text size, and font type. Using the criteria proposed by Cenoz and Gorter, researchers determined that each of the 133 signs in Delipark had their own characteristics. English predominates as the most common language used in linguistic items. It was found that English was used in 17 numbers for the use of the first language in linguistic items and managed to beat Indonesian with only 8 numbers. The size of the text in Delipark's linguistic items is the second indicator examined. In this section, the researcher analyses the most frequently used and largest text sizes for linguistic items. It was discovered that the majority language, English, occupies the first position, which is written in 12 linguistic items, indicating that English is written in a larger font size. The final indicator is the font type; the majority of linguistic items are created with the same font, but there are 27 linguistic items that use a different font type.

Finally, the third problem of this research is regarding the reasons why linguistic items are displayed in Delipark. Researchers interviewed 20 Delipark visitors in order to answer this question. The collected data indicates that the signs in the Delipark serve as a source of information for visitors; the presence of these signs helps visitors in obtaining information and also provides warning information for visitors to be more careful. This linguistic item also functions to facilitate local and international visitors so that they are not confused by the information they get from the signs in the Delipark. In addition, the majority of linguistic items in Delipark are displayed in English because English is a universal language. So that English becomes a required language for society to master.

## CONCLUSION

This study investigates the linguistic landscape of Medan, with a specific focus on Delipark shopping mall. The study's results were drawn from the data analysis. The first discovery is the dominant language in Delipark's linguistic landscape. English is the predominant language used for linguistic items in the Delipark. This was concluded based on the findings of 133 linguistic items found in indoor and outdoor areas which were classified into monolingual, bilingual, and multilingual. With a total of 76 numbers with a percentage of 57%. The usage of English in Delipark Medan's linguistic landscape items can be viewed as a symbol of luxury. Delipark is newest and largest mall in Medan has an image as a luxury mall, and English is considered a prestigious language that symbolizes luxury. As a result, the employment of English in the linguistic landscape items at Delipark Medan is intended to convey the shopping center's elegance.

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