Linguistics Lanscape in Malang City, East Java

Dany Ardhian[1], Yusri Fajar[2]
[1]*Brawijaya University, Indonesia*
[2]*Brawijaya University, Indonesia*

Abstract: *This study aims to analyze the use of both monolingual and bilingual languages based on Linguistic Landscape Top-Down and Bottom-Up (Landry and Bourhis (1975) theory of language usage, (2) to analyze the motive of using the language code. qualitative data Sources of data were taken from Kertanegara, Soekarno Hatta, Sigura-Gura, Malang City The data were taken from signboards, road signs and banners.The results show (1) The Top-Down pattern shows the Indonesian monolingual and bilingual codes, English, and Javanese languages, while the Bottom-Up pattern indicates the existence of monolingual and bilingual patterns in Indonesian, English, Javanese, Arabic, Japanese, and Dutch (2) the motif of the emergence of language code on linguistic landscape based on representation globalization shows three factors based on the concept of Gorter (2006) (1) modernization, (2) branding strategy, (3) expansion strategy, (4) cultural.*
Keywords: *Kinguistic landscape, Malang city, monolingualism, bilingualism*

I. INTRODUCTION

Landscape Linguistics is a study that focuses on the use of language in the public space and the purpose of using the language. Linguistic landscape data is mostly obtained from the public sphere. As stated by Landry and Bourhis (1997: 25)

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

In the above concept, the public space area is traffic signs, billboards, street names, place names, stalls, cafes, restaurants, government buildings where it becomes a study in the linguistic landscape. Various languages are used in how it looks. Some use one language, two languages, and multilingual. For example, in the city of Malang, there is Soekarno Hatta street. This road is the main and strategic road because it connects many major campuses in the vicinity, such as Universitas Brawijaya, Polytechnic of Malang (Polinema), MalangState University, Islamic State University (UIN Malang). Because of its strategic location, Jalan Suhat is one of the business centers in Malang. Lots of growing businesses, such as culinary business, printing business, beauty and fitness business, medical clinics, housing, building stores, education, bookstores, and cultural tourism. The places must have used a nameplate to introduce their business. In addition,

large billboards are also displayed there. There are three languages used: Indonesian, English, and Javanese. There are also bilingual boards (eg, English-Indonesian, Indonesian-English). Indonesia-Java, Java-Indonesia. This indicates that the presence of languages in certain areas reflects the existence of community groups. The existence also shows that power relations in society can be political, economic, social and religious.

> *It is hypothesized that the linguistic landscape should be explained in terms of power relations between dominant and subordinate groups. Further that the identity of the linguistic landscape of different languages vary in attractiveness to different audiences. It is in this perspective that they speak of the linguistic landscape of the public space* (Landry and Bourhis, 1997).

From above, linguistic landscape is able to explain the phenomenon that there is a power relation between the dominant group and the subordinate group. Then, how does the dominant group establish its existence and social relations as well as with subordinate groups. This becomes an important thing to be studied so that the existence built and developed by each group is not mutually social conflict.

The previous work conducted by Liem Si Hong, et al. (2012). The results of this study indicate that there is a difference in the motive of language use over linguistic landscapes against the same area in one place (at Changi Airport). English is mostly used on unofficial signboards as a tourist language (international language). While Mandarin and Malay are more widely used on official signboards. The study also shows that the use of English becomes different when it is in government territory and does not show any significant effect. Unlike the Malay or Mandarin board names.

The next research was conducted by Neo Wanting and Samantra Soon Sze Min (2012). The results showed that multilingualism occurs in the vicinity of downtown Singapore has a greater level than what happened in the heart of singapore where multiligualism is mostly using English and Chinese. It also shows that language usage in Singapore is motivated by language user factors in the region and also driven by economic needs, such as to attract both local and international tourists. English which is an international language and as a marker of modernity is more easily accepted and understood to communicate than Malay and Tamil. While the use of Mandarin which is a pair of the English language is suspected because of the tourists who visit also come from many ethnic Chinese.

Furthermore, there is research conducted by Paolo Coluzzi (2016). The results show that the linguistic landscape applied to Italian language indicates that this language dominates the fashion world because Italian branding owned for the fashion world has its own status symbol. That's because Italian products have the sophistication and high quality of the products made so that customers are more interested in Italian products than other products, such as Germany, Korea, and Japan. Japan, Korea and Germany have their own strong branding like car, motorcycle and food products. Fashion styles controlled by Italian include perfumes, toiletries, boutiques. For culinary, Italian is not used in Kuala Lumpur Malaysia as it is dominated by local branding (Malay), Chinese, and American. That is why, the nameplate on fashion products is controlled by the Italian language.

