

Linguistic Landscape in Kualanamu International Airport

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ABSTRACT

This paper examines the spread of written language in the public space at Kualanamu International Airport. Kualanamu International Airport is one of the public spaces where members of the public gather together, interact, and communicate. The method used in this research is the descriptive qualitative method. This type of qualitative descriptive research is a research method that utilizes qualitative data and is described in descriptive history. Data for this study were taken from written language related to the Linguistic Landscape at Kualanamu Airport. The study was conducted from the perspective of a linguistic landscape approach. The study results show that language in public spaces is very dynamic and has a variety of designs. Regarding the use of signs, speech spread in public areas combines lingual and non-lingual forms with an attractive design and layout. In terms of function, written language in public spaces on display at Kualanamu Airport is a medium to inform the public.

Keyword: *Language, Public Space, Linguistic Landscape, Kualanamu International Airport*



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1. Introduction

The study of 'linguistic landscape' (LL) is a relatively new developmental study. This has attracted the interest of researchers, especially sociolinguistics and applied linguistics scholars. In a brief definition 'LL refers to the visibility and characteristics of language on public and commercial signs in a certain area' (Landry & Bourhis 1997: 23). In the definition of the list, it is said that 'LL is the language contained in public street signs, billboards, street names, place names, commercial shop signs, and general information boards in government buildings which combine to form the LL of a particular urban area or agglomeration.' (Landry & Bourhis 1997: 25). Of the two definitions, the list definition is quite interesting because it has general items related to textual signs in public spaces. If you look closely, the definition is like a catalog of six types of characters. This would allow adding other types of tags in public spaces to the list definition. On this basis, Gorter (2006: 2) summarizes and provides another brief definition for LL: 'the use of language in written form in public spaces.'

The LL field is varied, complex, and rapidly evolving, with shifts between different ideas. When viewed through a particular lens (discipline or theoretical), a specific LL theme will be necessary to the researcher

concerned. However, each lens will limit the field of view from the extent of coverage that can be observed at any moment. Consequently, LL is a highly interdisciplinary research domain based on various theories and disciplines, such as language policy, sociology, semiotics, literacy studies, anthropology, social and human geography, politics, urban studies, and others. Thus, LL emerges as a promising field of study for studying language and society. In its development, the linguistics landscape or the abbreviation LL has also been denied being used as a term denoting a field of study.

Landscape linguistics is a multidisciplinary field of study. According to Yendra and Artawa (2020: 2—3), LL is highly cross-disciplinary, based on various theories and disciplines, such as language policy, sociology, semiotics, literacy studies, anthropology, social and human geography, politics, urban studies, and others. Thus, LL emerges as a promising field of study for studying language and society.

1. Top-Down and Bottom-Up
2. Multilingualism in the linguistic landscape
3. Minority and Commodity Languages

This research has also previously been reviewed by Widiyanto (2019); the research results indicate that the stakeholders in RPM have used monolingual, bilingual, and multilingual signs to provide information on historical objects in RPM, with the bilingual sign being dominant, namely Indonesian and English. The variety of languages (Javanese, Bahasa Indonesia, English) existing in informational signs give information on sociolinguistic composition in Surakarta, especially in RPM as a heritage region, where there are domestic tourists with Javanese as a mother tongue, domestic tourists with Indonesian language as a lingua franca and foreign tourists with English as an international language.

Ardhian (2023) has also reviewed this research, whose research examines how the Bottom-Up pattern dominates emergence. In language use, the analysis results show that three forms appear, namely monolingual, bilingual, and multilingual, with nine patterns of language use. Indonesian, Javanese, and Arabic are involved in all patterns. This indicates that TPU in Malang City is synonymous with symbols of language competence, the dominance of the Muslim community, and the presence of Javanese symbols. The texts also provide information on the burial naming system, do's/don'ts, advice, and directions/locations. Symbols embodied in the use of language: Indonesian is a symbol of language competence and language policy; the Javanese denotes a symbol of group vitality and sacred; Arabic is a symbol of Islamic religious entity; English is a symbol of the religious tourism industry; Japanese builds on symbols of the past in dark tourism.

This research has also been reviewed by Sari et al. (2023); this study finds 687 data with 957 compositions of given-new, ideal-real, and center-margin information. Among them are 54 (6%) given compositions and 221 (23%) new compositions. It indicates that the business owners in Padang mostly use English as a subordinate language on the signboard. The business owners use English on the signboards to provide new information to promote their stores. Hopefully, this research can contribute more to the linguistic landscape in Padang. It can also broaden the readers' horizons about the language in public spaces, especially in business areas.

Based on a review of previous research, the linguistic landscape in airports has not been fully explored. Therefore, in this current study, researchers will explore how the functions Kualanamu airport are in linguistic landscape studies.

