

Language Deviation in Public Spaces in Indonesia (Linguistic Landscape)

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ABSTRACT:- The use of language in public spaces is interesting to study for two reasons. First, the use of language in public spaces in Indonesia tends not to use Indonesian as specified in the Indonesian Regulation no. 24, 2009 article no. 36 which mandates to Indonesian citizens the use of Indonesian in public spaces. Second, when using another language, not Indonesian, there are many deviations of the language rules being used. This study aims to identify and understand the use of language in public spaces in Indonesia. The method used in this research is descriptive qualitative method. Data was collected by taking pictures of the nameplates scattered in public spaces in a predetermined area. The object of research is the lingual unit which could be found in signboards in the public spaces in Indonesia. The results of the study show that there is a tendency to use English in public spaces. However, some of the English used in the public places violate the rules of the language.

Keywords:- language landscape, public spaces, language deviation,

I. INTRODUCTION

Indonesian Regulation number 24, 2009, article 36 (peraturan pemerintah no 25 tahun 2009 pasal 36) mandates to Indonesian the obligation to use Indonesian language in public spaces. The public spaces include the names of geography in Indonesia as well as for the names of buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, education, organizations that are established or owned by Indonesian citizen or the government.

However, a phenomenon that occurs in the current study is that a foreign language (especially English) seems to replace the use of Indonesian in public spaces. It can be seen that in the public spaces like the main roads, some signboards use English. There are lots shop names, hotel that do not use Indonesian but English. We often see that people use "Coffee Shop" instead of Warung Kopi, "Barber Shop", not "tukang cukur" and "Fried Chicken" as a substitute for "ayam goreng". Therefore, it is necessary to revive the dignity of the Indonesian language in this phenomenon as a consideration for policy makers to restore the status of the Indonesian language in the public spaces as stated in the regulation number 24, 2009, especially article 36.

During the initial observation, it was found that there is a tendency that a foreign language, especially English is used in the public spaces especially in naming products. The naming of name board in the public spaces tend to appear in English that can be seen in beverage and food products. In this case, there is a tendency for people to use English compared to Indonesian. It is surprising that this does not only happen in big cities and provincial capital but also in villages (Kusumaningsih, Sudiatmi, & Muryati, 2013), (Riani, 2014), and (Wijana, 2014).

This study is linguistic landscape (LL); a relatively new scientific disciplines which is a combination of the academic disciplines of applied linguistics, sociolinguistics, anthropology, sociology and psychology. The term LL was first used by (Landry & Bourhis, 1997) which is limited only to public road signs, street and place names, shop names, names of government buildings in regional groups, region or city.

Problems of the study are that the use of language in public spaces in Indonesia is against the Indonesian Regulation number 24, 2009, especially on article 36. This constitution mandates obligations for Indonesian citizens to use Indonesian in public spaces, namely the names of geography in Indonesia as well as for the names of buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, education, organizations. Thereby this study tries to find out 1) what language is used in public spaces and 2) and how it is used.

The results of the study are expected that : 1). The public should realize the importance of using Indonesian in the public spaces. 2). Regional government must issue formal legal regulations related to the use of Indonesian in public spaces.

In general, there are two concepts related to the use of the term “linguistic landscape” (LL). First, LL as a subject is an operational word/lexical in sociolinguistic studies to refer to language use in public spaces (Spolsky & Cooper, 1991). Second, LL as a study or field of study of sociolinguistic and ethnolinguistic development popularized by Landry and Bourhis (1997) which relates to the use of written language that is visible in the public area or in certain special areas. In this study, these two things will be applied in analyzing data found in the field.

According to Puzey (2016), LL is an interdisciplinary study on various issues which interact to languages in public places. Although LL is relative new terms in applied linguistic studies, this concept is closely related to other field of studies like sociolinguistics, multilingualism, language policy, semiotics, literature, education.

According to Landry & Bourhis (1997), LL has two functions: informational function and symbolic function. In the informational function, the meaning of the marker differentiates the geographical area of the population which gives the language to the name of the place. In other words, language functions as a marker of the territory of the speaking community and differentiates it from other areas of population with different languages. In terms of symbolic function, the presence or absence of a group's language on a street sign, for example, has an impact on feelings of being part of that group. The symbolic function is also closely related to the representation of ethnic identity. According to Lou and Blommaert (2016) and Blommaert, (2013) public spaces function as arenas for human social interaction and carry out a series of cultural activities.

Signs in public spaces can also force listeners or readers to follow the rules of the game, with a number of boundaries and generally accepted norms (Blommaert, 2013). Of course, signs in public spaces are not made without reasons. Signs have messages and are never neutral, they are connected to social structures, hierarchies and power (Stroud & Mpendukana, 2009). The reason is that public space is both an area and an instrument for regulating and controlling power. The power in the public spaces is often introduced by the power of language. Public spaces must also be responsive or able to meet the needs of citizens which are manifested in their physical design and management. This means that there is information acquisition and a meaning system in the public spaces. People who use public spaces will absorb information and interpret it through language. Furthermore, the information absorbed and interpreted will influence people's attitude and behavior.

