



MAPPING ENGLISH IN THE LINGUISTIC LANDSCAPE OF KAMPUNG INGGRIS PARE: A CASE OF ENTERPRISE SIGNS

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ABSTRACT

Since Pare is known as Kampung Inggris, English progressively impacts the language community and the linguistic landscape. This article tries to describe the use of English on enterprise signs in the linguistic landscape of Kampung Inggris Pare and the underlying motivations for using English on those signs. The researcher collected the data by using observation and photograph methods. The researcher walked through some strategic streets in Kampung Inggris Pare, then observed, and photographed the enterprise signs. The findings indicate that English is mainly used on enterprise signs in Kampung Inggris Pare, either on English education enterprises or other enterprises (non-English education enterprise signs). However, a higher number of English is used by other enterprises (non-English education enterprises). Furthermore, English is used on those enterprise signs monolingually, bilingually, and multilingually. The dominance of English appears in bilingual signs in Indonesian language. Besides that, English in bilingual text also appears in other languages (Javanese, Korean, Japanese, Dutch, and Arabic). The research findings also reveal that English on the enterprise signs not only shows the modernity, the success, and the internationalness orientations but also emphasizes the identity of Pare as Kampung Inggris. Nevertheless, there is resistance to English by the local society in this linguistic landscape of Kampung Inggris Pare to maintain the local language, Javanese, amidst the increasing number of people using English in that area.

Keywords: Linguistic landscape, English, Enterprise sign, Kampung Inggris Pare

A. INTRODUCTION

The study of languages in public space was first introduced by Landry and Bourhis in their article under the title ‘Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study’ in 1997. They coined this study with the term ‘linguistic landscape’. It refers to the language visibility and salience either on public signs or on commercial signs in a given territory or region (Landry & Bourhis, 1997). In a broader definition of linguistic landscape, Landry and Bourhis listed the languages used on street names, public road signs, place names, advertising billboards, commercial shop signs, and public signs on government buildings combining to form the linguistic landscape of a given territory, region, or urban agglomeration as a linguistic



landscape. Linguistic landscape at least has two primary functions: an informational function and a symbolic function (Landry & Bourhis, 1997). Nevertheless, Gorter (2006) gives a short definition of the linguistic landscape as the written languages that are used in public spaces.

Linguistic landscape investigates languages in public spaces not only in small scales but also in large scales, like in a country, a city, a specific street, a tourism place, or an institution (Coluzzi, 2022; Rohmah & Wijayanti, 2023; Zahara & Wijana, 2022; Mulyawan et al., 2022; Dong et al., 2020; Bernardo, 2024). Linguistic landscape study has developed widely into various theoretical perspectives: ethnolinguistic (Nie et al., 2023), sociolinguistic (Marshall, 2023), economic (Nikolaou, 2017), semiotic (Sakhiyya & Anatias, 2023), error analysis (Mohebbi & Firoozkahi, 2021) which indicates the growing interest on this study.

In Indonesia, linguistic landscape study has caught a great deal of attention from many researchers to explore this concept in some issues, including a linguistic landscape study of English in some cities such as (Khazanah et al., 2021), (Zahara & Wijana, 2022), (Purnanto et al., 2022), and (Sisilda et al., 2022).

Khazanah et al (2021) examined the use of English in tourism areas in Yogyakarta. They discovered that English is the dominant language by the high portion of its distribution on the boards, either monolingually, bilingually, or multilingually. This English salience is also highlighted by its placement on the boards. Most English words are placed in the center/the upper part of the boards and written in bolder and bigger fonts.

Zahara and Wijana (2022) investigated languages used on signs on Khatib Sulaiman Street, Padang. They found Minangnes, Arabic, and English used on those signs besides the Indonesian language. Their findings indicated that English was mostly used on bottom-up signs to tell the shop names, to do marketing, and to convey professionalism, sophistication, modernity, and social status.

Purnanto et al (2022) analyzed English on the signboards in the culinary business in Surakarta, Indonesia. They indicated that there was competition between Indonesian and English in monolingual and bilingual text to dominate the appearance of the signs. In the culinary businesses, English on the signs was constructed to attract consumers through some strategies in the writing style, such as overlapping, complementing, manipulating, imitating, and



fragmenting. English was also used on the signs to influence international perceptions, modernity, exclusivity, success, and leisure.