2. Research Methodology

The method used in this research is the descriptive qualitative method. This type of qualitative descriptive research is a research method that utilizes qualitative data and is described in descriptive history. This type of qualitative descriptive research combines descriptive and qualitative research. Qualitative descriptive research displays the data results without manipulation or other treatment. This descriptive research will present a complete picture or description of several variables related to the problem and the unit under study between the phenomena being tested. This descriptive research aims to make systematic descriptions, drawings, or drawings, and the relationships between the variables investigated using Indonesian. As well as with descriptive research will produce an accurate picture of the mechanism of a process or relationship, provide a complete picture both in verbal form, present basic information about a relationship, create a set of categories and classify research subjects. In this study, the variables to be examined were signs at the Kualanamu Deli Serdang International Airport. The number of variables to be described is 30 signs, consisting of guide signs and prohibition signs in the arrival and departure terminals.

3. Results and Discussion

Based on the data, the languages found in the linguistic landscape at Kualanamu Deliserdang Airport are

Indonesian and English. Indonesian is the language with the highest usage, followed by English. The frequency of using Indonesian in the linguistic landscape at Kualanamu Deli Serdang, the two languages are distributed in form, function, meaning, and value.

Data 1



Figure 1: Information Centre at the International Airport Kualanamu International Airport (Doc, Pasaribu and Salmiah. 2023).

The nameplate above is located at Kualanamu International Airport. The name was later known in English as Kualanamu International Airport abbreviated as (KNIA). The Indonesian government manages KNIA through a State-Owned Enterprise (BUMN) named Angkasa Pura. Language - The language written on the nameplate of an institution tends to be in high form (Top Down). In addition to the form of the linguistic unit, the linguistic unit of the nameplate indicates a government-owned nameplate.

Figure 1 above is one of the efforts made by the airport to make it easier for airplane passengers who want to travel when they need information from the airport. The layout and design of the language are also considered very effective and efficient in providing information to the public because they can be directly connected through airport officials. Almost every airport worldwide has an information center that aims to make it easier for passengers about to depart and passengers who have arrived when they need information from the airport. The picture contains to guide passengers consisting of Indonesian and English, as follows:

- *Informasi* (Indonesian)
- Information

From the aspect of the linguistic landscape, the language design has been designed so that the expected message can be captured and understood by the public quickly.

Informasi is written in a larger font because it uses Indonesian compared to *Information* in English with a bluish color design following the temple sky. According to Halliday (in Tompkins and Hoskisson, 1995), one of the functions of language is an informative function aimed at users of language conveying information, knowledge, or culture and indicating that a language is intended for communication or can be said to convey messages explicitly or implicitly. If you look closely at the picture above, the community can easily understand that when the community needs information, they can go directly to the information center.

Then the concept of Degen et al. 1 (2009) confirms that the information function factor has an additional explicit meaning through LL performance, which includes coloring, font type, material, and display style. The public can understand the message through the appearance of color, font type, size, design, and location.

When observed in the image above, the graphic design of the letters used and the coloring make it easy enough for the public to capture the message contained in the image. Of course, understanding the message becomes more accessible and exciting with non-lingual signs in pictures of people sitting and standing as if asking and answering. These signs use two languages (bilingual): Indonesian at the top and English at the bottom.

Data 2



Figure 2 : Kualanamu International Airport Rest Area (Doc, Pasaribu & Salmiah. 2023).

The picture above is the use of language made by the airport for a place to rest passengers at Kualanamu International Airport. Two categories of language are used in the picture, namely (1) Informing that it is a place to rest and (2) inviting you to rest if you are tired and tired. The phrase Rest Area in white is a phrase that informs it is a rest area, and if passengers feel tired and tired, then take a rest.

Then the words Kualanamu International Airport, written in large letters in white with a brown background, inform that the rest area is only used by Kualanamu visitors and passengers. The difference in the design of the letters with different colors and backgrounds is intended to make the message readable and attract passengers who want to rest. The writing also uses one language (monolingual), namely, English.

In words Rest and Area, there are no Indonesian word forms. These words form adjective phrases (FA) because the two words can be used interchangeably but change meanings. For example, the words REST and AREA become Rest Areas can still have meaning but are not appropriate in the context of the proper use of English, namely Rest Areas. The form of this phrase, if translated into Indonesian, becomes a place to rest.

Then the form of the word in the word Kualanamu is an abbreviation of two words originating from the local, regional language, namely Malay and Karo. The two words are "Kuala" and "Namu." The word "Kuala" comes from the Malay language, meaning the mouth of the river or the place where the river meets the sea. While "Namu" or "Namo" comes from the Karo language, which means deep down. When combined, Kualanamu means a meeting place or stopover. Kualanamu symbolizes a stopover for those who wish to travel or return to Medan. Thus, the name Kualanamu Airport is very fitting and brilliant because it directly describes the function of the airport itself, namely a stopover and meeting point for travel.

