AN ANALYSIS OF PUBLIC SIGNS IN SHOPPING MALLS IN SURABAYA: A TRANSLATION AND LANGUAGE POLICY STUDY

A THESIS



AN ANALYSIS OF PUBLIC SIGNS IN SHOPPING MALLS IN SURABAYA: A TRANSLATION AND LANGUAGE POLICY STUDY

A THESIS



AN ANALYSIS OF PUBLIC SIGNS IN SHOPPING MALLS IN SURABAYA: A TRANSLATION AND LANGUAGE POLICY STUDY

A THESIS

Submitted as Partial Fulfillment of the Requirement for the Sarjana Degree of English Department Faculty of Humanities Universitas Airlangga

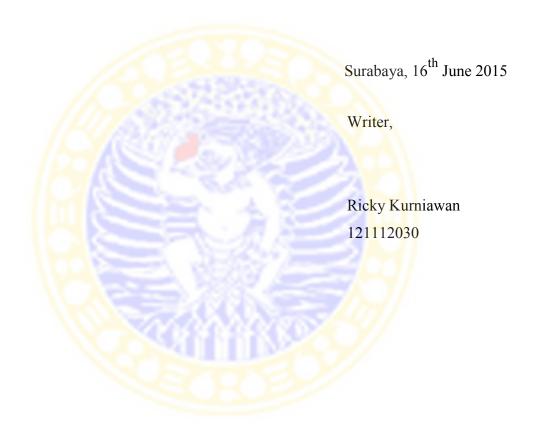
By:

Ricky Kurniawan

St. N: 121112030

DECLARATION

This thesis contains no material which has been accepted for the award of any degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due references is made in the text of the thesis



I dedicate this thesis to my parents, my sisters, my American family, and friends.



"Give thanks in all circumstances for this is the will of God in Christ Jesus for you" 1 Thessalonians 5:18

Approved to be examined Surabaya, 16th June 2015

Thesis Advisor

Retno Wulandari Setyaningsih, M.ITS
NIP 197103272007012001

Head of English Department

Dra. Lilla Musyahda, M. Pd NIP 196612102007012001

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Humanities, Universitas Airlangga on 16th June 2015

The Board of Examiners are:

Deny Arnos Kwary, Ph. D.
NIP 197501011999031001

Retno Wulandari Setyaningsih, M.ITS
NIP 197103272007012001

Viqi Ardaniah, M. A. Ling NIK 139090891

ACKNOWLEDGEMENTS

To God be The Glory! I thank God for giving me opportunity to pursue my undergraduate degree so that I become the first member of my family who enjoyed the privilege of attending college. I also thank God for his faithfulness for letting me to stay on for my fourth year and finishing this thesis despite difficulties.

This thesis would have been impossible without the help of many people, to whom I would like to express my genuine heartfelt thanks. My biggest and foremost heartfelt thanks go to both my family, my biological family and my Northern Hemisphere family for their relentless support and prayers throughout my academic life. They are the reasons I never lose hope and courage to stay strong, without whom I would falter and not be who I am today.

A big thank-you from the bottom of my heart goes to my advisor, Retno W Setyaningsih, M.ITS for her endless guidance, invaluable comments, and patience. I thank you for always reminding me about submission deadline when I was slacking off. More importantly, I thank you for your open arms over my punctuality problem. I also send my gratitude to all lectures at English Department, Faculty of Humanities, Universitas Airlangga. Thank you for sharing the knowledge and helping me in different ways during my time at UNAIR. I am highly indebted and grateful to Balai Bahasa Jawa Timur in particular Mrs. Wiwin and Mrs. Dalwi for their help and friendliness during data collection. Moreover, I am grateful to them for their insightful advices on my thesis. I would also like to extend my personal gratitude to Rachel Ho, a friend of mine at National

ADLN Perpustakaan Universitas Airlangga

University of Singapore, for proofreading my thesis and giving some inputs.

These past four years of journey of grace would not have been delightful if I had not met inspiring friends along the way. These friends are the ones I have privilege of meeting from various organizations and clubs: AFS/Bina Antarbudaya Surabaya, fellow UNAIR debaters, Airlangga MUN, TF-LEaRN, Sobat Bumi, YLI, and many others that I cannot mention all. More importantly, I would not have stayed on for four years without my cohort of English literature 2011. Thank you for unforgettable friendships and memories particularly to Jhien, Lanny, Pupuk, Lidya, Julla, and Intan. I would like to express my gratitude to my best friends, Wasis, Edo and Firdi for supporting me in indirect ways and keeping me motivated to finish my thesis. Last but not least, a special thank-you also goes to my far-away best friend in Thailand, Shaw, for being the person whom I could rant on about my thesis you and always radiating your positive vibes to me.

16 June 2015

Writer

To God be The Glory!



"Ora et Labora" St. Benedict

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page	
Declaration Page	
Dedication Page	
Advisor's Approval Page	
Examiners' Approval Page	
Acknowledgements	
Epigraph	
Table of Contents	
Abstract	
710011401	A1
CHAPTER I INTRODUCTION	
CHAPTER LINTRODUCTION 1.1 Background of the Study	1
1.2 Statement of the Problem	
1.3 Objective of the Study.	
1.4 Significance of the Study	
1.5 Scope and Limitation	
1.6 Definition of Key Terms	
1.0 Definition of they remis	0
CHAPTER II LITERATURE REVIEW	
CHAPTER II LITERATURE REVIEW 2.1 Theoretical Framework	10
2.1.1 Language Policy	10
2.1.2 Translation.	
2.1.3 Translating Public Signs	
2.1.4 Public Signs.	21
2.2 Review of Related Studies	22
2.2 Teview of Related Studies	22
CHAPTER III RESEARCH METHOD	
3.1. Research Approach	26
3.2. Source of Data	
3.3. Method of Data Collection	
3.4. Method of Data Analysis	
0	
CHAPTER IV FINDINGS AND INTERPRETATION	
4.1. Findings	32
4.1.1. Analysis of Public Signs	32
4.1.1.1. Words in Bahasa Indonesia	
4.1.1.2. Words in English	
4.1.1.3. Word in Unknown Language/ Coined Word	40
4.1.2. Foreignization of Public Signs and Language Policy	
4.1.2.1. Public Acceptance towards Foreignization of Public Signs	
4.1.2.2. Government and Foreignization of Public Signs	
4.2. Interpretation	

CHAPTER V CONCLUSION	68
REFERENCES	71
APPENDICES	74
APPENDIX 1	
APPENDIX 2	83
APPENDIX 3	84