Sisilda et al (2022) also researched the use of English practically in the linguistic landscape of Palangka Raya city. They discovered some errors in English text in the linguistic landscape of Palangka Raya city. The error occurred because of a lack of knowledge about proper English grammar. Meanwhile, this English was used to deliver two functions: an information function and an interaction function.

According to some linguistic landscape research conducted in Indonesia, yet none of them has examined the linguistic landscape of Kampung Inggris Pare. In fact, Kampung Inggris Pare has a complex linguistic landscape with rich potential for scholarly investigation. Pare is a sub-district in Kediri Regency, East Java, Indonesia. The name 'Pare' comes from Javanese '*Panglerenan*', which means a resting place as a stopover area and residence center for Dutch aristocrats in the colonial period (Ignasius, 2016). Meanwhile, an American anthropologist, Clifford Geerts, used the name 'Modjokuto' as a pseudonym for this place in his book 'The Religion of Java' (Geertz, 1960). However, Pare is well known as 'Kampung Inggris' right now. This label is due to the large number of English courses over there since 1977, following the establishment of the Basic English Course by Mohammad Kalen.

During this period, there have been about 200 English courses in Kampung Inggris Pare (Hamonangan, 2020). These courses progressively impact not only the livelihood of the society but also the language community and the linguistic landscape. The growth of English courses in Kampung Inggris Pare is also followed by many enterprises popping up in other sectors. This situation strengthens the label of Kampung Inggris in Pare, as these enterprises present the English language in public spaces as their brand name or their marketing strategy.

The complexity of the linguistic landscape in Kampung Inggris Pare raises a curiosity to explore the use of English in this area. Thus, this current study aims to find out how English is used on enterprise signs and what underlying motivations for using English in the linguistic landscape of Kampung Inggris Pare. In light of those aims, there are two research questions here:

- 1). How English is used on enterprise signs in the linguistic landscape of Kampung Inggris Pare?



2). Can such presence be attributed only to English courses? If not, what are the underlying motivations for using English on enterprise signs?

B. LITERATURE REVIEW

Linguistic landscape

Portraying the language visibility and salience of public signs and commercial signs in a given territory, linguistic landscape serves at least two primary functions, namely an informational function and a symbolic function (Landry & Bourhis, 1997). It means that specific language(s) in a given territory represent fundamental social realities about the demography in that area.

An informational function refers to languages in a given territory that can be used to communicate with others and obtain services within public and private establishments (Landry & Bourhis, 1997). Thus, the linguistic landscape can provide information about the composition of language groups inhabiting a given territory. As Landry and Bourhis (1997) states, language territories are rarely linguistically homogeneous. Public signs in the linguistic landscape can be monolingual, bilingual, or multilingual to reflect the diversity of the language groups present in the given territory. On the other hand, a symbolic function of linguistic landscape refers to the positive social identity of ethnolinguistic groups which symbolizes the vitality of the ethnolinguistic groups such as religious activities, cultural production

The visual structures of semiotic analysis framework

Public signs can depict the meaning through the symbols inside. Kress and Van Leeuwen (2006) adopted and developed the theoretical concept of ‘metafunction’ from the work of Michael Halliday. The three Hallidayan metafunctions are the ideational, the interpersonal, and the textual. Then, Kress and Van Leeuwen identified them into four visual structures:

- 1). Represented participants
- 2). Modality
- 3). Composition
- 4). Interactive participants.

This study only focuses on the composition to analyze the underlying motivations through the composition of the text on enterprise signs. This composition concept also corresponds to



Hallidayan's textual metafunction. There are three compositional resources proposed by Kress and Van Leeuwen (2006) to serve the arrangement of images and text items in a visual frame. They are salience, framing, and informational value.

Salience focuses on the arrangement of different elements which can catch more attention from the readers than others. This salience can be expressed in many ways such as color contrasts, foregrounding, focus sharpness, size, and for written text, font size, the use of uppercase or lowercase letters, and style can be one of those ways. Framing refers to frame lines and borders that connect or disconnect elements in the sign. Meanwhile, informational value relates to the placement of the elements in the signs whether along a horizontal or a vertical.