Ideally, public spaces must have three things, namely responsive, democratic and meaningful. Responsive in the sense that public spaces are space that can be used for various activities and broad interests that have environmental functions. This means that public spaces can be used by people from various social, economic and cultural backgrounds as well as access for various human physical conditions. In this case, public spaces must have a link between humans, space and the wider world with a social context. In other words, there is a meaning system in the public spaces (Hakim, 2013).

Deviation/variation is the opposite to norm and refers to a selection of a linguistic item outside the range of normally allowed selections. People must obey the rules or norms of the language being used. For example, an “s” or “es” must be added to the verb of the third singular present tense or a preposition must be followed by a noun or gerund. But in reality, the using of language is not that stiff or formalistic. Qin Xiubai (1997) pointed out that “man will choose the most suitable language form to express their ideas according to the subjective or objective factors during the communication. This raises the issue of using language creatively. Each style has its extraordinary or unusual language characteristics and each writer tries to display their extraordinary style in their creation.” In short, the special expression which deviates from norms is called deviation.

In his book, *A Linguistic Guide to English Poetry* (1969), Geoffrey Leech made a summary of deviation. He categorized deviation into eight types, i.e. lexical deviation, grammatical deviation, phonological deviation, graphological deviation, semantic deviation, dialectal deviation, deviation of register and deviation of historical period

One of the most common usage of lexical deviation is neologism (the invention of new “words”). When the new words are made up “for the nonce”, i.e. for a single occasion only, rather than as serious attempts to increase the English word-stock, we call them nonce-formations. Leech (1969) thinks neologism is not merely a “violation of lexical rule”, but rather “an existing rule is applied with greater generality than is customary: that the usual restrictions on its operation are waived in a given instance.”.

Leech distinguishes between deviation in morphology and syntax. Deviation of the former is rare enough in English poetry, so he pays much attention to deviation of syntax. In syntax, Leech discussed deviation of surface structure and that of deep structure. Deep structure may be characterized as the “semantic end” of syntax, which directly reflects the meaning of the sentence, whereas surface structure is characterized as the “phonological end” which relates to the way in which a sentence is uttered. The surface structure specifies the actual forms which are uttered, and the sequences in which they occur. This study focused on the surface structure that is the form which is uttered and written.

Because spelling represents pronunciation, any strangeness of pronunciation will be reflected by strangeness of the written form. However there are also some graphological deviations that have nothing to do with speech, such as discarding of capital letters and punctuation, jumbling of words, eccentric use of parentheses

Semantic deviation can be translated into “nonsense” or “absurdity”. Thus we often find some ridiculous sentences in some works. But “the very face-value oddity lends it abnormal power of significance” (Leech, 1969). That means the seemingly meaningless and ridiculous sentences have specific meanings in a certain context.

In general, all works can be written and understood in a standard English dialect. But sometimes for some reasons it is sometimes violated so that it is no longer standard. This usually happens so that the English used is no longer English in accordance with the rules of good and correct English.

Although the theory of deviation is mostly used to analyse poetic language in the linguistic field, this study discusses the deviation of English in public places in Indonesia especially on advertising. Bruthiaux (1998) analyzed the linguistic characteristics of classified advertising, and Wu Dongying (1994 & 1996) concerned the specialties of Chinese display advertisements. In China, some scholars like Bai Haiyu (2003), Cai Hongmei & Dong Yan (2002) adapted Leech’s classification of deviation to analyze advertising.

II. METHOD

This research is qualitative research. This means that the data displayed in the research is not in the form of numbers with statistical calculations, but in the form of words or expressions and sentences. The research topic is the use of language in public spaces. The data is collected by taking pictures of language use in public spaces on signboards. The data that has been collected is analyzed to determine the tendency of language used in public spaces. The results showed that in general it was found that people tend to break the regulation that Indonesian citizens have to use Indonesian language in public places. The results of the study also revealed that English is often used instead of Indonesian. However, when English is used, most of them break the rules of English. Thus the result is a deviation of the rules of English.

III. The Results and Discussion

The Results

<p style="text-align: center;">Data 1</p>  <p style="text-align: center;">Ais = Ice</p>	<p style="text-align: center;">Data 2</p>  <p style="text-align: center;">Cervice = Service</p>
<p style="text-align: center;">Data 3</p>  <p style="text-align: center;">Coll = Cool</p>	<p style="text-align: center;">Data 4</p>  <p style="text-align: center;">Friend Fries = French fries</p>

Data 5



Javanes = Javanese

Data 6



Jin = Jeans

Data 7





For mail = for male
Femail = female

Data 8



Milksex = Milkshake

<p style="text-align: center;">Data 9</p>  <p style="text-align: center;">Sayur Soap = sayur sop</p>	<p style="text-align: center;">Data 10</p>  <p style="text-align: center;">Seefoot = seafood</p>
<p style="text-align: center;">Data 11</p>  <p style="text-align: center;">Speace = space Aveliabe = available</p>	<p style="text-align: center;">Data 12</p>  <p style="text-align: center;">Tek ewei = take away</p>

