

# The Effectiveness of English Public Notices in Makassar City: Linguistic Landscape Study of Three Shopping Centers in Makassar City

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**Abstract:** Based on the grant theory of Linguistic landscape and language Functions, this study was aimed to analyze language in public places in three Makassar shopping centres. To achieve the research objectives, three research questions were proposed. It is to address the English Public Notice forms, English Public function, and the effectiveness of the English Public notice. The data was gathered primarily through observation and a questionnaire with an open-ended interview. The data analysis techniques used were primarily descriptive quantitative analysis supplemented by qualitative analysis. The results revealed that the English in public places in three Makassar shopping malls was classified as top-down and bottom-up signs. Red, yellow, black, white, green, blue, and silver were used as colours. The material was spread out on a flat surface. The language is English in particular. Second, the functions were classified as follows: notices, commerce, displaying identity, and overlapping functions. The third factor, with a percentage of 44%, was the effectiveness of English public notices.

**Keywords:-** *Language in Public; Linguistic Landscape; Makassar shopping centre; Public Notice.*

## I. INTRODUCTION

Every visible object in the environment had a symbol, which could be text or a drawing. There is language as a function in landscape to be a sign that is used to convey messages of wide public interest such as topographic information, instructions, warnings, place names, traffic signs, bulletin boards, and the most common are billboards. (Akindele, 2011). Furthermore, the subtlety and accuracy of the word or language used is important in determining politeness in communication. (Idriset al., 2020). Linguistic landscape refers to this linguistic environment. Understanding the symbols/written text will lead the addressee to obtain information, pique an interest, and take action based on what the addressee desires.

The purpose of linguistic landscape research is to demonstrate identity as well as the other two functions of informatics and symbolic (Landry and Bourhis, 1997). They separated the language into private and government languages to demonstrate the language's identity, and then commercial and non-commercial languages to demonstrate the language's function.

When the researcher conducted a brief study in one of Makassar's retail malls, she discovered the conative language

function. For example, "Put your trash here," "Man" and "Woman" signs on the toilet, "No smoking," and so on. Nowadays, the phenomenon demonstrates that there was a significant role in language to express, even if it was merely in landscape, it is not necessary to observe that the language is the private and government language, the commercial and non-commercial function, or the top-down and bottom-up. For example, the trash can's "Recyclable" and "other waste" signs. It is excessively limited to divide language into private and government languages, commercial and non-commercial functions, or top-down and bottom-up approaches. Because the basic form of linguistic landscape has at least a symbol and information, the sign in the garbage can be divided into commercial and non-commercial functions, and it has the ability to direct or influence someone.

So, the linguistics landscape could be categorized into effective and non-effective language to direct or influence somebody to do something based on the purpose of the language. How effective the language (public notices) influenced the visitors, the way people reacted to the language also could be analyzed and described. The effective and non-effective language in public notices is categorized by the conative language. Roman Jakobson (1960) stated that conative language is a function of language to direct somebody to do something. Furthermore, the researcher interested to find the effectiveness of English in public notices than to focus on the commercial function and the place in Private and Government as just divided by Landry and Bourhis (1997). Furthermore, this study is to describe the conative language and count the effectiveness of English's public notices which contributed to describe the English public notice function. By using English, Makassar's society loses her identity.

The linguistic landscape represents the position of many languages in a given sociolinguistic setting. Linguistic landscape disparities in different locations are influenced by a variety of elements, including people's living conditions, patterns of community life, identity, and, of course, the area's status. The linguistic landscape research shows the identity and the patterns of language in certain places. English for instance to represent modernism, Indonesian and local It is of interest that the things marketed convey modernity, enjoyment, and a global image (Akindele, 2011). Language is used to represent one's identity. As a result, numerous establishments, such as restaurants, retailers, and cafes, choose to utilize English. Despite the fact that not all customers comprehend and are eager to explore the

significance. The signs are designed to persuade customers. Because language plays a significant role in identifying or describing a person's identity, and English has become a foreign language in Makassar, it may illustrate how the culture reacts to the foreign language. It indicates that the reactions of Makassar's society to English as a foreign language will reveal Makassar's identity, which is the local Wisdom in Makassar, such as mutual remembering (Sipakainge'), mutual humanizing (Sipakatau'), and mutual respecting (Sipakalebbi').

