

## Abstract

Kurniawan, Ricky. *An Analysis of Public Signs in Shopping Malls in Surabaya: A Language Policy and Translation Study*. Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga, Surabaya.

Law of Republic of Indonesia no.24 of 2009 article 38 paragraph 1 and 2 regulates the mandatory use of Indonesian language in public signs located in public buildings. Local languages or foreign languages are only additional to Indonesian if they are necessary. In a public building like shopping malls, many public signs are provided in English without the companion of Indonesian. This study aims to investigate the policy compliance in the translation of public signs in shopping malls in Surabaya towards the government's language policy. A qualitative approach is employed as comprising field observation to obtain data, interview with 120 visitors of shopping malls, and interview with the government official represented by Balai Bahasa Jawa Timur, the branch office of Badan Bahasa, which manages language policy in Indonesia. Then, the data were analysed with Venutti's translation strategy theory and language policy theory of Spolsky. From a purposive sample of 53 public signs taken during field observation, it is discovered that the shopping malls created their own language policy that contradicts the language policy in national level through foreignization of public signs, which is manifested in frequent and abundant use of English solely in public signs. This condition is further perpetuated with the acceptance of visitors towards the use of English in public signs. At the end, foreignization of public signs in shopping malls may represent the current situation of how people favour foreign languages more than the national language.

Keywords: foreignization; language policy; public signs; shopping malls; translation