<p style="text-align: center;">Data 13</p>  <p style="text-align: center;">Free wife = free wifi</p>	<p style="text-align: center;">Data 14</p>  <p style="text-align: center;">Children = children Aduld = adult</p>
<p style="text-align: center;">Data 15</p>  <p style="text-align: center;">Ficial = facial</p>	<p style="text-align: center;">Data 16</p>  <p style="text-align: center;">Foodwear = Footwear</p>

IV. DISCUSSION

From the data collected it was found that there are lots of signboards which do not use Indonesian language as recommended in Indonesian regulation number 24, 2009, especially on article 36. This article urges Indonesian citizens to use Indonesian in public spaces. This can be seen from the data that shows a lot of number English usage in public spaces (as found in data 1 to 16). This situation breaks the government regulation mentioned earlier. However, when using English there are also many deviations of the rules of English itself. Most of the deviation or violation of English rules in this study exist in the writing section. Data 1 to data 16 show that there were writing errors in the English used. Data number 1 to number 4 were often found on signboards around us. They offered food and beverage products as well as services. Data number one offered ice selling by writing "Ais" instead of "Ice". Likewise in data number 2 and 3 where both of them incorrectly wrote "cervice" which should be "service" and wrote "coll" which should be written "cool". The word that should be written "french" in data number 4 was written "Friend". Writing "friend" was not wrong in English (one attached to another by affection or esteem), but in the context of writing on that signboard it became wrong because it should be "French". In English "French fries" means "kentang goreng".

Data 4 to data 8 showed that the writers probably just wrote what they heard. For example, in data 4 and 5 they wrote "javanes" which should be "javanese" probably because it sounded like "javanes". Similarly, the writing of "jin" in "jin tailor" was written because they often heard the word "jin" pants even though the actual writing was "jeans". For data 7 and 8, according to English writing, there were no deviation except for "femal". It was only in the context of the signage offered that it became incorrect. Data 7 offered "fitness" for men and women. However, the signboard shows "for mail", which was meant, "for male". Meanwhile, in data 8,

the error lied in the second syllable of the word "sex" which should be "shake". So what was meant in data 8 is actually "milk shake".

The next data was data 9 to data 12. Data 9 and 10 showed correct English writing but not in accordance with the intended context so that the meaning becomes wrong. For example, data 9 offers vegetable soup but is written with vegetable "soap" (a substance used with water for washing). Similarly, data 10 which offered seafood was written with "seefoot". See and foot are two correct English vocabularies, but in this context what is offered is actually seafood. As for data 11, it was rather difficult to guess because the English writing is wrong and does not mean anything. The words "speace" and "aveliable" were both meaningless in English. What is meant by data 11 could be "space available". Data 12 was a notice during the pandemic season where everyone must keep their distance from others. Even stalls only serve takeaway food and drinks. The signboard showed "tek ewei" which was a similar pronunciation of "take away" which means takeaway food.

Data 13 to 16 were other examples of English writing errors and errors in meaning. Data 13 was written in a convenience store that offered a place to use the internet with free wifi. However, what was written on the signboard was "free wife" which was completely different from "free wifi". Data 14 showed writing errors that make the words meaningless, namely "cildren" and "aduld" in the promotion of children's and adult clothing. These two words are meant for "children" and "adult". The same thing happened in data 15 where "facial" was written as "ficial". Data 16 was the correct English writing even though the context is wrong. It was written "foodwear" on signboard with a picture of a shoe next to it. From the context it could be inferred that the advertisement should be written "footwear".

V. CONCLUSION AND RECOMMENDATION

From the collected data, the proposition can be drawn that there are many signboards in public spaces using foreign language, especially English. This situation is a violation of government regulation no 24 of 2009, article 39. The article instructs Indonesian citizens to use Indonesian in public spaces. This could happen because of two possibilities. First, they do not know the regulation and second, they deliberately do not comply with it.

The data collected shows the tendency that English is widely used in public spaces. This tendency can be understood considering English as an international language as well as a lingua franca. Due to the fact that English is a fairly prestigious language, using it also has an element of prestige. Public spaces that use English to offer their products, both in the form of goods and services, feel that their prestige can increase by using English.

However, it is unfortunate that when signboards use English, most of the data collected show the deviation of the rules of the language itself. This study found that many uses of English in public spaces violate the rules of writing. Some are written exactly as they sound, namely [javanese for Javanese and Ais for Ice]. There is even writing that cannot be traced into English at all, for example "speace and aveliabi" for "space dan available".

From the results of this study, there are several recommendations that can be proposed to the government. The government is expected to reaffirm the existence of Indonesian regulations that require the use of Indonesian in public spaces. This can be done by making regional regulations related to the use of language in public spaces. The use of two languages is something that is still possible, namely Indonesian and English simultaneously. However, when English is used, it must be based on the right language rule.

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