CHAPTER I

INTRODUCTION

A. Research Background

The use of language in public spaces in Indonesia is very interesting and varied. Bilingual and multilingual situations mark the use of language in public spaces. The flow of globalization, the heterogeneity of ethnic groups in Indonesia, and the agreement of Indonesian as the national language have implications for the occurrence of the bilingual and multilingual phenomenon. In fact, regional languages and English still get the main proportion in the use of language in public spaces. This means that the love for Indonesian is defeated by regional languages and English. In fact, the use of language, especially in public spaces, has been regulated by the state, so the use of language in public spaces throughout Indonesia must follow these rules. As one of the largest industrial and tourism cities in eastern Indonesia, Makassar City is full of the use of language that is installed in public spaces. Various types of information on public products and services using various languages can be found in Makassar. This is because Makassar is not only inhabited by the Bugis and Makassarese, but is also inhabited by ethnic Chinese, Arabs, and Europeans who live and mingle among the people of Makassar.

Changes in language can occur not only in the form of development and expansion, but also in the form of setbacks in line with changes experienced by society. Various social and political reasons cause many people to leave their

language, or no longer use another language. In the development of modern society today, Indonesian people tend to be happier and feel more intellectual to use foreign languages (Marsudi & Zahrok, 2015; Silado, 2011). This has an impact on the growth of the Indonesian language, both positive and negative. English which has become king as an international language has an influence on the development of Indonesian (Rifa'i, 2015). The popularity of English has shifted Indonesian to its level of usage. For example, Indonesian language skills are not the basis for consideration of hiring workers, it is more important to recruit workers who are good at English. Sociolinguistic factors also affect the decline of a language. These factors include age, education, economy, and culture.

Globalization, which is a view of the progress of various fields in every country, is often misinterpreted with the use of international languages that must be understood by various nations. MEA which came into force in 2015 strengthens the position of English as a universal communication tool. As a result, English has become the prima donna in all areas of life. Various sectors of life are "sold" with English as the introduction. The reason that international communication must be used in various fields ultimately makes Indonesian less important. Many development fields use English as an attraction. Education is promoted using a bilingual introduction (English and Indonesian), the curriculum used by the school is the international curriculum from foreign universities, prioritizing mastery of English in both public and private universities; The economic field with its various sectors is packaged in English as an introduction, for example factory products, home products,

various trade brochures, and even job applications in English. Moreover, the tourism sector is very much dominated by English.

Then, the use of these varied languages is also in accordance with the condition of Makassar City as the second largest city in South Sulawesi Province which has quite active investment in the clothing, manufacturing, trade, banking and tourism industries. The arrival of investors from various regions and countries as well as the entry of foreign products makes the use of language in Makassar City, especially in public spaces, become quite varied.

B. Identification of Problem

In this research, the author focuses on analyzing the uses of English language variation at Makassar public space. The author think, it is important to know more about the variation of English language and the uses of it.

C. Scope of Problem

The scope of this research is the type of language used, namely Indonesian, regional languages, and English, etc. One data can only use one type of language, two, or three at a time; (2) taxonomic analysis is concerned with classifying data based on certain categories. In this study, taxonomic analysis was carried out by grouping the results of the first stage of analysis, namely sorting out spelling, diction, and structure that did not match.

D. Research Question

1. How is the use of English language in public spaces in Makassar City?

2. What are the forms of language variation in public spaces in Makassar City?

E. Research Objectives

The aim of this study:

1. Describe the use of English language in public spaces in Makassar City.

2. Determine the forms of language variation in public space in Makassar City.

F. Significance of the Study

      The results of this study are expected to make a positive contribution into two categories, namely giving birth to theoretical benefits and making practical use. Theoretical benefits illustrate the use of pragmatic theory for the manufacture of an advertisement, so that it can meet the rules of language universally, meanwhile, practical benefits can be directed to the services of advertising agencies or related agencies to improve the advertising language they use, while at the same time creating healthy competition. The advertising user community can improve the ability to create powerful advertisements to fully understand that an advertisement is not for everyone, but for certain groups in society as the target.

CHAPTER II

LITERATURE REVIEW

A. Previous Related Studies

English is known as the most dominant foreign language in public spaces in Indonesia. Therefore, studies on the use of foreign languages in public spaces have been discussed by several linguists. Research by Lauder (2008) reveals that English is often used to create a modern and international image. Its use is very common in advertisements, store names, and informational signs, especially in major cities like Jakarta and Surabaya. English is also considered to have high symbolic value, representing social status and economic appeal. For example, phrases like "Grand Opening" or "Big Sale" are more often used than their equivalents in Indonesian. As a result, the phenomenon of mixing Indonesian with English (code-mixing) has become common in public spaces. Mujianto and Arnafariza (2015) note that mixed phrases, such as "Diskon up to 50%," are intended to attract the younger generation, who are more familiar with English. This phenomenon reinforces a modern image and global relevance but may reduce the use of Indonesian in formal communication.