Data 3



Figure 3: Smoking Area Public Kualanamu International Airport (Dok, Pasaribu & Salmiah. 2023).

From the picture above, it can be seen that the picture is in the form of communication and services to passengers, such as:

-Smoking Public Area

The inscription is in monolingual English on the nameplate, proving that LL's information function as communication and service is intended for Indonesian and foreign passengers. The text communicates with passengers that a particular place has been provided when they want to smoke, and smoking is prohibited elsewhere. This is a service provided by the airport to active smoker passengers.

If you look closely, the LL in Figure 3 has a specific purpose. Pay attention to the words Coffee and the non-linguistic cup of coffee sign. The information function on the use of language for specific purposes on LL is aimed at passengers at Kualanamu International Airport. In this case, the meaning of language embodied in its language forms is defeated by non-lingual forms. In this case, non-lingual means drinking coffee or smoking. Of course, this is a marketing strategy carried out by the cafe at the airport.

So, it can be concluded in Figure 3 that there is one marker, namely Top-Down, which means that from Kualanamu International Airport, not all places can be used for smoking; there are unique places for smoking.

Data 4



Figure 4: Public Transportation at Kualanamu International Airport (Doc, Pasaribu & Salmiah. 2023).

Figure 4 shows two languages, Indonesian and English (bilingual). The inscription in Figure 4 informs that it is a traffic area for general transformations and makes it easier for passengers who want to take public transportation. The design of non-lingual colors and markers followed by the zebra crossing is also excellent, making it easy for Indonesian and foreign passengers to understand.

Data 5



Figure 5: Train Station at Kualanamu International Airport (Doc, Pasaribu & Salmiah. 2023).

The writing in Figure 5 uses one language, namely English (monolingual)—the use of English in the form of prohibitions and warnings in writing No Smoking Area. In non-lingual, they are followed by a picture of crossing cigarettes. The article expressly informs visitors about the prohibition of smoking in the KNIA Airport Train Station area. The international world is already aware of the dangers of cigarette smoke for both active and passive smokers and other reasons because of air-conditioned rooms. Therefore, all airports in the world prohibit smoking in airport areas.

This research was also supported by Artawa et al. (2023); Data were presented using a linguistic landscape design of linguistic distributions (monolingual, bilingual, and multilingual) and analyzed using Bakhtin's theory of centripetal and centrifugal forces. As a result, we found that English overwhelms other languages in terms of monolingual characters, indicating centrifugal. This connection consists of bilingual and multilingual signs. Various hotel and restaurant signs are written in Indonesian and Malay and often in English. Connections are examined based on his three levels of analysis: multimodality, the relationship between social status and signage, and the level of indexing. A mixture of fixed concentration and fluid dispersion of signs seems inevitable for linguistic and semiotic reasons of commercialization and political reasons.

4. Conclusion

Based on the description above, Kualanamu International Airport, in a linguistic landscape, has a high form of diversity (Top Down). Apart from the linguistic form, the non-linguistic unit also indicates that the government manages the nameplate. This can be seen from the linguistic unit; Indonesian is placed at the top with a larger size than writing in other languages. Other forms of language are translations from Indonesian which are then placed under them in smaller font sizes. The nameplate used at KNIA applies international standard LL. The proof can be seen from the choice of words, writing, and linguistic and non-linguistic units, which give readers a professional impression and are easily understood by Indonesian and international passengers. Analysis with the LL approach looks at the appearance of language - language in public spaces functions to provide information on the use of language to the public. The government teaches how to correctly write and correctly use written language in public spaces following the language policy. In other words, the community is urged to follow standard procedures for making LL.

This research is also supported by Andriyanti (2019); this research uncovered three language

designs: Monolingual, bilingual, and multilingual characters are required from the first repetition to the smallest repetition. Monolingual and bilingual signs were found in all five schools, and multilingual signs were found in three schools. All three designs include Indonesian, English, and Arabic. Javanese and French are used in monolingual and multilingual designs. Latin and Sanskrit were monolingual designs. As a means of communication and expression, signage is educational and distinctive. The surveyed school typological scene reflects which dialect is used and is topically related to the school context and location. Indonesian is predominant, while Javanese is minimal. The everyday use of English on school signs shows that the sign makers are not very good with dialects. The use of Arabic is related to the Islamic character of the school. Javanese is used as a social image. Due to its importance, the existing multilingualism in Yogyakarta schools should be maintained, and efforts should be made to realize it on a coordinated scale.

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