Then, there is research conducted in Deli, East Timor. The study was conducted by Kerry Jane Taylor (2015) entitled Language Choice as An Index of Identity: Linguistic Landscape in Dili, Timor-Leste. The results show that there are several languages living in East Timor, Tetum (as the official language), Portuguese, Indonesian, Chinese and English. The study of the linguistic landscape that examines the writings in the public sphere suggests that the presence of English though is widespread, but only in the informal public domain. It aims to facilitate foreigners who visit the Deli. The foreigners themselves seem to ignore the National language of East Timor (Tetum) and choose English. English is also a marker of the identity of globalization, fashion, and modernization in Deli. Bahasa Indonesia itself serves as an icon of national and social identity in Indonesia because many economic actors, indigenous businessmen, who are very master of the Indonesian language that may be because once East Timor is part of the country of Indonesia. The Chinese language indicates that there are ethnic Chinese living in large enough Deli, but being a minority so that the use of Chinese language in the public sphere is inferior. The Chinese are more engaged in the economic sector. For the use of Chinese in official public spaces, Chinese is not used. The existence of a combination (bilingual) in these languages aims to ensure national visibility and provide a safe space to mark the social identity of Deli residents.

From the social phenomena emerging from this study, there are several reasons that arise through this linguistic linguistic study. First, the monolingual, bilingual, and multilingual existence of the nameplate in the public sphere is a social phenomenon that must be examined in terms of language usage, given the dominance of language through signboards is the dominance of power in certain ethnic and business places. Second, the relationship of power between ethnic or group in society is known in terms of what these groups control a particular field.

This research focus on (1) knowing the language and how the languages are spoken in the official and unofficial spaces of the linguistic landscape of Malang, (2) knowing the motive of the use of both monolingual and bilingual language on the use of linguistic landscapes. This study contributes to the enrichment of landscape linguistic studies, especially on the motive of the use of language so that it can know the power relations of the community groups in showing its existence.

II. THEORETICAL REVIEW

Linguistic landscape is a linguistic study that examines the use of language in public spaces. In accordance with what is defined by Landry and Bourhis (1997: 25)

> *"The language of public road sign, advertising billboards, street names, places names, commercial shopping signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration".*

Furthermore, in this study examined related to the use of language on the board guidance highways, billboards, the name of the building or store, and the name of the government office

building. Researchers divide the linguistic landscape into several classifications based on language representation. As the concept put forward by Gorter (2006),

> *"... the literal study of the languages as well as on the other hand that they are the representation of the language, which is of particular importance because it relates to identity and cultural globalization to the growing presence of english and to revitalization of minority language. "*

In this concept, there are three things that underlie the emergence of language representation used in the linguistic landscape, namely (1) the markers of language revitalization, (2) the markers of globalization, and (3) identity markers. As a marker of revitalization, researchers found there are two languages that appear, namely Indonesian (BI). The use of BI is found to be monolingual (BI) and bilingul use (BI in other languages, eg Javanese, English) As a marker of globalization, language usage is represented by English as either monolingual or bilingual.As identity marker, the use of language is found bilingual , Indonesian with Arabic (BI-BA), Indonesian with Javanese language (BI-BJw), and Indonesian language with Madurese language (BI-BM).

The next stage of research is to classify the linguistic landscape according to the advanced theory of Landry and Bourhis (1975) based on Top-Down and Bottom-Up.

> *"... The dimension refers to a difference between Top-Down and Bottom-Up. The dimension refers to a difference between official signatures by the government and private institutions or nonofficial signs by commercial enterprise or by private organization or person ".*

In the concept, the language signs that appear in the linguistic landscape are divided into two: the government and its institutions (Top-Down) as well as private / private (Bottom-Up). this concept is very important to see what language is officially recognized by the government as well as what language is circulating in the community related to the need of using the language.

