

A LINGUISTIC LANDSCAPE IN HEALTH CONTEXT: A STUDY CASE IN TWO CAMPUSES IN A TOWN

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ABSTRACT

This article focuses on a linguistic landscape that appear in Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang. The aims of this study is to compare the linguistic landscape in two faculty of health which were in Universitas Muhammadiyah and Health Polytechnic Semarang. The writers use the theory from Spolsky and Cooper to analyze the linguistic landscape according to the language used in the sign and according to the function of the signs. The writers also used observation instrument. Thus, the writers visited both places and take a pictures ome signs that appeared. There are two dominant languages found among those selected sites. Those language are English language and Indonesian language. Six types are provided to categorize the linguistic landscape: direction signs, advertising signs, warning notices and prohibitions, building names, informative signs, and instructions. Furthermore, the functions of linguistic landscape for students are as motivation, the form of hopes from campus to students, for the media for communication, information, and creating a culture.

Keywords: public sign, health department, language, landscape.

A. Introduction

The linguistic landscape (LL) is very easy to find around of us. The study of the linguistic landscape focuses on the analysis of the written information that is available on language signs in a specific area. The linguistic landscape can provide important concepts and a different perspective on our knowledge about language. According to Gorter & Cenoz, linguistic landscape studies can be included as a sub-field of both sociolinguistics and applied linguistics which focused in the written

form of languages in public space (2006: 2). Thus, LL can be simply defined as language importance and visibility on public sign in a given area.

Nowadays which is in an age of technological progress, there are more signs than before. It is not difficult to find many of signs on the cities, in shops, at campus or schools, on the streets and other place. The numbers of linguistic landscape has extremely increased and linguistic landscape is concerned language in use and also how these represented in public areas. LL can be used as a device for increasing school students' awareness of the linguistic diversity of the country so as to improve their perceptions of distinction. Bradshaw (2014) claims that LL as an educational tool engages students in authentic literacy activities that extend beyond the classroom and school walls, and thereby links learners' life in school to their community existence.

The research questions for this study are the following :

1. What are the languages used in the LL of Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang ?
2. How are the types of LL displayed in Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang ?

B. Literature Review

In this public sign, it can be found some little texts that show some instructions or offers about services in simple texts. The verbal form of the public signs is represented by little texts because they are the expressions used in full or right context of situation. The context of the situation is I Gusti Ngurah Rai International Airport, related to flight services for passengers of certain categories. Although these public signs are only phrases or texts, the forms of the public signs communicate all the messages. Because of this, all the phrases or texts in public signs are called "little texts" (Halliday, 1985, 373-377). The characteristic of little text is that it contains incomplete forms in a text. (Teguh Baladewa, G, 2016, 57-58).

A language is a structured system of communication used by humans, based on speech and gesture (spoken language), sign, or often writing. The structure of language is its grammar and the free components are its vocabulary. Many languages, including the most widely-spoken ones, have writing systems that enable sounds or signs to be recorded for later reactivation. (Agha: 2006)

The landscape is everything you can see when you look across an area of land, including hills, rivers, buildings, trees, and plants. (Collins:2020)

A landscape is all the features that are important in a particular situation.

June's events completely altered the political landscape. (Collins: 2020)

...a landscape of unparalleled ignorance.

A landscape is a painting which shows a scene in the countryside. (Collins:2020).

C. Research Methodology

The signs were photographed from two faculty of healths, which were Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang. A camera phone was used to take the picture of the signs. There were total 66 pictures, with 29 taken in Faculty of Health UMP, and 37 taken in Health Polytechnic Semarang.

The analysis of the signs was by using mixed methods. Mixed methods research combines quantitative and qualitative research methods in various ways, with each approach adding something to the understanding of the phenomenon (Aryetal, 2006 : 559). This approach enabled both distinctive research types to be complemented by each other, so that quantitative data can be given detailed explanations to clarify the meaning of any figures collected (Dornyei, 2007:45).