The placement of the images or the text items can also be divided into left-right, upper-lower, and center-margin. Those positions indicate the information value that the writers want to deliver to the readers. The left-upper position conveys something given by the writers to the readers. This information is familiar to the readers, so the writers give it to them. The right-upper position refers to something new for the readers. The readers do not know yet about it, thus the writers inform it in the right position. The lower position has similar values to the upper position, but the upper position has ideal values while the lower position has real values. The main position is the center position, in which it refers to something important that must be delivered by the writers. This position is also known as the nucleus.

Three dimensions of globalness associations with English in advertising

Hornikx and Van Meurs (2019) distinguished three underlying globalness associations dimensions, namely international orientation, success orientation, and modernity orientation. International orientation in advertising refers to cosmopolitan and global values, success orientation relates to elitism, prestige, and sophistication, while modernity orientation focuses on the future, progress, and youth.

In conveying those globalness associations in advertising, English can also be combined with other languages like local languages. As Hornikx and Van Meurs (2019) states, English in monolingual advertisements is used by international companies to create premium quality and internationalism, while English is combined with the local language to attract younger generations.



Hornikx and Van Meurs (2019) also explained that the use of English in advertisements helps companies possibly to reach their goal of creating a global image because English is a world language that is used by a large number of people in a large number of distinct countries. Thus, English in advertisements can reach a large number of consumers across the world.

C. METHOD

This study employed a descriptive qualitative approach within the field of linguistic landscape study. Descriptive qualitative research was chosen because this study aimed to describe and interpret the presence, forms, and functions of English on enterprise signs in Kampung Inggris Pare without testing any hypotheses. This approach allowed the researcher to involve the classification, analysis, description, and interpretation of the data to explain the use of the English language in the linguistic landscape of Kampung Inggris Pare in detail.

The data consisted of English texts displayed on enterprise signs in Kampung Inggris Pare. A total of 235 enterprise signs with English in monolingual, bilingual, and multilingual text were collected from October 2022 to November 2022. All data were collected by using observation and photograph methods. The observation was used to identify the presence and distribution of enterprise signs in Kampung Inggris Pare, while photography was employed to capture the visual appearance of the signs, including textual content, language combinations, and visual elements. A camera phone was used as the primary research instrument in this study to do observation and photography.

Kampung Inggris Pare has 10 villages, and the center of Kampung Inggris is in two villages, Pelem and Tulungrejo. Some English courses with a good reputation are in those villages, including Basic English Course as the pioneer of English courses in Pare. Thus, the researcher focused on some strategic streets near those villages to collect the data, they were Langkat Street, Veteran Street, Brawijaya Street, Anyelir Street, Asparaga Street, Pancawarna Street, Aster Street, and Lamtana Street.

The English texts obtained from the photographs were subsequently categorised into three distinct classifications: English is present in monolingual texts, bilingual texts and multilingual texts. This classification facilitated the identification of patterns of language use in the

linguistic landscape. The frequency of each category was calculated and presented in percentages to illustrate the dominance of each language pattern in public signage.

After classification, the data were interpreted by applying relevant theoretical frameworks. Landry and Bourhis' (1997) linguistic landscape theory was used to assess language frequency and visibility. Kress and Van Leeuwen's (2006) social semiotic framework was applied to analyse the underlying motivations for using the English language on enterprise signs in Kampung Inggris Pare. Furthermore, Hornikx and Van Meurs' (2019) dimensions of globalness associations with English in advertising were also employed to interpret and understand the motivations.

In addition, to ensure the trustworthiness of this descriptive qualitative study, the researcher applied some strategies to do this study, including selecting multiple locations for collecting the data within the centre of Kampung Inggris Pare to ensure sufficient coverage of the research site, focusing on English only on enterprise signs, and applying theoretical frameworks systematically during data analysis and interpretation to enhance the credibility of the findings

D. FINDINGS AND DISCUSSION

Findings

English on enterprise signs in the linguistic landscape of Kampung Inggris Pare

Regarding the first question, the analysis reveals that English is found on enterprise signs in the linguistic landscape of Kampung Inggris Pare. It is displayed in monolingual, bilingual, and multilingual text. Table 1 shows English distribution on enterprise signs in the linguistic landscape of Kampung Inggris Pare.