A linguistic landscape is an investigation into how languages are represented in public locations, such as signs, billboards, commercials, and graffiti (Wardhaugh & Fuller, 2021). It signifies that the linguistic landscape is researching the contextual language. Analyzing information available on language signals in a certain location can be used to study a contextual language. Gorter (2006) classified the linguistic landscape as top-down or bottom-up. It is a classification used to clarify multilingualism.

If the researchers focus on Gorter (2006), they tend to use the quantitative method to see the multilingualism, the language statue, the dominant and the minority of language, without looking the function. Akindele (2011) stated in her article that the purpose of her study is to demonstrate that linguistic landscape in the city of Botswana can provide useful insights into the linguistic situation, and she used photography and visual media for data collection processes, and (Jing-Jing, 2015) stated in his thesis that this study examines multilingual university campus signs in Japan, a new attempt to broaden the scope of linguistic landscape study. Furthermore, this study will cover both quantitative and qualitative method. Quantitative method is for describing the amount of the language that affect somebody, the qualitative method is to show the language appearance and the information to convey at the public notices. So, this research is expected to describe Makassar's Identity to react the foreign language in the English public notices.

People in Makassar, as a huge city, are presently in the globalization and modernization period. The majority of the language at shopping malls is displayed in a foreign language. This research will show the Makassar's conative language. The study will focus on discussion the conative language function later in three different shopping centres to find and complete the subdivision of language intention in three Makassar's shopping centres.

NO	Mall	Rate
1	Panakukang Mall	(4.7/5.0)
2	Nipah Mall	(4.7/5.0)
3	Studio Mall	(4.6/5.0)

Table 1: The Famous Mall in Makassar

The information put implicitly in public places could direct somebody to do something, to see the language effective or not, it will be conducted by classifying into linguistic landscape subdivision. It is an interesting and relevant study since it will demonstrate Makassar City's conative language efficacy as an Indonesian metropolitan city.

## II. LITERATURE REVIEW

The term linguistic landscape was coined by (Landry & Bourhis, 1997), who proposed that LL had two functions: informative and symbolic. The meaning of the signifier identifies the geographical region of the population that gives the language to the name of the place in the informational function. In other words, language serves as a territorial identifier for the community of speakers, distinguishing it from other population areas with other languages (Wicaksono, et al., 2020). The presence or absence of a group's language on a road sign, for example, has an impact on feeling like a member of that group. The symbolic function is likewise intertwined with the portrayal of ethnic identity. Space, according to Lou and Blommaert (2016), is an arena for human social interaction and the performance of a variety of cultural activities. The interaction space can be viewed as a type of action/action space because it is complicated and comprises several layers of activities. As a result, the evidence offered in this LL study creates a human communication pattern that is expressed through written language.

Landry and Bourhis (1997) separated the linguistic landscape based on its location, namely Private and Government Language. Commercial signs on shops or business organizations, as well as advertising signs in public transportation and private cars, are examples of private signage. Government signs include street names, hospitals, universities, town halls, schools, and public parks, as well as signs used by national, regional, and municipal governments.

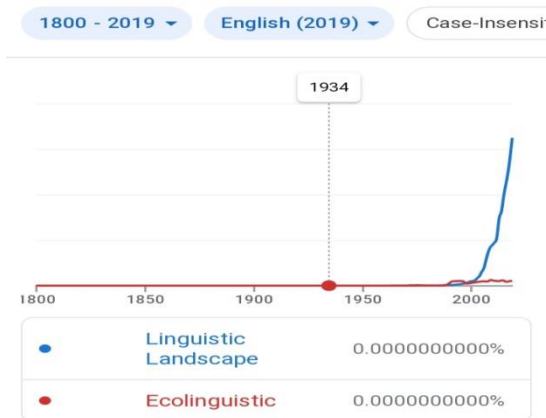
Gorter (2006) proposed the next novel thing by presenting a division with a distinct name. then he classified the linguistic landscape as top-down or bottom-up. Top down linguistic landscape items include those issued by national and public bureaucracies - public institutions, signs on public areas, public announcements, and street names. Bottom-up elements in the linguistic landscape include those issued by individual social actors such as store owners and companies, such as shop names, business signs, and personal announcements. This corresponds to the separation of the linguistic landscape in terms of trade, namely commercial and non-commercial languages.