The quantitative study here provided the numerical statistics about the languages that were found in the LL Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang. The results were classified into the language used in the sign and the function and use of the signs. On other hand, the qualitative aspect of the study focused on analyzing the transcript of information recorded from interviewing the headmaster of each school about the function of LL.

D. Finding

The finding of this paper are divided into two points based on the research sites: a) Faculty of Health Universitas Muhammadiyah Purwokerto and b) Health Polytechnic Semarang. Every point contains two sub-points to answer the research questions. The first sub-point counters the question about the presence of languages in the LL of targeted sites. This question is answered with the number of languages found in the sign of both campuses. The writers also categories the languages used into monolingual, and bilingual. Monolingual is for the signs that contain only one language, and bilingual is for the signs that contain two languages.

The second sub-point answers the question about the type of LL in the targeted sites. There are six categories provided by the writers to classify the type of signs: direction signs, advertising signs, warning notices and prohibitions, building names, informative signs, and instructions. The

researcher limits the number of divisions by looking for similarities between the signs so that more signs could fit in one group. For example: direction, push and pull door label include into direction sign; events, buying and selling, job vacancies, services, and promotion include in advertising sign; warning and probation include in warning notices and prohibitions sign; every room name includes in building name sign; schedule, label, announcement, information, achievement, and commemoration include in informative sign; and procedure, instruction, also motto/slogan include in instructions.

1. Signs in Faculty of Health Universitas Muhammadiyah Purwokerto

The Faculty of Health is the second campus in Universitas Muhammadiyah Purwokerto. Located in Jl. Letjen. Soepardjo Roestam Km. 7 Purwokerto. They have 5 study programs such as, Nursing D III study program, Nursing S1 study program, Midwifery D III study program, Midwifery D III study program, and nurses profession. Below are their signs.

a. Languages on Sign

In this part, the quantitative method of the study regarding the number and variety of visible languages in the linguistic landscape of Faculty of Health Universitas Muhammadiyah Purwokerto are examined. The researcher tabulates the total of signs and categorizes them into monolingual signs, bilingual signs, and multilingual signs. The results shown in table below.

Faculty of Health Universitas Muhammadiyah Purwokerto						
Monolingual			Bilingual			Multilingual
Indonesian	English	Others	Indonesian-English	Arabic-Indonesian	Others	Indonesian-English-Javanese
5 (17,24%)	4 (13,79)	-	19 (65,51%)	-	-	-
Total : 9 (31,03)			Total : 19 (65,51%)			Total : -

Table 1 Variety of languages displayed in the LL of Faculty of Health Universitas Muhammadiyah Purwokerto

There are total 28 signs found in Faculty of Health Universitas Muhammadiyah Purwokerto. According to the table above (see Table 1), Indonesian language (17,24%) is the dominant language for monolingual signs. Indonesian language is found in the 5 signs from total 9 monolingual signs. Most of monolingual Indonesian language signs are about campus information such as non-smoking area and special parking area for lectures/ employees. Whereas monolingual signs written in English found (13,79). Only 4 signs found is written in English which most of them are about food selling, for direction, and informative information.

b. Language use in the campus LL

The language use in the school LL is described and explained based on the emerging patterns. Following is the language use in the monolingual, and bilingual signs.

c. The language use in the monolingual signs

The languages found in the monolingual signs in the faculty of health' LL are Bahasa Indonesia, and English. The dominance of Bahasa Indonesia in the monolingual LL signs is shown in the table above with 17,24%. The prevalent use of Bahasa Indonesia in the campus environment is understandable since it is the official language in education, for example used as language of instruction and in academic writing. In Bahasa Indonesia, communications through signs in LL can be relatively effective because everyone at school understands the language. Examples of the use of formal Bahasa Indonesia in monolingual signs are in Figures 1 and 2. Either through a sentence or a phrase, both signs send clear messages. Sign figure 1 was seen on the wall of a room. It prohibits people to not smoking in the campus environment. Sign figure 2 was on the wall of park area. It informs that only lectures and employees can park in that place or people can't say it was special park area for lecture and employee.