III. RESEARCH METHODOLOGY

This research is a qualitative study aimed to describing the results of linguistic landscape analisys to find (1) the structure of language use on monolingualism and bilingualism, and (2) the motive of language usage. The research data was taken from the writings displayed on the nameboard, roadmap, and billboard installed in the data source in Kertanegara, Sukarno-Hatta, and Sigura-Gura street, Malang City, East Java. Data was taken base on government area, business area, and multietnict area. Data were collected using triangulation technique: documentation, questionnaire, and interview. Data analysis is done by steps (1) data classification based on Top-Down and Bottom-Up concept, (2) data classification based on

monolingualism and bilingualism, (3) data classification based on the motive of language use base on revitalization, globalization, and identity arise on that area.

IV. FINDINGS AND DISCUSSIONS

1. Language Usage in Top-Down Concepts

The use of Indonesian language looks at the naming of Malang City Hall, railway statiun, and park. These places tend to use the Indonesian language. The area uses Indonesian as a form of monolingualism practice.

Figure 1. Bilingualism in scholl

The picture above shows bilingualism, the Indonesian language with English. Indonesian is used in government buildings. Indonesian is used for school names, while English is used for translation. The use of bilingualism occurs in street name on several roads that surround Malang City Hall with Indonesian and Dutch. Indonesian is used for street names, while Dutch is used to commemorate one of the Dutch heroes. In the past, the Dutch colonized Indonesia for 350 years. The two languages used are not correlated meaningfully, but have historical relationships.

Figure 2. Bilingualism in streetboard

In the area around the central government, Indonesian becomes dominant, while other languages, namely English and Dutch have their own functions in its presence. This indicates that Indonesian became the official language.

At the central business location on Soekarno Hatta street,the concept of Top-Down shows interesting things. That street is a business center in Malang. With the location near by campus of Brawijaya University (UB) and Polinema Malang, two state campuses that also contribute to the flow of large migration in Malang. It has not been added by other campuses, such as UM, ITN, Unmer, and Budi Utomo. With the location of the road leading to direct access to UB and Polinema, no wonder the area is very busy with business. Businesses, emerging businesses vary from culinary, fashion, housing, hospitals, tutoring, schools, banks, finance, bookstores, equipment and homes, printing, beauty, and fitness. Of course this invites many immigrants to pit business fortunes in the region.

Figure 3. Monolingualism in Top-Down

The data above shows that the Indonesian language is used by Malang City Government over Taman Krida Budaya. This shows the Indonesian language used massively in government buildings.

Figure 4. Mix code English-Indonesian in Top-Down

The signboard uses two languages with mixed code patterns: English and Indonesian. Relationships that arise from the two languages above is a unity of sentence structure, but using two languages *"Slow down, Polinema Politeknik Negeri Malang"*.

The use of Indonesian language on Jalan Sigura-Gura is more dominated Indonesian. Name boards and government-owned buildings use the Indonesian language. This is in contrast to the other two areas, Kertanegara and Sukarno-Hatta street.

Figure 5. Monolingualism in Top-Down

The above information board typically uses Indonesian. Indonesian becomes more communicative because it contains important information. The information was conveyed to provide understanding to the community so that language is used more easily understood. This indicates that the Indonesian language is the official language as well as communicative than other languages, especially for the delivery of government programs.
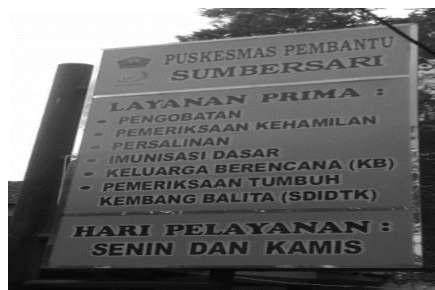

Figure 6. Monolingualism in Policlynic

The use of Indonesian language also appears in polyclinics. government buildings that handle public health is using the Indonesian language on board his name. Indonesian is used for polyclinic names, service information, and addresses. Besides to health services, the Indonesian language is also used in the name board of services at universities, banks, and post offices.

2. Language Usage On Bottom-Up Pattern: Monolingualism and Bilingualism

The Bottom-Up concept refers to the use of linguistics landscapes in the nonofficial sphere used in commercial, private, or private firms (Gorter, 2006: 3). In the data found several languages

used in this sphere. In the data also found three forms of patterns: monolingual, bilingual, and multilingual (three languages). The language used can be in original alphabets, such as Arabic and Korean. In the pattern of use, the interlanguage is also a transliteration (transfer of language) and translation. The use of the language is mostly used in business, whether culinary, housing, fashion, beauty, fitness, printing, banking, finance, household appliances, service and vehicle maintenance, and bookstores. The company is also divided into large, medium, and small businesses.