The top-down category includes using of language in public spaces made by government agencies or institutions, public institutions dealing with issues of religion, government, health, education and culture, for example: street signboards, and public announcements; while the bottom-up category includes the use of language by shop/shop owners (clothing, food, jewelry), offices/factories/private agents, personal notices (rent/sell a car/house) including job vacancies. The diagonal range from the first category to the second category indicates the degree to which a language is formally and informally spoken, as stated by Shohamy, et al., (2010) Landscape linguistics also shapes the way we interact as members of society and unconsciously defines identity.

In the same year Gorter (2006) also revealed that Landscape Linguistics is a new approach to multilingualism

research studies. It seeks to reveal the dominance of language at the level of a multilingual country or region. This has led to several quantitative studies to see the dominance of language in certain places.

The study of landscape linguistics (LL), a relatively new discipline that combines the academic disciplines of applied linguistics, sociolinguistics, anthropology, sociology, psychology, and cultural geography, focuses on the use of language in this public domain.



Landry & Bourhis which limits it as a language for public street signs, billboards, street and place names, shop names, government buildings names within a group of regions, regions, or cities. In the same study, the linguistic theory of Landscape was also formulated and the most basic, namely the linguistic theory of Landscape, has symbols and information.

Furthermore, Shohamy (2012) broadened the scope of this LL to include language in the environment, words, and images shown in public areas, which have become the center of attention in a rapidly developing region. Another study (Dagenais, Moore, Sabatier, Lamarre, & Armand, 2008) in Malinowski, (2010) introduced the concept of LL with the word environmental print, namely urban as text. This means that language is commonly employed in metropolitan public spaces since this location is considered a text that is loaded with frenzied usage of words.

Language studies in the public domain, with LL being a modern (socio)linguistic study involving onomastic, semiotics, and spatial studies (Akindele, 2011). This research is aimed the language used in road signs, billboards, street names, regional names, shop names, and general instructions on government buildings (Landry & Bourhis, 1997).

Linguistic landscapes assert that the signs in the landscape are illustrative texts that can be read and photographed, and that can be dissected linguistically and culturally (Gorter, 2006), the sign in question being a sign used in the context of disseminating general messages to the public in the form of information, instructions, warnings, and the like. This sign is also commonly used in commercial situations such as marketing and advertising, when the main purpose is to draw attention to a product or service. The primary goal of LL is to raise awareness of the prominence and significance of written language in the public domain. In

a nutshell, LL is stated to be a portrayal of the linguistic situation in the public domain (typically involving the state or city) concerning broad patterns of language use, language policies, language attitudes, and the repercussions of long-term language interaction.

#### A. The English Public Notices with Language Functions

In general, federal and state public notice statutes specify four fundamental elements for a public notice. Each of these components is essential to the checks and balances that public notice was intended to develop. These are searchable, achievable, self-contained, and verifiable. Every individual in the affected jurisdiction must have a reasonable opportunity to read the notice. Notices must be archived in a secure and publicly accessible format for use by the justice system, academics, and historians. Notices must be published by entities that are not affiliated with the government body or firm whose plans or actions are the subject of the notice. There must be a method to ensure that each notification was published in conformity with the law.

There are three sorts of public notices. Legislators, administrative agencies, and other public organizations publish citizen involvement notices to inform the public about the government's plans and actions in their community. Commercial notices notify individuals about important economic activities and the disposition of private property. Officers of the court or non-governmental groups' process court notices to publicize the conclusion of civil legal processes that affect the community. Foreclosure notices are the most typical example, and they can be approved by court orders or, in "non-judicial" jurisdictions, by trustees or others exercising a power of sale stated in a deed of trust. (Resource Center, 2018).

Language research is certainly closely related to seeing how effectively language is able to influence someone to do something according to the language's intentions. Every Public Notice in Linguistics Landscape has a symbolic and informational function (Landry & Bourhis, 1997). The effectiveness section is an application of informational functions.

According to Jakobson (1960:355), the conative function was also the role of language to influence someone to do something. Asdar (2017), he proposed the conative function of language, was attempting to persuade someone to do something (commanding, inviting, warning, proposing, advising, instructing, etc.), and hoping to influence the addressee's behaviour. (*Please help me! shut up, I'm warning you*).

In the interpersonal meta function classifications by Halliday's theory (1994), Searle (1976) in Yachsan, the researcher determined that the conative function is the same as the imperative function (2019).