Table 1. English distribution on enterprise signs

Type	Language	n	%
Monolingual	English	81	34,5%
Bilingual	English-Indonesian	133	56,6%
	English-Javanese	2	0,8%

	English-Japanese	3	1,3%
	English-Arabic	1	0,4%
	English-Chinese	1	0,4%
Multilingual	English-Indonesian-Javanese	3	1,3%
	English-Indonesian-Korean	3	1,3%
	English-Indonesian-Arabic	7	3,0%
	English-Indonesian-Dutch	1	0,4%
Total		235	100%

Table 1 reveals that English is progressively used on enterprise signs either in monolingual, bilingual, or multilingual text. The highest frequency is English in bilingual text with Indonesian (56,6%), followed by English in monolingual text (34,5%).

In bilingual text, English is not only used with the national language, Indonesian, but also with the local language, Javanese, and other foreign languages, like Japanese, Arabic, and Chinese. As well as English in multilingual text, it is also combined with some languages, like Indonesian, Javanese, Korean, Arabic, and even Dutch. This multilingual text has an interesting pattern in that English is always juxtaposed with Indonesian, such as (English, Indonesian, Javanese), (English, Indonesian, Korean), (English, Indonesian, Arabic), and (English, Indonesian, Dutch). This pattern shows that Indonesian has a main position in this linguistic landscape as the national language.

Although Pare is well-known as Kampung Inggris since English courses mushroomed over there, English in public spaces not only appears on English education enterprise signs but also on other enterprises (non-English education enterprise signs), such as fashion, food and beverage, café, laundry, homestay, and even other foreign languages courses. As shown in Figure 1, in percentage terms, the highest English appears on non-English education enterprise signs (82,5%) while 17,5% English is used on English enterprise signs. This percentage of English on non-English enterprise signs is significantly higher than on English enterprise signs. It gives more emphasis on the Kampung Inggris Pare label in that area because English is used in all aspects.

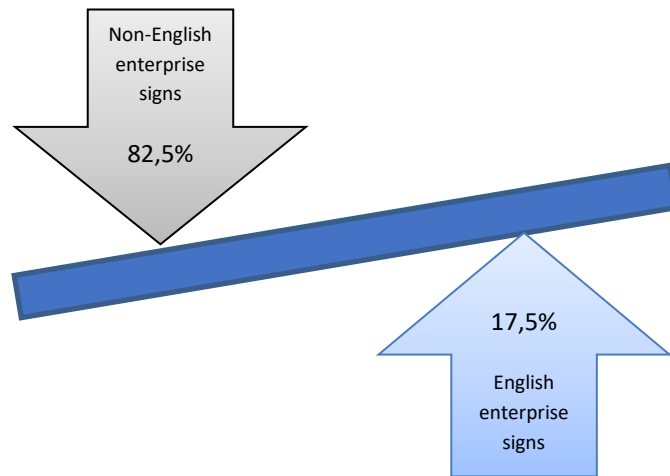


Figure 1. Percentage of English on the English enterprise signs/non-English enterprise signs English on English enterprise signs is only found in monolingual and bilingual text (See Figure 2) while English is used monolingually, bilingually, and multilingually on non-English enterprise signs (See Figure 3). Javanese as the local language in Pare does not appear on English enterprise signs, but it is used bilingually and multilingually on non-English enterprise signs. Regarding the frequency of Javanese in Table 1, the data indicate English in Kampung Inggris Pare threatens this local language. There should be a significant step from the local government to revitalize Javanese in this area because the English language is progressively growing here. This finding also indicates that the language regulation from the government has not been applied successfully in Kampung Inggris Pare. There should be more decisive and significant action from the government to handle this situation.



Figure 2. English enterprise signs with English monolingual and bilingual text



Figure 3. Non-English enterprise signs with English monolingual, bilingual, and multilingual text

The underlying motivations for using English

As the result in Figure 1, English is significantly higher on non-English education enterprises signs (82,5%) than on English enterprises signs (17,5%). It indicates that English has an important role in advertising their enterprises to attract customers. English is used on those signs not only for giving information but also for delivering the underlying motivation through the symbols.