In Sukarno Hatta street, there are at least three languages that play a monolingual role: Indonesian, English, and Javanese.

(1) Ikan Goreng Pangeran Muda
(2) Mande Masakan Padang
(3) Gamma Susu, Toko Susu dan Swalayan
(4) Nasi Goreng Malang
(5) Bebek Goreng Haji Slamet (Asli)
(6) Dapur Kota
(7) Nasi Pecel Bu Tinuk
(8) Mie ayam Jempol
(9) Bubur Ayam Abah Odil

The use of business nameboard uses the Indonesian language in the delivery of business communication. The names above are more characteristic of the culinary, the owner popularity, and character of consumer.

The use of English also appears on the naming of business fields. The use of English is more used in the characteristic of the product. Here's the nameboard of the culinary business unit in Soekarno Hatta street.

(10) Mie Jogging
(11) Breadsory by Fun
(12) De Duren, The True Taste of Durian
(13) Orien, Chinese Food 'Muslim ' and Steak
(14) Every Day Smart Hotel
(15) Gamma Interior, The Exclusive Interior Design
(16) Security Specialist, Telview CCTV System
(17) Meccanism, Time to Express Your Hijab Fascination
(18) Gloskin, Aestetic Clinic
(19) Julian Potts, Acceories & Bags
(20) Arini Tatto Supply
(21) Mulia Signature Ceramics of Choice
(22) Bussan Auto Finance
(23) Godzilla Express

 (24) Broadway Barber Shop
 (25) Spa Enterprise ADV Media Buyer
 (26) Wikacell, Choose Everyting You Want, Try It
 (27) Malang Islamic Boutiq and Spa

At least there are some parts that appear on the nameplate, namely business name, subtitle, and address. Subtitle usually contains uniqueness of trademark. In the above business units, the names of businesses and subtitle support each other and provide an explanation of how the quality of the product. The explanation appears in the data: *Gamma Interior, The Exclusive Interior Design, Meccanism, Time to Express Your Hijab Fascination, Noble Signature Ceramics of Choice, Wikacell, Choose Everyone You Want, Try It*. If analyzed from the structure of the language, the subtitle forms a unity clause so that the name of the business followed by clause will form a unity of meaning as a whole, between the name of the business and the subtitle. The use of Javaness also appears in the following data.

 (28) Cak Roni ABM
 (29) Ceker Maut

The two examples above show Indonesian is also used in the Bottom-Up. It can be seen from the word *Cak* and *Ceker*. Cak is a term for brothers in Javanese, especially in East Javaness proverb. Being a ceker is a chicken leg. The two examples above want to show a culinary example from East Java, the existence of Javaness ethnic.

On Sigura-Gura street, monolingual use is also apparent. The data shows the existence of the bottom-up patterned signboard there is dominated by culinary business, here are fashion, workshop, and beauty salon. Linguistic data indicate the existence of monolingualism also appear in Indonesian language.

 (30) Terang Bulan Besar dan Unyil
 (31) Ceker Setan, Tempat Makan Pecandu Pedas
 (32) Seblak Melotot
 (33) Soto Rempah Malang, Soto Ayam yang Sesungguhnya
 (34) Soto Ayam, Gado-Gado Lamongan, Menerima Pesanan
 (35) Nasi Goreng Top
 (36) Bakso Tengkleng Mas Bambang
 (37) Pujasera Batu Jahe, 100% Halal

On Sigura-Gura street, monolingualism is also apparent. The data show that signboard dominated by culinary business, followed by fashion, workshop and beauty salon. Monolingualism also appears in Indonesian, English and Javanese. For this landscape, the emergence of English data is not as much on Soekarno Hatta street. This shows that

modernization and globalization are more focused on Soekarno Hatta than on Sigura-gura. Below is an example of Indonesian monolingual data in the culinary business unit.

