

ABSTRACT

Mahararas, Dinda Pradhita. 2016. *The Language Attitudes of Male Surabayanese Youth Toward Linguistic Landscapes Written in Indonesian, Javanese and English.* Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga.

Surabaya is the sister of Jakarta where many people come to get a better life. Statistical data found that the number of people who come to Surabaya has increased year by year. This urbanization eventually results in multilingual situation in Surabaya. The multilingual situation can be observed from the existing linguistic landscape in the city. Landry and Bourhis defined linguistic landscape as visibility and salience of language used in public signs. Language has powerful influence over people and their attitudes. This study aims to investigate the language attitudes of male Surabayanese youth toward linguistic landscapes written in several languages: Indonesian, Javanese and English. This study also reveals the reason why male Surabayanese youth have certain attitude toward certain language used in linguistic landscapes. Male is chosen instead of female to eliminate the variable that may influence the result because as Holmes stated language also varies according to gender. By employing a quantitative approach, this study deals with quantitative data. The direct question method was used to gain the data from the respondents by administering questionnaires. The findings of this study show that Indonesian, Javanese and English language used in linguistic landscape found in Surabaya gain positive attitude from male Surabayanese youth. However, the degree of Indonesian language strongly dominates the assessment. In the following languages are Javanese and English language. The male Surabayanese youth attitudes are influenced by all aspects of instrumental motives and integrative motives. Regarding instrumental motives, the respondents' attitudes are influenced by the advantage of language, language pride, and language social status. On the other hand, in integrative motives, the respondents' attitudes are influenced by the language culture.

Keywords: *Linguistic Landscape, Language Attitude, Youth, Motive*