In addition to English, other foreign languages such as Korean and Japanese are gaining ground in public spaces in Indonesia, largely due to the influence of global popular culture. Hasanah (2020) shows that Korean is frequently used in store and restaurant names, such as "Saranghae Café," which targets fans of

the Hallyu Wave. Similarly, the use of Japanese terms like "Oishi" in food names gives an authentic impression and appeals to consumers.

While foreign languages provide economic value and international appeal, excessive use has sparked criticism. Wibowo (2015) observes that the lack of Indonesian equivalents in public spaces can alienate people with limited foreign language literacy. This can create linguistic inequality, which contradicts the principle of inclusivity. Purwo (2010) also points out that, in some cases, the use of foreign languages without a balance with Indonesian can obscure national identity. In tourist areas like Bali, informational signs that only use foreign languages sometimes marginalize Indonesian, even though it is a region with international visitors.

Further, Artawa and Sartini's (2019) study shows that the languages used on outdoor signs reflect a diglossic situation. In this context, Balinese, as a symbol of local ethnic identity, is marginalized. Their findings also reveal that the Balinese community in the research area tends to prefer using Indonesian and foreign languages for daily communication. This can be seen as a strong desire to project an image of prestige and power, similar to those who speak these languages.

Another study conducted in Makassar is by Syamsurijal (2023), which describes the forms, functions, and patterns of language use in public spaces within shopping malls in Makassar. The findings of this study show that: 1) the forms of language use in public spaces in Makassar shopping malls consist of two forms: top-down and bottom-up; 2) the functions of language use in public spaces in Makassar

shopping malls are informational and symbolic; and 3) the language patterns in these public spaces include monolingual and bilingual forms.

Moreover, similarities are also found between this study and the previous study used by the author, as both are based on sociolinguistic theories. Finally, both this study and the previous one use a qualitative descriptive method. Moreover, similarities are also found between this study and the previous study that author use. Both this research and previous study was analyzed based on the sociolinguistic theories. Finally, both this research and the previous study was using qualitative describtive method. This study was conducted in the city of Makassar with different observation points (public facilities, roads, residential areas, business districts, office buildings, and other structures). Syamsurijal's (2023) study was also conducted in Makassar, but the focus of the data collection was limited to shopping malls.

B. Theoritical Background

1. Public Space

There are various definitions of public space. Public space by Kusumawijaya (2006) is defined as a public space or land, where people can carry out functional public activities or other side activities that can bind a community, either through daily activities or periodic activities. Hakim (2003) said that public space is basically a place that can accommodate certain activities of the community, both individually and in groups; The form of this public space is very dependent on the pattern and composition of the building mass. This is in accordance with the notion of public

space according to the Project for Public Spaces in New York (1984) that public space in general in a city is space that is used by humans together in the form of roads, sidewalks, parks, shopping centers, public transportation facilities, and museums. (Masanung, 2009).

The character of public space is very complex and varied. According to its nature, public space is divided into two types, namely (1) closed public space is a public space contained in a building and (2) open public space is public space outside the building which is often also called open space (Budihardjo, 2007). According to Lynch and Carr (1981), the use of public space as a shared space is an integral part of social order, so it is necessary to control this freedom. Control in the use of public space is related to the importance of tolerance for the interests of others and the creation of order in the use of public space.

2. **The uses and language in public area**

In Indonesia, the use of language in public spaces has been regulated by the state. Law Number 24 Year 2009 concerning "State Flag, Language and Emblem, and National Anthem" Articles 36 to 38 describes the forms of publication in public spaces that must use the Indonesian language. Article 36 states that the Indonesian language must be used in geographical names in Indonesia as well as for the names of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entity. Article 37 emphasizes that the Indonesian language must be used in information on goods or services

produced domestically or abroad circulating in Indonesia. Article 38 states that the Indonesian language must be used in public signs, road signs, public facilities, banners, and other information tools constituting public services.