(38) Terang Bulan Besar dan Unyil
(39) Ceker Setan, Tempat Makan Pecandu Pedas
(40) Seblak Melotot
(41) Soto Rempah Malang, Soto Ayam yang Sesungguhnya
(42) Soto Ayam, Gado-Gado Lamongan, Menerima Pesanan
(43) Nasi Goreng Top
(44) Bakso Tengkleng Mas Bambang
(45) Pujasera Batu Jahe, 100% Halal

These data indicates that the store-name board followed by subtitle forms a complementary meaning. The emerging subtitle is characteristic of the product being sold. The subtitle also serves to provoke consumers to enjoy the dish being sold. In addition, the subtitle also gives the impression of additional services, for example on "*Soto Ayam, Gado-Gado Lamongan, Menerima Pesanan*". In addition, subtitle also wants to show the popularity of the owner. In addition to culinary, the use of Indonesian language also appears in other business fields, such as *Perum Griya Mandiri, Perumahan Pondok Alam Sigura-Gura, Talita Cinta Busana, Bursa Kerja Gratis, Salon Cassanova, dan Masjid Muhajirin, Yayasan Integritas Malang.*

The use of English on the nameplate also occurs. If Indonesian language is more dominated by culinary business, English is widely used in business units related to modern needs.

(46) Colours Net, Internet, Hotspot, dan Game.
(47) 3D Com, Office, PC Gaming, Multimedia
(48) Asus No 1 in Quality and Service
(49) Jsmin Boutique and Gallery
(50) Ubud Hotel & Villas Malang
(51) Magnum Mild
(52) Mayang CollectionAlam Nirwana Residence
(53) Pro Fit Gym, Ladies Only
(54) Sampoerna Gordyn & InteriorPiston BS, Clinic Automobile
(55) Aromania Perfumery.

The above data show that the English usage is closely related to modern needs. The terms used even if translated into Indonesian, meaning it is less related and awkward. The signboards on display are goods and services related to the modern era (globalization). In addition,, in Sigura-gura also found data that use English on culinary business. Like *Qe Ice Cream Cafe, Jucos Perfect Taste of Chocolate Lovers, PM Cafe*. When we see, Ice Cream, Chocolate, and cafe is a modern culture. This shows that the existence of a global culture exists in Indonesia.

In addition, Javaness usage in monolingual is also seen in the nameplate, but its appearance is not much. Java language used in the culinary business, namely *Omahkoe* and *Warung Lalapan Enak Echo*. These two businesses offer more aspects of the place in their business strategy, ie *omah* (in Indonesian means house) and *warung* (in Indonesian means food stall). These two places also characterize a place that has a high social relationship in Javanese culture. *Omah* is a place to live and the meeting place of the family, *Warung* is a meeting place for the neighbors to communicate while enjoying simple dishes. So, these two places offer intimacy. It is a strategy in running the business with the concept: Java + simple + familiar.

Bilingualism is the use of two languages in a text. Bilingualism signifies the occurrence of language contact and, of course, cultural contact. Language contacts occur due to many factors, one of which is the migration of the population. Migration is influenced by many factors. In Kota Malang, population migration occurs due to education, work, economic, and social factors. These factors can be examined for their impact on how the linguistic landscape occurs. Bilingualism occurs on Soekarno Hatta. There are at least ten patterns of bilingualism, namely Indonesian-English (BI-BE), English-Indonesian (BE-BI), Indonesian-Arabic (BI-BA), Arabic-Indonesian (BA-BI) , Indonesian-Javanese (BI-BJ), Javanese-Indonesian (BJ-BI), Indonesian-Madurese (BI-BM), Javanese-English (BJ-BE), and Japanese-Language English (BJp-BE). If reviewing the composition, there is at least three forms between the national language and the local, national and international languages, as well as the local language with international. Indonesian and English bilingualism is widely seen on the nameplate below.

(56) *Depot Cita Rasa, Nasi Empal Pengampon Surabaya, Indonesian Oriental Food*
(57) *Lapis Malang, because Every Slice Has A Story to Tell*
(58) *Peri-Peri, Steak and Coffee*
(59) *Citra, Kendedes Cake & Bakery*
(60) *Dokter Gigi, Triodent Clinic (Dental, Implant, & Orthodontic Center*
(61) *Olivia Baby Shop*
(62) *Ikuti dan Saksikan, Malang Flower Carnival*
(63) *PT Anugerah Jaya Sentosa Sejati, General Contractor*

In the above data, the bilingual contacts in the sharing of information messages are already visible. Indonesian language acts as the core of information (in the form of business name) and English serves as information explanation which is information services services *(Indonesian Oriental Food, because Every Slice Has A Story to Tell, Triodent Clinic (Dental, Implant, & Orthodontic Center)*. That is, the English is also a special term that has been standardized so that if changed into the Indonesian language, the meaning will disappearance (*Steak and Coffee, Kendedes Cake & Bakery, Malang Flower Carnival, General Contractor*) .But, in the data also seen the use language to show the effect of high globalization (*Baby Shop*).