Conative functions of language were the orientation toward the addressee with its clearest grammatical expression in the vocative and imperative, which differ from other nominal and verbal categories syntactically, morphologically, and often phonetically (Jakobson, 1960:355).

a) Public Notices

Notifications are brief texts that are typically formal in tone. It is often used by individuals and organizations to announce events and celebrations, births and deaths, special occasions such as inauguration or sales, to issue public instructions, to appeal, and to extend invitations other than employee dismissals or notices. Work is transferred from employee to employer.

Notifications are a formal means of communication. The purpose of a notification is to announce or display information to a specific group of people.

In social communication, there are three shopping centers in Makassar that have the highest rating on Google searches. Those are Panakukang Mall with the rating 4.7 from 5.0, Nipah Mall 4.7 from 5.0 and Ratu Indah Mall 4.6 from 5.0. (Arofani, 2020) The other places are Hotel, Museum, and the visitor place.

Ratu Indah Mall was Makassar's first mall. The Wisma Kalla Foundation was founded in 1999. This mall has four floors of tenants, including well-known national and international companies such as Hero Supermarket, Matahari, Gramedia, Excelso, KFC, Studio XXI, Timezone, and many more. It currently has over 122 tenants of various brands and types of international standard tenants.



Next, Nipah Mall is one of the newest shopping centers in Makassar City, operated by the Kalla Group. The Mall, which is located on Jl. Urip Sumoharjo, was founded on April 6, 2018, and officially opened on November 3, 2018. The mall has a 3.5-hectare (ha) land area, a building area of 121,426 m<sup>2</sup> & 25,000 m<sup>2</sup>, 5 floors, and 1 basement, as well as well-known tenants. This mall, like shopping centres in general, has large companies both nationally and internationally, making it one of the best shopping destinations. Last, Trans studio mall Makassar is a place where you can enjoy an endless shopping and entertainment in Makassar. It is the mall that has the most rides.

The quantitative method is used to show the amount of data such as, the score in the interview checklist based on the society's behavior and the number of English public sign that effective to influence the Visitors. Both methods were used because the researcher was analyzing the linguistic landscape in Makassar's public spaces, which are made up of qualities rather than numbers.

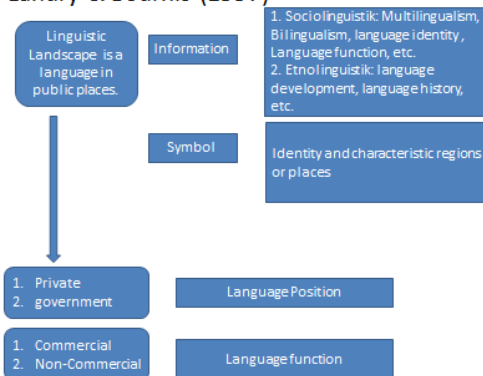
IV. FINDINGS AND DISCUSSION

A. Form of the English Public Notices

In general, the English public notices in three shopping centers in Makassar are shown by using flat printed texture. The types of the language is cannot be separated in this research because it is focused on the English Notices, so of course the types of language is Monolingual (English). The clear description was shown as follows:

No.	Types of Linguistic Landscape	Picture
1.	Top-down / non-commercial	<p>Picture 1 Rubbish bin at Nipah Mall</p> 
		<p>Picture 2 Social distancing Warning at Trans Studio Mall</p> 
		<p>Picture 3 Direction at one of shopping store at Ratu Indah Mall</p>

Landry & Bourhis (1997)



III. METHODOLOGY

The research method was used descriptive qualitative and quantitative method. The qualitative method was used to analyze the function of English public notices in Makassar based on the people behavior to the English public notices.

		
2.	Bottom-up/commercial	<p>Picture 4 Commercial Sign at Nipah Mall</p> 
		<p>Picture 5 Sale at one of clothes store at Trans Studio Mall</p> 
		<p>Picture 6 At one of Restaurant in Ratundah Mall</p> 

Table 2: Types of Lingusitic Landscape

From the observations of visitors and those who stay as employees at three shopping centers at Makassar on English Public Notices, in general, their appearance and location can be seen as follows:

No.	Position and Appearance	Y	S	N
19	I think the public notice's color and position is eye-catching	0	8	22
18	I think the public notice is addressed clearly	0	9	21

Table 3: Position and Appearance

The linguistic landscape theory suggests that every public sign has symbols and information. English public notices which incidentally are part of English also have symbols and information. (Landry and Bourhis:1997). The symbol can certainly be seen in its appearance including color, material, identity, and type of language.