Figure 1: Monolingual sign around a campus around park place

Figure 2: Monolingual sign

The use of English –like that of Bahasa Indonesia- was also found in faculty of health. Following are examples of signs in English. Sign figure 3 was seen as a direction sign which is very useful in order to facilitate people to know their building that's they will go. Sign figure 4 was on the above door's canteen as welcoming students or buyers when enter the room and as informative that every buyers should try to speak English.



Figure 3: Monolingual sign in English in English

Figure 4: Monolingual sign

d. Language use in bilingual signs

The use of bilingual sign in faculty of health is very dominant with 65,51%. The majority of the bilingual signs found have Bahasa Indonesia and English, as illustrated in Figures 5-6. Two types of bilinguals signs are identified as board the name building in bahasa Indonesia and English.



Figure 5 & 6 Bilingual sign in Bahasa Indonesia and English

e. Types of Sign

The type of signs is categorized according to the function and use of the signs. There are six categories of signs presented here: direction signs, advertising signs, warning notices and prohibitions, building names, informative signs, and instructions. The results shown in table below.

Faculty of Health Universitas Muhammadiyah Purwokerto	
Categories	Number of signs
Direction signs	1 (3,44%)
Advertising signs	2 (6,89%)
Warning notices and Prohibition	2 (6,89%)
Building names	12 (41,37%)
Informative signs	11 (37,93%)
Instructions	1 (3,44%)

Table 2 Type of signs Faculty of Health Universitas Muhammadiyah Purwokerto

Table 2 show that the most sign that used in Faculty of health is building names (41,37%) as seen in the figure 5 &6. The function of this kind of sign is to show the name of building with Indonesian language and English.

The second percentages are followed by signs for displaying information or informative signs (37,93%). Various type of signs can be included in this category, such as schedule, label, announcement, and any information. The type of informative signs that is frequently found is in the

form of poster signs. For example figure 7 was on the bulletin board. It informs that will be sport event held. So the faculty send several sports team to join in that competitions.



Figure 7 Informative signs in the form of poster signs

The third, warning notices and prohibitions consist of 2 signs (6,89%). As the name suggested, this category includes any kind of warning and prohibition signs. As seen in the figure 8 and 9. Both of them have clearly message or prohibit students even lecture and employee to do not smoking in those areas. The figure 8 also as warning notice to every people not to bring food or drink in the room.



Figure 8 Warning notices and prohibitions sign



Figure 9 Warning notices and prohibitions sign

The fourth percentages are followed by signs for displaying for advertisement signs (6,89%). It found in the canteen as seen in the figure 4 and figure 10. The use of advertisement sign is to make sure people know the location of canteen and also to promote what menu that offers in the canteen as seen in the picture of the poster. The poster also explain that all of the food or drink are 100% halal as written in the poster of picture.



Figure 10 advertisements sign on the canteen's wall

The next type of sign is instruction sign. Every campus or school surely have a picture which displaying instructions. As you can see in the figure 11 that is instruction sign found on the wall of several building. It is very useful in order people to not littering.



Figure 11 Instruction sign

Direction is the last type of signs found in Faculty of Health Universitas Muhammadiyah Purwokerto. There are only 1 signs (3,44%) of direction are displayed. It is useful as a direction for each room.



Figure 12 Direction sign

2. Health Polytechnic Semarang.

Semarang Health Ministry Polytechnic was originally a merger of 11 (eleven) Health Academies belonging to the Indonesian Ministry of Health in Central Java Province, namely the Nursing Academy of the Ministry of Health of Semarang, Purwokerto, Pekalongan, Blora and Magelang, the Midwifery Academy of the Ministry of Health of Semarang and Magelang, the Academy of Nutrition of the Ministry of Health of Semarang, Academy of Radiodiagnostic Engineering and Radiotherapy of the Ministry of Health of Semarang, the Academy of Dental Health of the Ministry of Health of Semarang and the Academy of Environmental Health of the Ministry of Health of Purwokerto which subsequently became the Department and Study Program at the Health Ministry of Health Polytechnic Semarang.

