

LANGUAGE FUNCTIONS OF THE PAPER PRINTING SERVICES SIGNBOARDS AROUND CAMPUS BUILDING (A CASE STUDY OF LINGUISTIC LANDSCAPE)

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ABSTRACT

This study aims at identifying and discussing the language functions in outdoor signs of paper printing services signboards. This is a descriptive qualitative study with a case of linguistic landscape approach on the signboards of paper printing business around the campus building of Universitas Katolik Indonesia Santu Paulus Ruteng. Data were in the form of images of paper printing business signboards, collected with the help of digital camera in November 2021. The sampling technique used was total sampling. The theory of language functions proposed by Leech (1974) was used as a theoretical basis in analyzing the data. The study concluded that business signage implies three language functions that are communicated through verbal and non-verbal signs, namely informative function, directive functions and performatory functions. The results of this study are hoped to enrich the theory of language function which is specifically studied from the perspective of the linguistic landscape.

Keywords: *language function; paper printing services; linguistic landscape*

INTRODUCTION

Each type of business has its own character and orientation which is explicitly seen on the signboards of the business. Paper printing business is one type of micro, small and medium enterprises which currently tend to be established around locations with students as the main target consumers.

Skokan, Pawliczek, & Piszczur (2013) said that businesses that implement strategic management will operate better than other businesses that do not care about strategy.

Business actors carry out various strategies to increase consumer interest and income, such as promotions through social media and the manufacture of signage that is displayed in front of the place of business. In line with this theory, several micro, small and medium enterprises were established around the campus building of the Universitas Katolik Indonesia Santu Paulus Ruteng. One type of the business is paper printing business. Business owners certainly read the market needs that students are the main

consumers who use paper printing services. Business owners put up a signboards in front of the business building so that the type of business is known to consumers. According to Landry and Bourhis (1997) place name or signboard is a type of outdoor sign which is a component of landscape linguistic studies. The following is the definition of landscape linguistics according to Landry and Bourhis (1997);

“The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration”.

The linguistic landscape as a new discipline in linguistics has contributed greatly to the development of linguistics. The linguistic landscape that appears in the public space communicates symbolic messages about the importance, power, meaning and relevance of some languages or the relevance of others (Shohamy 2006 in Akindede, 2011). Language, with its function as a means of interaction and communication, explicitly explains the meaning of its existence in the public space. The linguistic landscape study is identified as providing important knowledge and a different perspective on linguistic awareness and multilingualism (Gorter & Cenoz, 2016). The language landscape helps people in a given community create a sense of place, community, power, challenge and negotiation (Huebner, 2019).

Landscape linguistic studies can be carried out from various perspectives

including how language functions are implemented in outdoor signs. Halliday & Matthiessen (2004) argue that language is basically functional. The structure or form of language is important only to serve its function. This implies that without functions, structures would be completely useless. Language is used for various purposes, both formal and informal.

According to Leech (1974), the language functions are divided into five terms including informative, expressive, directive, phatic and aesthetic functions. Informative function is the use of language to give information. The informative function of language can be in the form of opinion, argument, announcement, lecture, admonish, and report news. The informative language is an information sharing. Expressive function is the use of language to deliver the expression of the speaker. It can be used to show the feelings such as swear words and exclamations. Directive functions use language to influence the behavior or the action of people. The most forms are commands and requests. The theory of Leech (1974) shows that directive is to make the hearer do an action that is asked or influenced by the speaker. Pyles & John (1968) stated that directive function of language allows us to advise, persuade and convince. Phatic function is the function of keeping communication lines open, and keeping the good social relationship. The example of this function is mostly found in greeting (opening the conversation), introducing, farewell and routine polite questions as the small talks. Aesthetic function is the use of language

for linguistic artifact and for no purpose. This language is a kind of art. The focus is on the beauty of the language. The Aesthetic function often occurs in poetry or literature (Seruni & Hamzah, 2019).

