

Lanskap linguistik dalam pencegahan penularan COVID-19 di transportasi umum Jakarta = Linguistic landscape in preventing the spread of COVID-19 at Jakarta public transportation

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Abstrak

Lanskap linguistik (LL) merupakan ilmu linguistik yang melihat fenomena bahasa di ruang publik. Salah satu tujuan LL memahami multilingualisme di daerah atau kawasan tertentu. Pada masa Covid-19 banyak ditemukan pesan-pesan dan imbauan untuk mencegah Covid-19. Imbauan tersebut dapat ditemukan di transportasi umum Jakarta. Penelitian ini bertujuan melihat pemilihan bahasa dan kondisi multilingualisme pada LL di transportasi umum Jakarta–KRL, MRT, dan TJ–dalam pencegahan penularan Covid-19. Data diambil pada bulan Februari–Maret 2022 yang dianalisis menggunakan metode kualitatif. Teori yang digunakan adalah teori Landry & Bourhis (1997). Adapun untuk melihat kategori tanda, menggunakan teori Gorter (2006) top-down dan bottom-up serta teori part writing Backhaus (2007). Hasil penelitian menunjukkan tanda-tanda yang diteliti mayoritas berasal dari top-down. Hanya sedikit tanda bottom-up yang peneliti temukan karena area komersial jarang ditemukan di transportasi umum Jakarta.

Multilingualisme terlihat dengan munculnya dua bahasa, yaitu bahasa Indonesia dan Inggris. Analisis menggunakan teori part writing Backhaus (2007) memperlihatkan dominasi bahasa Indonesia dalam penggunaan pesan pada tanda pencegahan penularan Covid-19 pada transportasi umum di Jakarta.

.....Landscape linguistics (LL) is a linguistic study that looks at the phenomenon of language in the public sphere. One of the goals of LL is to understand multilingualism in a particular area or region. During the Covid-19 period, there were many messages to prevent Covid-19. These messages can also be found on public transportation in Jakarta. This study aims to examine the choice of language and the condition of multilingualism in LL in Jakarta public transportation – KRL, MRT, and TJ – to prevent the transmission of Covid-19. The data was taken in February–March 2022 and was analyzed using a qualitative method. The theory used is the theory of Landry & Bourhis (1997). As for looking at the sign categories, using the top-down and bottom-up Gorter (2006) theory and the part writing theory by Backhaus (2007). The results showed that the signs studied were the majority from top-down. Only a slight bottom-up sign because commercial areas are rarely found on Jakarta's public transportation. Multilingualism is seen with the emergence of two languages, namely Indonesian and English. Analysis using Backhaus's (2007) part writing theory shows the dominance of Indonesian in the use of messages as a sign of preventing the transmission of Covid-19 on public transportation in Jakarta.