Furthermore, by looking at the effectiveness of the notices in the three shopping centers, it does not only focus on the intent of the notices. The color of the notices has an impact. It is apart of Inscription. Inscription refers to the meaning system related to sign language presentation, including fonts, materials, additional components, state changes, etc. (Xing, Lu: 2021) In this study, of course this can support the effectiveness of the notice function. As for the material notices, none of them are textured but in various colors which actually take away.

In Picture 1, rubbish bin at Nipah Mall which silver and written by using the color "green". The written by using green is a symbol of youthful vitality. (Xing, Lu: 2021). But when it was combined with silver, the word at the rubbish bin looks unobvious. It was stated with six visitors who claim theirselves that they feel the written at the rubbish bin was unclear because the background is using silver. In Picture 2 and 3, the written about social distancing warning by using White and the background is blue, the same is with the direction at Picture. White is the perfect colors, symbolizing the purity, tranquility, secretes, and perfections. (Xing, Lu: 2021).

Both Picture 4 and 5 were showed by using red as the background color and white as the written. Red is proactive and represents the dominant color of all positive emotions. (Xing, Lu: 2021). Picture 6 used black as the written, which Black is symbolized of grace, luxury, stability, depth, seriousness, perseverance, authority, and nobility. (Xing, Lu: 2021).

In general, the characteristics of the public notices in the three malls use capital letters. This is in accordance with what is expressed by Short text (simple words, phrases, or clauses), easy to read, written in capital letters, with a heavy reliance on images/pictures. However, the published module does not mention characteristics such as color which also have an influence on the effectiveness of certain notices.

In other cases, there are notices written using raised letters to further clarify the writing contained in the caution. However, it is still more essential to emphasize the color of the notices lettering and the background. As in figures 4 and 5 use yellow as the base color and black as the writing color so that it can be clearly seen the meaning of the notices.

The same thing also happened to the use of the words “Sale” (look Figure 6) the written was used Red. In this case, red gives a bright color.

**B. The English Public Functions**

The first is Ratu Indah Mall, which was one of the earliest shopping malls in Makassar. Tenants employ English in the linguistic landscape with the intent or justification of seeming current. According to Intan, a 35-year-old "Little bites" employee:

*“The use of English is good to look up-to-date. People who understand must be interested.”*  
(Intan, 35 years old)

Trans Studio Mall is one of Makassar's most popular shopping centers. Tenants employ English in the linguistic landscape to attract tourists' attention. According to Irma, a 21-year-old food court employee:

*“The owner of this shop is a Chinese and English is used to help tourists understand more easily; also in latest developments English can become the second language; young people nowadays especially in Makassar are so good at English”* (Irma, 21 years old)

As a new shopping center, Nipah Mall at some tenants in the food court employ English in the linguistic landscape with objectives or reasons to follow trends, to have varied qualities, depending on how food or drink is created, and sounds well when people read and heard it. First and foremost, as stated by the proprietor of "Atte Kithcen":

*“We follow the current trends and Atte Kitchen sounds more interesting than DapurAtte which sounds a little bit too flat”.*

Second, as said by the owner of “Shake and Blend”, Irma 28 years old:

*“English is more interesting, beside that we use English according to howto make the drinks, it is better if we use English than Indonesian. Impossible to use “Kocokdan blender” because sounds a little bit strange”.* (Irma, 28 years old)

and the third, as a mentioned by the owner of “Mosnta Corn Mozzarella”, Ewin 27 years old:

*“The reason of using English is because we follow the trend, moreover we sell the millennial food that is very famous nowadays so people know this food very well and that’s why the name shop in is English”*  
(Ewin, 27 years old).

Essentially, the English public notice serves several roles or serves many purposes. They are used to offer an instruction, provide information, direct people, ask people, advise, recommend people, remind people, warn people, ban, forbid, and prohibit individuals.

**a) English Public Notices**



Fig. 1: English Public Notice to Instruct

It can be seen from the language construction consisting of symbols and information in figure 1. The data is categorized as top-down data or non-commercial sign because its function does not intend to promote something such as merchandise or certain products. Instead, it aims to give instructions to anyone in the shopping centers to place the waste according to the type of waste. This clearly indicates the addressee must do what the notice addressed, which is to place the waste according to the type of waste. One of the language functions is for the conative function which is to direct somebody to do something. (Jacobson, 1896-1982) In this case it is to instruct somebody to put the trash based on its own places.