Then, at the end of each of these articles, it is explained that regional and foreign languages may be used as complements. This means that when Indonesian, regional languages, and foreign languages are used in public spaces, Indonesian is placed at the top (preferred), regional languages are below it, and foreign languages are at the bottom. However, due to socio-economic and business views, often the name of the institution, signboards/instructions, public facilities, business names/public sign shops, mass media, advertisements/posters, and stretch cloths only use local languages or foreign languages. The use of language in public spaces must also use good and correct Indonesian. The use of good and correct Indonesian is in accordance with the function and situation (Sugihastuti, 2012).

There are three components that are considered in the use of good and correct Indonesian, namely spelling, diction, and structure. Spelling is the whole rule in symbolizing the sound of speech and its use (Putrayasa, 2007). Things that need to be considered in Indonesian spelling are: (a) spelling use (use of letters, letter writing, word writing, absorption element writing, and use of punctuation marks), (b) word writing (basic words, derivative words, forms of repetition, pronouns, prepositions, articles, or combinations of words), (c) the use of particles lah, kah, tah, too, (d) the use of various languages (standard spoken variety and non-standard spoken variety; written variety consists of a variety of standard writing and non-standard writing), (e) writing abbreviations and acronyms, (f) writing numbers and

symbols of numbers, (g) using punctuation marks, and (h) using affixes, prefixes, and suffixes. The choice of words or diction in the use of language affects the impression and meaning generated. The choice of words in a variety of languages is related to the accuracy of the choice of words and the suitability of the choice of words. According to Keraf (2005, p. 87), the accuracy of word selection is related to using words according to the meaning to be achieved. Meanwhile, the suitability of word choice is related to the atmosphere and language environment. Structure relates to the arrangement of words in a sentence. Sentence is the smallest unit of language that can express a complete thought. The process of delivering and receiving the content conveyed takes place perfectly when using effective sentences. Effective sentences have the following characteristics: wholeness, alignment, focusing, and saving (Alwi, 2003, p. 39).

The use of good and correct Indonesian is often influenced by the presence of other languages. The situation of language use in Indonesian society is characterized by at least two languages, namely the regional language as the mother tongue and Indonesian as the national language. Alwi, et al. (2003, p. 9), states that the levy element from the Sulawesi language is considered to be an enrichment of the Indonesian language, but the inclusion of an English language levy element is considered by some to be a contamination of the authenticity and purity of the Indonesian language. This is the cause of interference. Chaer (2007, p. 66) gives the limitation of interference is the entry of other language elements into the language being used so that there is a deviation from the rules of the language used.

Today, the use of Indonesian is also colored by slang interference. Slang is a branch of Indonesian as a language for socializing. This term began to appear in the late 1980s. At that time slang is known as the language of the street people who tend to be rude. Now slang is a non-formal dialect of Indonesian which is mainly used in a certain area or community. Slang interference sometimes appears in the use of Indonesian in official situations which results in the use of language that is not good and correct. Weinrich (in Chaer & Agustina, 2004) concludes that the cause of interference which results in deviations from language use. The factors that cause the interference are: (1) bilingualism of the communication participants, (2) the lack of loyalty of language users, (3) insufficient language vocabulary, (4) the disappearance of words that are rarely used, (5) the need for synonyms, (6) the prestige of language and language style, and (7) the carrying of habits in the mother tongue. (Retno Hendrastuti, 2015).

3. Code-Mixing

Code-mixing occurs when a speaker predominantly uses one language to support an utterance while inserting elements of another language (Chaer and Agustina, 2010: 115). This phenomenon is often related to the speaker's characteristics, such as social background, level of education, or religious sentiments. It is typically marked by a casual tone or an informal situation. However, it can also arise from linguistic limitations, where expressions in the dominant language lack equivalents, forcing the speaker to use elements of another language, even if only to fulfill a single function. Code-mixing is also considered part of linguistic convergence. It is classified into

two types: 1) Inner Code-Mixing, which originates from the native language along with its variations, and 2) Outer Code-Mixing: Code-mixing that originates from foreign languages. The background of code-mixing can be classified into two categories, namely:

a. Attitude, the speaker's attitude background.

b. Linguistic, the background of language limitations, which leads to reasons for role identification, register identification, and the desire to explain or interpret.

4. Multilingualism

Mulitlingualism is a very common phenomenon all over the world. This is to be expected, considering that there are almost 7,000 languages in the world and about 200 independent countries (Lewis, 2009). It is not only that there are more languages than countries but also that the number of speakers of the different languages is unevenly distributed, meaning that speakers of smaller languages need to speak other languages in their daily life.

Several factors have contributed to the current visibility of multilingualism. Among them, globalization, transnational mobility of the population, and the spread of new technologies are highly influential in different political, social, and educational contexts (Cenoz, 2013: 4).