The use of bilingualism also appears on Jalan Sigura-Gura. Although the area is not an area with modern business centers, the use of English is evident

(64) *Griya Putri Guest House, Soft Opening*
(65) *Clup Clup Super Buble Drink*
(66) *Sempol Crispy*

(67) Origita Nugroho Coorporation
(68) Sonokembang Catering
(69) Media Utama, Store and Service
(70) Alam Nirwana Residence
(71) Graha Pelita Sigura-Gura Classy House
(72) Sarijan Coffee
(73) Kharisma Loundry and Dry Cleaning
(74) Kedai ayam Jenderal, The Master of Lalapan
(75) Perumahan Green Kalijaga
(76) Napolly Laris Furniture
(77) Yenny Salon, Ladies and Gents
(78) Jakarta Collection, Sepatu Tren masa Kini

The pattern of bilingual use is different from that of Soekarno Hatta. If on Soekarno-Hatta, English serves as an explanation of information on the services of its business name. However, on Sigura-gura, the use of English is integrated with the Indonesian language in the company name. This indicates that the dominance of strengthening globalization is more visible on Sigura-gura.

From the researcher's observation, the business units in Sigura-Gura are more dominated by small and medium class enterprises. This is different from Soekarno-Hatta which is dominated by medium and large scale business unit. It can be said that, in Sigura-Gura, the concept of globalization is more massive than in Soekarno-Hatta.The use of English-Indonesian bilingualism also appears in the landscape of Soekarno-Hatta and Sigura-Gura.

(79) It's Steak Luar Biasa
(80) Ferso Automotive, Audio Variasi Kaca Film, cover Jok
(81) Homeschooling Primagama Malang, Sekolah Berbasis Bakat dan Minat

The three data found indicate that the use of English and Indonesian language that share the role of information has a different pattern with BI-BE. The name of the business unit becomes an important part in offering modern concepts. *It's Steak, Ferso Automotive, and Homeschooling* carry a global and modern information message rather than using Indonesian language. Indonesian language is tasked with providing explanation on the business unit name information that brings the message of uniqueness *(Luar Biasa dan Sekolah Berbasis Bakat dan Minat), produk layanan (Audio Variasi, Kaca Film, cover jok)*

On Jalan Sigura-gura, researchers found only one data, *35 Nett, Serba Rp. 35,000*. The relation of meaning between the use of both languages is translation between business unit name *(35 Nett)* with subtitle *(Serba Rp 35.000)*. With few data appearing on BE-BI, the use of language characterizes the limitations of foreign companies entering the region.

The use of Indonesian and Arabic also occurs in landscape data. At Soekarno-Hatta, researchers found two data.

(82) Sambal Lalap, Halalan Toyyiban
(83) Masjid Abu Dzar Al-Ghifari, Kuttab Al-Fatih Malang, Pilar Peradaban

The bilingual merger (BI-BA) indicates the division of the role of information brought by both languages. Indonesian as the head of the unit is clarified information in Arabic. Halalan Toyyiban informed us that the food sold came from halal ingredients. In addition, on Kuttab Al-Fatih's data, Arabic roles form information that the mosque is a place to study Islam (Kuttab means learning place for children). In addition to the road Suhat, on Jalan Sigura-Gura also have the same mosque. Thus, more Arabic appearances in places of worship and food, This is indicating the ethnic Muslims are there.