**b) Social distancing Warningat Trans Studio Mall**

From those motives the researcher found that English use in the linguistic landscape because of many functions and the most popular reason is to make the tenants look and sound more modern, and of course it was commercial function.



Fig. 2: Rubbish bin at Nipah Mall

Research on English Public Notices is not only distinguished by its position or even its trading or commercial function. Recalling that Jacobson (1896) put forward the function of language. So English public notices, which incidentally also have language in their symbols, of course also have a function that is not much different from the function of speech language in general proposed by Jacobson. Here is the function of English Public Notices:

c) English Public Notice to direct



Fig. 3: Direction at one of shopping store in Ratu Indah Mall

This also applies to figure 3 is a direction about the way to exit. It will lead the visitor to find the way to go out, figure 4 is a notice to keep the visitors social distancing, figure 5 is a caution to warn that the floor is wet in that area, and Figure 6 is to inform about the “ Sale”.



Fig. 4: English Public Notice to warn

As shown on the figure 4 above, it indicates to warn to visitors to wait in a certain place.



Fig. 5: English Public Notice to warn

The figure 5 above shows that the public notice to warn the visitors to avoid the wet floor.



Fig. 6 English Public Notice to inform

The figure 6 shows the English public notice to inform the people that the shop gives a discount.

d) English in Public to show Identity



Fig. 7: Poetic language

In addition, it can be seen that by examining the responses of the visitors, it can be seen the symptoms of implementing the eastern character. For example, by complying with the existing notices, it reflects the attitude of mutual respect among humans. One of the cultural characteristics of the Bugis-Makassar tribe is the cultivation of noble culture. These cultures are mutual respect, mutual humanized, and mutual reminding. Erman Syarif et al (2016) explained that in Bugis/Makassar culture, there are three characters that can be used as guidelines in social life. The three Sipa in question, one of which is mutual humanized, has a broad meaning and an essential meaning. Sipakatau is a word that has various meanings, namely: mutual respect, mutual support, nurturing each other, guiding each other, sharing, giving each other.

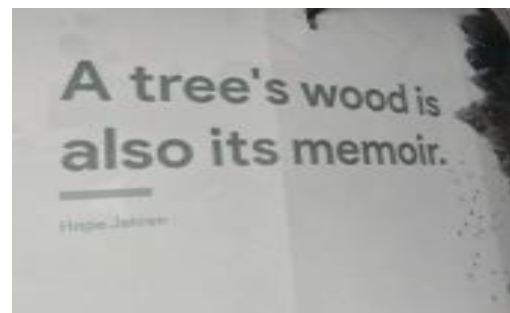


Fig. 8: English Public Sign to Commerce

Another example of the Public Sign commonly found in public area.



Fig. 9: English Public Sign to Commerce

Indeed, in a number of existing notice functions, this is the least notice function. However, it is undeniable that its existence occurs at public signs, especially at Nipah Mall. The writings on Nipah Mall such as "*The ocean stirs the heart, the hearts inspires the imagination and bring the eternal to joy the soul*" which have aesthetic value as well as introduce the construction character of the building very close to nature.



Fig. 10: English Public Sign to Commerce

The research findings show that the sales in the store can stimulate a sense of happiness so that the data is categorized as entertainment. By seeing the symbol, the visitors feel happy.

Referring to the research findings that the English public notice is part of Cultural Imperialism in the trade sector, it is proven that the seller used English Public Notices to hook the visitors and of course, judging from the results of the questionnaire, it is true that the number of respondents who are interested when the store has words in English is higher than those who are not. As for Cultural Imperialism is cultural extend and maintenance. So it can be claimed jointly that notices that function to sell or attract visitors by using English are part of Western Cultural imperialism.

e) English in Public with Overlapping function

Basically, each of the following sign functions has a commercial importance, considering that it is in a commercial place. However, it can still be separated as follows:



Fig. 11: Informative and Commercial Function

Written "Sleep Centre" in English at one of a store at Mall Ratu Indah gives information about a place to sleep for a baby as while function to sell. The visitor will interest to come to the store if they bring baby for instance because at the store has already put a service a place for a baby. Indirectly, it built the visitor's interest to come because the complit tools for a rest.



Fig. 12: Commercial and Poetic Function

Written in English at Nipah Mall's Wall is to express identity of the shopping center which is also very close to Nature concept. The written "*The oceans stirs the imagination and brings eternal joy to the soul*" can build an interest which is functioned as commerce because has an aesthetic feature on the sentences.