Languages on Sign

Health Polytechnic Semarang						
Monolingual			Bilingual			Multilingual
Indonesian	English	Others	Indonesian- English	Arabic- Indonesian	Others	Indonesian- English- Javanese
8 (22,85%)	19 (54,24%)	4 (11,42%)	7 (20%)	-	-	-
Total : 31 (88,57%)			Total : 7 (20%)			Total : -

Table 3 Variety of languages displayed in the LL of Health Polytechnic Semarang

To show finding of the study in Health Polytechnic Semarang, the researcher tabulates the total of signs found and categorizes them into monolingual, bilingual, and multilingual. The use of LL in Health Polytechnic Semarang is more than in Faculty of Health Universitas Muhammadiyah Purwokerto. It is clearly showed by the total signs found in Health Polytechnic Semarang are 35 signs. English language takes the first place in monolingual sign with the total 19 signs (54,24%) are found. The uses of English language are mostly about motivational quotes. Followed by Indonesian with the total of only 8 signs (22,85%) which mostly about informative signs and the others from Latin language with the total only 4 signs (11,42%) are mostly about building names.

a. Language use in the campus LL

The language use in the school LL is described and explained based on the emerging patterns. Following is the language use in the monolingual, bilingual and multilingual signs.

b. The language use in the monolingual signs

The languages found in the monolingual signs in the Health Polytechnic' LL are Bahasa Indonesia, English and Latin. English language becomes dominant in there because it can improve students' English. The uses of monolingual sign mostly about frame motivation sign that displayed in front of the wall class. For example the motivation quotes about nurse as seen in the figure 13 which describe the work of nurse who is full of tenderness, patience and tolerance towards patient. While in the figur 14 it shows direction sign which if people want to go emergency can follow the direction.



Figure 13 monolingual sign on the wall



Figure 14 monolingual sign

The use of Bahasa Indonesia was also found in health polytechnic. Following are examples of signs in Indonesia. Sign figure 15 written on the wall which show as a name of building. While figure 16 was seen as a direction sign which is very useful to help someone find the place that they really want to go. For example a person who want to go to laboratorium so he must turn right.

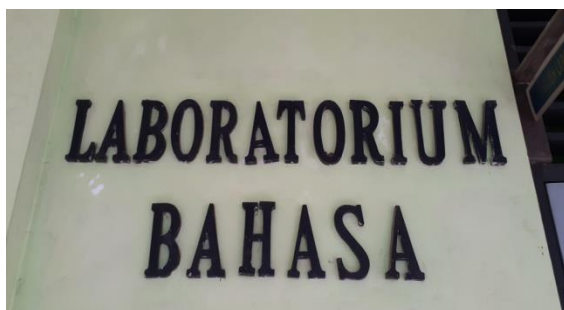


Figure 15 monolingual sign in English in English

Figure 16 monolingual sign in English

The next language in the monolingual signs is Latin language. It can be seen in figures 17 and 18. Both use latin as the class name. However it also have special purpose for example Allamanda plant can be used as a cure for disease.



Figure 17 monolingual sign in Latin in Latin



Figure 18 monolingual sign in Latin

c. Language use in bilingual signs

The use of bilingual sign in health polytechnic is not too dominant which only 20%. All of the bilingual signs found have Bahasa Indonesia and English, as illustrated in Figures 19. It informs about how to use fire extinguisher start with pull the pin, direct nozzle to the base fire, then press tuil (lever) and lay the nozzle left and right.