Bilingualism also occurs between Indonesian and Javanese.
(84) Bakso Horeg, Bakso Sehat dan alami
(85) Lalapan Nasi Uduk Cak Bejo
(86) Thalita Oma Busana
(87) Warung Ayam Gobyos
(88) Ayam Goreng Nelongso
(89) Nyoklat Klasik
(90) Warung Lalapan Enak Echo
(91) Sambal Mak Tin, Sego Boyong, di sini Makan Gratis Tanpa Kasir

The use of Indonesian language and Java language has a unique structure. Javanese language looks inserted between the Indonesian language. *Horeg, Cak, Oma, Gobyos, Nelongso, Nyoklat, Echo, Mak,* and *sego* are inserted. He does not stand in any particular lingual structure, either phrases or clauses (such as English and Arabic). From that point, the "Javanization" nature is still not massively visible. Information brought by the Javaness to the Indonesian language is also dominated by adjectives. *Horeg* in Indonesian means vibrating, *Oma* means house, *Nelongso* means suffering, *Nyoklat* means drinking chocolate, *Echo* is delicious, *Mak* means mother, and *sego* means rice. From that, the Javanese forms an inserted bilingualism role. It also indicates that Javanese ethnicity is minority so it does not dominate in the linguistic landscape.

In the data also found bilingualisme Indonesian with Madurese language. Songkem duck rice data is a blend of Indonesian with Madurese. *Songkem* in Madura means prostration, honor, or *sungkem* in Javanese. The emergence of Madurese is also inserted.

In the data also found bilingualisme between the Java language with English. This is shown in *Waroeng Steak and Shake.Warung* which means minirestaurant is used to provide information of its business unit, as well as the name as a whole with English. So,*Waroeng Steak and Shake*, in addition to forming the business unit, its also appeared information service. This indicates a combination of traditionalism with globalization / modernity. In the data also found bilingualisme between English with Japanese language.

(92) Machi Maco, Buy One Get One Free
(93) Noodle Incsaboten Shokudo, Get New Experiences
(94) Hatari, Aluminium Stainless Steel Fashion display
(95) Hayaku Steamboat and Yakiniku

The data above indicates that the entry of Japanese culture to Indonesia, rather than in the city of Malang has been a little massive. The data above also indicates that Malang has become a global city. When viewing the assignment of the two languages, Japanese is the name of the business unit and English as its service information. At least the selection of the language code becomes something that can be judged that there are products from Japan brought to Indonesia even though the businessman is not ethnic Japanese.

Thus, the use of monolingual and bilingual in the above linguistic landscape can be concluded that in the concept of Top-Down theory, Indonesian is the official language used by the government. This language is also accompanied by English and Dutch in bilingualism. While on the theory of Bottom-Up, monolingual occurs in the Indonesian language, English, Javanese language. While in bilingualism, the combination of two languages that emerged was BI-BE, BI-BA, BI-BJ, BI-BJp, BJp-BE, and BJ-BE.

3. The Motive of Monolingualism and Bilingualism in Linguistics Lanscape

Motives of language use in Linguistics Lanscape refer to Gorter's theory (2006). This theory divides the motif of the use of language into three types: (1) language revitalization, (2) era of globalization, and (3) the existence of identity. Language revitalization refers to the use of certain languages in the public space in a massive and structured way.

Language revitalization is also used to review languages that are almost extinct, usually revitalizing this language is used to languages that are attacked from a foreign language. In addition, the local language (local language) is also a concern of language revitalization because the local language is more span to language death. In the concept of globalization, the role of English is crucial in the global arena. The use of the English language characterizes the identity of a region experiencing globalization or not, experiencing modernity or not. The English language became the world's lingua franca language in many aspects, educational, technological, medical, cultural, and political. That said, the use of English in a region signifies progress internationally. When there is cultural contact, the category can be traced to its existence whether it has full strength or just hiding. In a linguistic landscape study, three motives of language usage can be seen by observing the existence of languages in the public sphere.
Revitalization of language that exists in the linguistic landscape for several reasons. (1) the national language as the official language, (2) language preservation, and (3) the historical aspect.
In the aspect of the national language as the official language, government agencies are very strong at keeping it. This occurs in the use of languages in government buildings, announcements made by the government using Indonesian.

(96) *Balaikota Malang*
(97) *Kantor DPRD Kota Malang*
(98) *Stasiun Kereta Api*
(99) *Universitas Brawijaya*
(100) *Polinema Malang*

The names of the place also become the characteristics of language preservation can be used through the naming of government buildings. The more choice of language code with all the advantages offered makes the larger the other languages to use. At least, government agencies in Malang City have embodied other aspects of globalization by allowing the use of bilingualism, such as the example of data on the name of SMA 1 and 3 Malang which uses Indonesian language with English. For a favorite school, it certainly needs progress and globalization is not inevitable. Will, the need for Indonesian language is also not abandoned. This is as a feature of preservation of Indonesian language is maintained.