Fig. 13: Commercial and Entertaining Function





Fig. 14: Commercial and Entertaining Function

The sale at the store also built an interest for buying a product as while stimulating a positive hormone such as hormone of happiness. Because the consumer will be very interest to get a cheaper product, so they came to the store. When somebody get impacted to be happy with those Sale sign at the store means the sale is entertaining. Since entertaining is for stimulating somebody to hang out bad mood.



Fig. 15: Conative, Commercial, and Expressive

From the visitors observations and those who stay as employees at three shopping centers at Makassar, the role of the English Public Notice is as follows:

No.	Indicators Function	Y	S	N
20	The public notice by using English built an interest to buy or eat at the store/restaurant	25	5	0
10	The Name tag at the store give me an information about the things in the store	17	12	1
16	The public notices provide information to order somebody	6	15	9
17	The public notices mostly influence attitude at the mall	3	16	11

Table 4: English Functions

The written in English relate to the modernity, as English become an International language. The sentence “come and enjoy a taste of Taiwan at out outlets across

Indonesia” is a sentence in one of Taiwan food Court at Nipah Mall. It is to give direction that in the food court there was a Taiwan food as well also to direct the visitor to come and enjoy the Taiwan Food. The result of questionnaire was 17 visitors who claim that the public notice at the store give information about the things in the store.

The notice also functioned to sell because the sentence using persuasive sentence. It is to persuade the visitors to come and buy the things in the store. Persuasive sentence is a sentence to persuade somebody so, that’s why the sentence has commercial functions. The other function is to express feeling. The feeling is the curiosity to taste Taiwan food only in a store across Indonesia.

C. The Effectivity of English Public Notices

a) English Public Notices

The 20 indicators, 7 of them are indicators to determine whether it succeeded in directing the visitors according to the intentions expected by the English public notice.

No.	Indicators	Y(3)	S(2)	N(1)
1	The notice at the trash bin	13	11	6
2	Caution wet floor	12	10	8
6	“OUT, IN, PAY HERE, ORDER HERE, COLLECT HERE”	12	7	11
3	The social distancing warning	9	9	12
4	The hang tag about “Lift, Escalator, Nursery room, Toilet ”	8	7	15
5	The written in the parking area about “Drive less, Walk More”	3	6	21
7	The QR CODE at store	2	8	20
	Total	59	58	93

Table 5: English Public Notices

$$\frac{\text{Percentage for "YES" score}}{\text{respondents at three shopping centres x Indicators}} \times 100\% = \frac{59}{30 \times 7} \times 100\% = 28\%$$

$$\frac{\text{Percentage for "SOMETIMES" score}}{\text{respondents at three shopping centres x Indicators}} \times 100\% = \frac{58}{30 \times 7} \times 100\% = 27\%$$

$$\frac{\text{Percentage for "NO" score}}{\text{respondents at three shopping centres x Indicators}} \times 100\% = \frac{93}{30 \times 7} \times 100\% = 44\%$$

b) English Public Sign  
a. English Public Sign to commerce

No.	Indicators	Y	S	N
8	I think the sale at the shopping centres and restaurants build my interest	25	1	4
11	I think the English written in the shopping or restaurants built my interest	18	11	1
12	I am happy if there is a sale in the store/restaurants	25	5	0
9	I think the information about vaccinated officer build my interest to buy or eat at the store	8	8	14
Total		76	25	19
15	I think the sentence at the wall in Nipah Mall build my interest	8	2	0

Table 6: English Public Sign to commerce

Percentage for “YES” score

$$\frac{\text{respondents at three shopping centres x Indicators}}{\text{score}} \times 100\%$$

A:  $\frac{76}{30 \times 4} \times 100\% = 63\%$   
 B:  $\frac{8}{10 \times 1} \times 100\% = 80\%$

Percentage for “SOMETIMES” score

$$\frac{\text{respondents at three shopping centres x Indicators}}{\text{score}} \times 100\%$$

A:  $\frac{25}{30 \times 4} \times 100\% = 21\%$   
 B:  $\frac{2}{10 \times 1} \times 100\% = 20\%$

Percentage for “NO” score

$$\frac{\text{respondents at three shopping centres x Indicators}}{\text{score}} \times 100\%$$

$\frac{19}{30 \times 4} \times 100\% = 16\%$

b. English Public Sign to show an identity

No.	Indicators	Y	S	N
13	I think the sentence at the wall in Nipah Mall is aesthetic	8	2	0
14	The sentences at the wall in Nipah Mall identic with nature	10	0	0

Table 7: English Public Sign to show an identity

By looking at the research findings that the percentage of English Public Notices that are effective in directing visitors at the three malls is 28%, while those that do not affect are around 44%, the rest are sometimes directors and not. Even though, it is clear that the purpose of the notice mentioned in the indicator, it is to direct. For example, the distinguishing word in the rubbish bin.