Pyles & John (1968) use different terminology to refer to the types of language functions that are almost the same as the language functions proposed by Leech (1974) including informative functions, interrogative functions, expressive functions, evocative functions, performative functions, directive functions and phatic functions.

Some previous studies discussed the linguistic landscape in certain types of businesses. Purwanto & Filia (2020) conducted a study on the Strategic Function of Language in Economic Activities: A Linguistic Study of Restaurant Advertising Landscapes in Pontianak City. Their research shows that in economic activities, especially those related to basic needs, Pontianak city residents still have a high enough knowledge and awareness to use Indonesian, both outside and in public spaces. In addition, the study conducted also shows at least five roles of foreign languages and regional languages that cannot be replaced by Indonesian equivalents. Similarly, Da Silva, Tjung, Wijayanti, & Suwartono (2021) conducted research on language use and tourism in Yogyakarta; The linguistic landscape of Malioboro. The results of their research show that both Indonesian and English prevailing in commercial, regulatory and infrastructural signs, most of which are informative.

Based on the researches on the signage as stated above, it can be seen that the studies generally focused on how language distributed in public spaces. Very few studies have focused on the analysis of language functions in business signage. Therefore, this paper specifically examines the function of language on paper printing business signage as a contribution in enriching the theory of language function in studying phenomena in the realm of outdoor signs, especially on small and medium business signage. The theoretical basis to be used for analyzing the phenomenon is the theory of language functions proposed Leech (1974).

METHOD

This is a qualitative study. The purpose of this study is to discuss the types of language functions that are explicitly conveyed through the paper printing business signboards located around the campus building of the Universitas Katolik Indonesia Santu Paulus Ruteng.

The data in this study is an image of a paper printing business signboards obtained with the help of a mobile phone camera. The technique of determining the sampling of data sources is total sampling. There are seven paper printing businesses with seven signage each running a business around the campus building of Universitas Katolik Indonesia Santu Paulus Ruteng. All data were analyzed to determine the function of the language used in the business signboards.

The data collected was then analyzed using the theory of language

functions proposed by Leech (1974). The analysis of language functions conveyed through the signage is carried out by adapting the information available on the signboard, both verbal data and non-verbal data (image and color) with the types of language functions. Thus, the researchers first grouped the data into two groups consisting of verbal data and non-verbal data. The grouping aims to facilitate the analysis process which is adapted to the theory of language functions proposed by Leech (1974).

RESULTS AND DISCUSION

Based on the data collected, it can be seen that the paper printing business signboards data has varied characters and models, both verbal and non-verbal signs. However, from the seven signage data, most of the data are dominantly composed by verbal signs as the main medium for delivering messages. By referring to the theory of language functions proposed by Leech (1974), several types of language functions that are explicitly seen on paper printing business signboards around campus buildings are informative functions, performatory functions and directive

functions that are discussed in the following.

Informative function

In the informative function, language is used to convey information and provide arguments about a fact. The informative function is considered as the main purpose of language (Pyles & John, 1968). Based on the data on the signboards of the paper printing business, the verbal data to refer to the name of the business aims to inform the viewer (consumers) about the type of business and the types of services served to consumers. Information is conveyed clearly so that it can be easily seen and understood by consumers. It's in line with what Cenoz & Gorter (2008) have stated that the linguistic landscape has symbolic and informative functions. This can be seen in the composition of verbal signs that are printed in a larger size and are the most prominent from the other components on the sign. In addition, the positioning of the name at the top of the sign implies that information about the business name is very important for consumers to know (see Figure 3.1.1).