In addition to the above aspects, language revitalization is also in the historical aspect. This is evident in the data board instructions around Malang City Hall which uses the language bilingualisme between the Indonesian language with the Dutch language. The history of time is known again with the intention of the younger generation to know the era of colonialism. History can not be erased. It also exists the education of past history brought to the present.

The nameboard using English or other foreign languages indicates that there is a foreign culture, including foreign business carried forward to Indonesia. The data already discussed above show that English has its own advantages in its use. Top-Down and Bottom-Up concepts have the same functionality.

The motivating factors found in the concept of globalization point to four factors: (1) modernity, (2) branding strategy, (3) expansion strategy, and (4) cultural recognition.

On the factor of modernity (1), the following data represent the motives of modernity deliberately carried through the linguistic landscape. The concept of modernity refers to the naming of units based on aspects of the needs of goods sold shows modern and not classical, both process and results. So, if another language is used, for example Indonesian, the modern aspects disappear.

> *(101) JRS Fashion*
> *(102) Spa Enterprise ADV Media Buyer*
> *(103) Main Media, Store and Service*
> *(104)Alam Nirwana Residence*
> *(105) Graha Pelita Sigura-Gura Classy House*

The modern concept appears in the above data. If observed, the word fashion, enterprise, residence, classy house show a modern impression. Consumers will see that the management system and products show a modern impression.

In the aspect of branding strategy (2), the appearance of nameplate data indicates that there is a strategy made by business actors in introducing their products.

> *(106) Jogging Noodle*
> *(107) Breadsory by Fun*
> *(108) De Duren, The True Taste of Durian*
> *(109) Gamma Interior, The Exclusive Interior Design*
> *(110 GH Shop*
> *(111) Jersey Zone*

(112)Every Day Smart Hotel (appeal)

From the data above it appears that the use of bahassa Inggrismerupakan strategy in introducing its products. The impression of a product that can be packaged in English will show a classy branding style. In the aspect of the Expansion Strategy (3), the selection of language codes in the linguistic landscape in an area shows the expansion of the company from its origin.

(113) Julian Potts, Accecories & Bags (expansion)
(114)Bussan Auto Finance (expansion)
(115) Godzilla Express (expansion)

These companies are international. They opened a branch in Malang City in expanding its business. Selection of English code becomes absolute because language replacement will cause the impression the product will disappear.

(116) Big Burger
(117) Security Specialist, Telview CCTV System
(118) Meccanism, Time to Express Your Hijab Fascination
(119) Gloskin, Aestetic Clinic
(120) Arini Tatto Supply
(121Malang Islamic Boutiq and Spa
(122) Nusantara bar, Alcoholic Drink

The introduction of a culture that is not originated from Indonesia is deliberately introduced as a sales strategy. Burger, CCTV, Hijab, skin care, tattoo, boutique and Islamic spa is not a native culture in Indonesia. However, the culture is introduced through the language used. The choice of language in addition to aspects of cultural recognition, matters related to products or services that are considered contrary to the culture can be minimized. Examples such as tattoo culture and drinking alcohol. This is certainly contrary to the culture of Indonesia. However, with the strategy of using English, the business is not constrained by society and government.

So, in conclusion, there are three things that underlie the emergence of the choice of both monilingual and bilingual language code. The choice rests on three things (1) the revitalization of the language in which it contains the national language motif as the official language, language preservation, and historical aspect; (2) a marker of globalization which contains modern motifs of impression (modernization), branding strategy, expansion strategy, and cultural introduction; (3) the existence of an identity which contains cultural recognition, local cultural preservation, branding strategy, and community formation.

V. CONCLUSIONS

1. The Top-Down pattern shows a selection of monolingual and bilingual codes of Indonesian, English, and Javanese languages, while the Bottom-Up pattern indicates a monolingual and bilingual pattern in Indonesian, English, Javanese, Arabic, Japanese, and Dutch language.
2. The motive for the emergence of language codes in landscape linguistics demonstrates three factors based on the concept of Gorter (2006) (1) language revitalization including national languages as official language, language preservation, and historical, (2) markers of globalization including modernization, branding strategies, expansion strategies, cultural introduction; (3) identity existence includes cultural recognition, cultural preservation, branding strategy, and community formation.
3. Mixed codes appear in this study so it is interesting to investigate more deeply. not only that, language maintenance research is also possible in this study.

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