But it is realized that strong color affect the notice or announcements. According to (Landry&Bourhis,1997) the achievement of a language can not only be seen from its word structure but also its position and look. The combination of the two background colors and the writing on the notice subjectively from 30 visitors in three malls, it is calculated that there are 22 people who claim that the position and color of the notice is not eye-catching. (Table 1.2).

Furthermore, based on Table 3.2 for signs that function for commercial purposes, the percentage is 63 percent, while 80 percent is for writings on the walls of Nipah malls that function to attract buyers. From these data, with a higher percentage position of the effectiveness of the notices in the three shopping centers, it can be seen that commercial language is indeed more existent and has succeeded in having an effect on customers compared to the notice that functions to direct it. However, the presence of existing notices cannot be denied, but also cannot be categorized in general that the linguistic landscape functions as commercial (Landry & Bourhis: 1997) but also serves to direct according to the language function expressed by Jacobson (1960).

Referring to the interviews with respondents after filling out the questionnaire, it can be seen that both visitors and officers in the three shopping centers are more typical with Mutual Respecting attitude. Mutual Respecting means mutual respect and disdain for fellow visitors.

Unlike the case with the public notice in figure 6, which also served to entertain, have more percentages than those who are not entertained. That's also because the indicator to measure whether visitors are entertained is the "SALE" notice in the mall which subjectively from a total of 30 respondents is relatively clearer in terms of font, position, and color. The "Sale" sign is eye catching.

Many interviewees stated that employing English has a significant impact on a product's selling point. According to the chart, 18 of the 30 interviewees claimed to have been encouraged to visit specific stores. The notices are in the form of sales or other English-language notices. It is also used to make their store seem and sound good when consumers hear or spell the store's names. Another interviewee stated that the use of English is based on the stages involved in the preparation of the food.

The information boards about vaccinated officers also has an influence on visitors to visit in the Covid19 Era. It can stimulate a sense of safety when in public places. However, there are still those who are not affected and do not pay attention to the vaccinated information board, as many as 14 respondents. There is also a significant difference between the 3 Shopping Centre in Nipah Mall visitors tend to ignore the vaccinated information board. This can be influenced by several factors, including age. Visitors who visit Nipah Mall are mostly teenagers and unmarried visitors.

Based on the phenomenon of social strata that awareness of safety tends to be more visible in adulthood. This was proven when at Trans Studio Mall and Ratu Indah Mall, visitors tended to be from various age groups, where

adults were already aware about safety from the Covid-19 virus. However, there are visitors, both teenagers and adults who are not affected by the board because they are used to implementing the Health Protocol so that Vaccinated Officers do not really affect their shopping intentions. This is also supported by the findings of research conducted by L. Utomo., et al (2020) regarding Covid-19, the public has learned a lot about Covid itself. Starting from the symptoms, modes of transmission and ways to prevent COVID-19, knowing what COVID-19 is, people have implemented health protocols during the new normal.

On the table provides evidence that the writing in Nipah Mall has an aesthetic function. Thus, the function of language as poetic function also applies not only in everyday language but also in the notices in shopping centers. The effectiveness of this expression is nothing but to increase the distinctive value of the shopping center because the sentence pattern with this function is only found in one shopping center among three shopping centers, in this case, at Nipah Mall.

## V. CONCLUSION

The language in public contained in the study of landscape linguistics can not only be categorized according to its place or commercial function, but also by looking at its general function and how effective the language is. In this study, using English as a subject divides English in public into Appearance and Function. Appearance is like the colors from the English public notice, material, and types of language (Monolingual: English, Bilingual, Multilingual).

The function section consists of notices, Commerces, Showing Identity, and other overlapping functions. Notices are also divided, namely to instruct, to direct, to warn, and to inform. The effectivity of English public notices was not very successful in directing visitors by looking at the percentage of the non-effectiveness of English public notices as much as 44%.

The diversity of English in Public also provides a function to reveal the special character of the Nipah shopping center, namely the nature theme.

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