The name of the homestay (usually called ‘camp’ in Kampung Inggris Pare) in English can be an attention-getter to attract customers, as in Figure 4. The use of English on this sign also refers to emphasizing the information that an English area is available in this homestay. Homestay with an English area facility can be a good choice for people who want to study English in Kampung Inggris Pare because it can support their speaking skills. The word choice “Cake Girl Camp” for this homestay can also be interpreted as the creativity of using English in this linguistic landscape. The word “Cake Girl” recently went viral in Indonesia as the word represents girls who like wearing colorful outfits like cakes.



Figure 4. A homestay named “Cake Girl Camp”

English on enterprise signs in Kampung Inggris Pare also projects an internationalness orientation. As Figure 5, an English course uses Big Ben as its name and is supported by using the English language on its sign. The word choice “Big Ben” which refers to a famous cultural landmark in London gives an image of global and cosmopolitan which can be a motivation of this English course to their students to study English to reach their dreams of studying or working overseas. This word choice is also pointed out by replacing the letter ‘i’ with a symbol of “Big Ben”. The global image on this sign can also be seen in the font size and in the position of Big Ben. It is written in capital letters and bolded strongly above the English course letters. Moreover, the tagline of “More than English” is placed in the right-upper position which refers to something new from the writers to the readers. This position emphasizes the writer’s intention to present global and cosmopolitan images to represent an internationalness orientation in advertising their enterprises.

A modernity orientation is also projected in using English on those enterprise signs. Figure 6 shows a distribution store namely “Pareholic”. The word “Pareholic” is formed from Pare with a suffix “-holic” which means addiction, thus “Pareholic” means addiction to Pare, whoever comes to Pare will go back to Pare again the next day. The use of the suffix –holic gives an image of the future, progress, and youth. The suffix –holic is a slang which is derived from the word alcoholic referring to an addict of alcohol, then the youth use this suffix to say addiction, such as “movieholic” to represent people who addict to watching movies at the cinema or “coffeeholic” which refers to people who are mad about drinking coffee.

Through the visual text on the enterprise sign, we can see the intention of the writers to present a modernity orientation by the language used, the font size, and also the position. All of the text on this enterprise is written in English with bold uppercase or capital letters. There is a

word “Pareholic” with no capital letters, but it is put on the top of the enterprise building. This position is too eye-catching for everyone who passes by the street.

The English language also projects a success orientation on enterprise signs in Kampung Inggris Pare. In this orientation, English is used to give an image of elitism, prestige, and sophistication. As in Figure 7, It is a barbershop with the English name “Sideway”. The information about that barbershop is also written in English, whether it is open or closed and when it will open. There is also a tagline “Premium Barbershop” below the brand name. This tagline emphasizes the use of English on this sign to picture a success orientation with elitism, prestige, and sophistication. There are two ways the writers wrote the name “Sideway”. The first is on the wall above the door with a handwritten writing type, it gives an aesthetic value of this enterprise. Meanwhile, the second is on the door with bold capital letters, it gives a strengthening of the English name “Sideway” to present an image of elitism, prestige, and sophistication.



Figure 5. An English course sign



Figure 6. A distribution store named “Pareholic”



Figure 7. A barbershop named “Sideway”

Another interesting motivation for using the English language in Kampung Inggris Pare is resistance from local society. Pare is well known as Kampung Inggris since English courses mushroomed and developed over there. Even though Pare is known as Kampung Inggris, the local speaking language is still Javanese. Getting wider English courses in Kampung Inggris Pare encourages local society to maintain their local language, Javanese. That is by using a combination of English and Javanese in public spaces as their resistance. See Figure 3, food enterprise sign namely “Kluwen Rice Bowl”. The word *Kluwen* is from Javanese with the meaning of starving in English. This word is combined with English as the brand name of food here.