Figure 19 The examples of bilingual signs written Indonesian-English

d. Types of Sign

According to the function and use of the signs, six categories are presented here: direction signs, advertising signs, warning notices and prohibitions, building names, informative signs, and instructions.

Table 4 Type of Signs in Health Polytechnic Semarang

Health Polytechnic Semarang	
Categories	Number of signs
Direction signs	4 (11,42 %)
Advertising signs	-
Warning notices and Prohibition	-
Building names	9 (25,71%)
Informative signs	15 (42,85%)
Instructions	7 (20%)

The table above shows that most of sign types in Health Polytechnic Semarang is informative signs with the total number of 15 signs (42,85%). Informative signs is the sign that made to inform the other people. It included motivation quotes, label, announcement, any information, etc. The use of motivation quotes are very dominate in this category as seen in the figure 13.

The second percentages are building signs with 9 (25,71%). Building signs included classroom name, office room name, and literally every room name in a building. In Health Polytechnic Semarang also use Latin language to be building name as seen in the figure 17 and 18.

Instructions sign is the third percentages. Instructions sign can be called as a umbrella of procedure sign, motto or slogan, and any kind of instructions. For example in the sign figure 20. It was located on the dormitory wall which mean every students must put their shoes in that place. Whilesign figure 21 is intruction to the students to close the door when enter or leave the room.



Figure 20 Instruction signs on the dormitory wall

Figure 21 Instruction signson the door

Direction is the last type of signs found in Health Polytechic Semarang. There are 4 signs (11,42%) of direction are displayed. It gives direction to various rooms in the campus (see figure 16).

E. DISCUSSION

This study has contributed to the study of linguistic landscape in two sites: Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang as the representative of health campuses. The study is conducted to reach the objectives of the study: a) to investigate the languages that are used in the LL of Health campus in Purwokerto b) to investigate how the LL are displayed in the Health campus in Purwokerto. The finding shows the number of languages in both campus, various types of signs, and different reason from each campus element behind the use of LL in those sites.

Faculty of Health Universitas Muhammadiyah Purwokerto has two languages that appear in the signs: Indonesian language and English from total 28 signs. Indonesian language is the most used language on the signs at this campus since it is a national language. English gets the second place after Indonesian language and it has role as international language. Indonesian language is still dominating in the bilingual signs accompanied by the use of English.

On the other hand, there are three languages that show up in the signs of Health Polytechnic Semarang: Indonesian, English, Latin from total 35 signs. English is still dominating the languages used in signs whether it is monolingual and bilingual. The presence of English mostly found in the form of motivation quotes (informative sign). Only a few percentage of Indonesian is found in monolingual signs, and even smaller in the bilingual sign. Not far from Indonesian, Latin only used a small percentage. That's only four signs founded and all of them is use to be building class names. Moreover, the researchers not found multilingual sign.

Dominant points	Faculty of Health Universitas Muhammadiyah Purwokerto	Health Polytechnic Semarang
Total signs	28 signs	35 signs
The languages use	Indonesian, English	Indonesian, English, and Latin
The type of signs	Building signs	Informative signs
Function	As the media for communication and information.	As the motivation for students, information and communication

F. CONCLUSION

This chapter is the final section of this research. The study shows the number of various languages in both campuses, identifies the languages used in the LL and different types of signs displayed in Faculty of Health Universitas Muhammadiyah Purwokerto and Health Polytechnic Semarang. The results show that there are some similarities in the use of languages. Indonesian and English are found in both places, but some differences are also found in many aspects such as in the used of monolingual signs. In the former, Bahasa Indonesia is very dominant in the form of in the form of instruction, informative and prohibition signs. It was not surprising because bahasa Indonesia is the official language and every people used it in daily life. While in the latter, the most monolingual sign is using English language. There are many of motivation quotes using English language but the used of the language is important to improve students' English. However the use of bilingual signs is not different. Both campuses display Indonesian-English signs. Health Polytechnic also used latin words as well.

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