Figure 3.1.1



Figure 3.1.2

Figure 3.1.1 shows that the main information about the name and type of business is conveyed through verbal

component of the “Dbest Printing” and “Anugrah Print” signs. Additional information aims to clarify the types of

services served. The information is conveyed through a verbal sign in the form of a list of business services placed under the verbal sign of the business name. The use of a background color that contrasts with the color of the verbal sign supports the clarity of the information. However, there is one signboard (see Figure 3.1.2) which doesn't represent the informative function of language in the sign. The business owner does not write a sign that can inform about the name of the business. In addition, the design on the signboard looks conventional which creates an unattractive impression for consumers who will use the service. The background color of the signboards also looks outdated and does not support the information conveyed to consumers. The use of clear and attractive signs is one strategy to inform the product and at the same time attract consumers to use the product or service the business is running. Thus, micro, small and medium businesses need a business development strategy so that businesses can grow, especially in developing countries such as Indonesia (Andriyanty, 2021). It includes the design of business signboards that can provide clear information to the viewers.

In directive functions, language is used to make requests, advise, persuade, convince and so on. Verbal and non-verbal data on paper printing business signboards carry out directive function of language, is that the language aims to influence and convince consumers to use paper printing and photocopying services provided at the place of business. The use of lexicon "Best" in the business name of "Dbest Printing" can be interpreted as an effort by the producer to convince the consumers that the place of business provides paper printing services. It as well implies that it provides better service quality compared to other business. In addition, the use of lexicon "Center" on the signboards implies that the business has several branches that are well managed. The quality of business management determines consumer interest in using business services. Thus, the use of specific and unique words which represent certain meanings is an effort to influence and convince consumers. In addition, the use of a background color that contrasts with verbal signs is also an effort to influence the viewer to see the information on the signboard. It is expected that the viewers use the paper printing services (see Figure 3.2.1).

Directive Function



Figure 3.2.1



Figure 3.2.2

Efforts to convince consumers are carried out by producers in various ways. The use of signage with verbal sign was not enough to convince consumers. Thus, the use of verbal and non-verbal signs simultaneously is important aspects that are taken into account in convincing consumers. In terms of background color, it should be clear and shine. The use of clear background color which is contrast with the verbal signs helps the viewer see the signs clearly (Utoyo, 2020). Moreover, It can be seen from the verbal signs that provide services list. It can indicate the producer's efforts to convince consumers about the variety and types of business services (see Figure 3.2.2). It's in line with the study conducted by Akindele (2011) through deep interview with the shop owners in Gaborone Botswana dealing with the use of English in public signs. The use of English language in signs was considered to be functional to attract customers since most Gaborone residents that patronize shops understand English.

Perfomatory function

In the perfomatory function, language is used to show actions from

what is stated through language (Pyles & John, 1968). By referring to the definition of the perfomatory language function, it can be seen that the perfomatory language function on the paper printing business signboards is conveyed through verbal signs with specific and distinctive words, namely the words "Photocopy/Fotocopy" and "Printing" (see Figure 3.2.1). The use of verbal signs by using specific and characteristic words indicates the activities carried out by the producers. The use of the word "photocopy/Fotocopy" indicates that the business activity being carried out is to serve the requests for photocopies of all types of documents. And the use of the word "print" shows that the type of activity carried out by the producers is to serve the requests for printing paper in the form of assignments or other purposes related to printing machines. It's in line with what Kress and Leuwen (2006) stated in relation to public language. Public language is ultimately the language used in more or less formal speeches in order that the viewer understand what is being served by the producers.



Figure 3.2.1



Figure 3.2.2

The existence of another component in the form of a verbal sign on the signboards (see Figure 3.2.2) indicates that the activities carried out by the producers are not only serving photocopies of documents. The producers also carries out photo printing services, final thesis binding, print, scan, laminating and other types of relevant services. With the presence of another verbal component on the signboard, the producers show a more varied activity according to the needs of consumers.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the presence of outdoor signs such as business signage is a component that can be studied from a landscape linguistic perspective. The study using a landscape linguistic approach in this study focuses on the components and composition of verbal and non-verbal signs and language functions conveyed through these signs, which of course become recommendations for the producers in designing business signage as a medium of information as well as promotion. The language function identified from the signboards of the paper printing business that runs a business around the campus building is in accordance with the business objectives, is that to inform the type of business and activities served, and to influence and convince consumers to use paper printing services and other services provided by the business owner.

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