Figure 8. A food stall named “Pecel Morning”

Figure 8 also represents resistance to English in public spaces in Kampung Inggris Pare. It shows a food stall named “Pecel Morning”. Pecel is one of the traditional Javanese foods. It is a vegetable dish with peanut sauce. It is frequently found in Pare as a favorite food for the students. The combination words “Pecel” and “Morning” becomes a unique name for this food stall. We can also look at the salience of those words by their position, their size, and their color on this sign. The word “Pecel” is written boldly in uppercase with the red color, and so is the word “Morning”. Nevertheless, the positions of those words are different. The word “Pecel” is



in the upper position than the word “Morning”. This position shows that the sign maker wants to do a resistance that the word “Pecel” is more salient than the English word “Morning”.

Discussion

Like Landry and Bourhis (Landry & Bourhis, 1997) who argue that language territories are rarely linguistically homogeneous, our findings on the use of English on enterprise signs in the linguistic landscape of Kampung Inggris Pare show that English is used in monolingual, bilingual, and multilingual with other languages: the national language, Indonesian, the local language, Javanese, and other foreign languages like Japanese, Arabic, Korean, and even Dutch. The combination of English and other languages is unique and different. The dominance of using English in that area is bilingual with Indonesian. It conveys that Indonesian as the national language is respected well in that area. However, Javanese as the local language is still minimal to be used with English. There should be attention for the local government to maintain and revitalize Javanese as the local language in the high number of English on enterprise signs in Kampung Inggris Pare.

The presence of English in the linguistic landscape of Kampung Inggris Pare is not only on English education enterprise signs but also on non-English education enterprise signs. Whereas Pare is well-known as Kampung Inggris because of the high number of English courses over there. In fact, English has been used widely in all enterprise sectors in Kampung Inggris Pare, either on English education enterprises or other enterprises. The use of English on the enterprise signs projects globalness associations in modernity orientation, success orientation, and internationalness orientation. Those orientations are imaged through the visual analysis of those enterprise signs in Kampung Inggris Pare, such as the size of fonts, the position of fonts, the use of viral words, and the preference of images. Banda and Jimaima (2015) said that using viral words can be a good branding and marketing strategy because the more unique the brand name, the more chance it will be remembered by many people.

In addition, the resistance to English in public spaces from the local society also appears in Kampung Inggris Pare in the use of English in combination with Javanese on those signs. The interplay of English and Javanese in public spaces serves as an effective marketing strategy to



attract more attention. A mixture of two or more languages (especially English and local languages) is commonly used in advertisements as the advertisers' strategy to reach out to potential clients globally and locally (Hashim, 2010). On the other hand, the mixture of the local languages in public spaces can be a potential tool to revive and maintain the language at risk as the argument proposed by Sakhiyya and Anatias (2023).

The increasing and widespread presence of English in monolingual, bilingual, and multilingual signs reflects the intentional effort of sign producers to reinforce and legitimize the branding of Pare as Kampung Inggris. This designation has evolved into a cultural identity for Pare, following its historical origin as Panglerenan during the colonial era. Nevertheless, the use of English in the linguistic landscape of Kampung Inggris Pare either on English education enterprise signs or other enterprise signs reveals the label of Kampung Inggris as the identity for Pare, and the presence of English in its public spaces especially on enterprise signs is a way to show and emphasize that identity.

E. CONCLUSION

This study demonstrates that the linguistic landscape of Kampung Inggris Pare is linguistically diverse, with English appearing in monolingual, bilingual, and multilingual patterns with Indonesian, Javanese, and other foreign languages. The dominant pattern is bilingual sign combining English and Indonesian, indicating the strong position of Indonesian as the national language, and the Javanese language as the local language is limited. Meanwhile, English is highly used in Kampung Inggris Pare not only on educational enterprises but also on non-educational enterprises, across various commercial sectors to project globalness associations related to modernity, success, and internationalness. At the same time, the coexistence of English and Javanese reflects local resistance and identity negotiation in public spaces. This combination can also function as a tool for language maintenance and revitalization, particularly in contexts strongly shaped by global languages.

The findings of this study carry significant implications. Theoretically, this study contributes to linguistic landscape study by illustrating the extended functions of English beyond educational contexts. Practically and from a policy perspective, the findings highlight the importance of balanced language visibility in public signage to support multilingualism and



strengthen the presence of local languages in highly using English in public spaces. Future studies may expand the scope to other languages, apply ethnolinguistic approaches, or examine grammatical issues in English signage to deepen understanding of linguistic landscapes in Kampung Inggris Pare.

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