Dialectical Linguistics of Public Signs in Sidoarjo Regency: An Approach in Ecolinguistics Study

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http://dx.doi.org/10.28926/brilian t.v3i4.509 **Abstrak:** This study aims to reveal the ideological, sociological and biological background of the public signs. This study is focused on public sign in Sidoarjo Regency. In this case, I collected data in several public areas namely International airport, bus station, train station, housing, school, park, and cemetery on 18 subdistricts in Sidoarjo regency in 2019. In total, there are 65 data, which are taken purposively to show ideological, sociological, and biological dimension. There are three conclusions in this study. First, in Biological background, several morphemes that reflected biological condition in either biotic or abiotic components are found in aquaculture area, park, cemetery and housing. Second, the ideological background, the public sign that contained belief, myth, and paradigm in a society are found in housing, train station, park, river, gas station, cemetery, mosque and factory. Third, in sociological dimension, the morphemes and phrases contain various job, political system,

status and economy in a society in Sidoarjo Regency.

INTRODUCTION

Sidoarjo Regency is regency in East Java, Indonesia. There are 18 sub districts in Sidoarjo Regency. Those are Balongbendo, Buduran, Candi, Gedangan, Jabon, Krembung, Krian, Porong, Prambon, Sedati, Sidoarjo, Sukodono, Taman, Tanggulangin, Tarik, Tulangan, Waru, and Wonoayu. Sidoarjo Regency is bordered by Surabaya City and Gresik Regency in the north, Pasuruan Regency in the south, Mojokerto Regency in the west, and Madura Strait in the east.

Based on the data from Government of Sidoarjo Regency in 2019, hydrologically, Sidoarjo Regency is located between two rivers, namely Brantas river and Porong river which are branch of Brantas river from its upstream in Malang regency. Topographically, The eastern region is an aquaculture area which is a Delta plain with an altitude between 0 to 25 meters, height 0 to 3 meters, with an area of 19.000 Ha, covering 29.99%. The center region is a residential area, trade, and government which cover 40.81% of freshwater region with an altitude of 3 to 10 meters above sea level. The 29.20% in the western region is an agricultural area with a height of 10 to 25 meters above sea level.

As cited from the website of the Government of Sidoarjo Regency, fisheries, Industries, and services are the main economic sectors of Sidoarjo. The Madura strait in the East is a fishery producing area including Fish, Shrimp, and

Crab. The Industrial sector is growing rapidly because there are 978 factories in Sidoarjo. In the services sector, especially transportation, there are International airport, 10 train stations, and bus station.

Refer to the data of the Government of Sidoarjo Regency, the highest to the lowest resident population are Waru, Taman, Sidoarjo, Candi, Krian, Gedangan, Sukodono, Sedati, Tanggulangin, Buduran, Tulangan, Porong, Wonoayu, Prambon, Balongbendo, Krembung, and Tarik. Each sub district is divided into several public places namely school, housing, cemetery, and market. The difference of economy, hydrology, and topography make people have different habit and characteristic in each place. One of the differences on each place is the language used, especially in the public sign.

A public sign is a kind of imperative clause because it states commands, warning, and request. Imperative clauses are command that tell the reader to take action, and their tone can vary from demanding and strict to polite and inviting. Most imperative clauses have the base form of the verb, and lack of subject, modal, and markers for tense and aspect (Myers, 1994: 46-52). However, other imperative clauses are in the form of statement and question.

In Sidoarjo Regency, public signs are found in some public areas namely parks, schools, bus stations, train stations, International airport, cemeteries, and housing. These public signs can vary in the form of clause and opt of word depend on where the public signs are exist. For example, Jabon Sub district is the eastern region which is an aquaculture area, so the words in the public signs are about fisheries.

According to Kurniawati (2018: 3), the public signs are divided into conventional and unconventional sign. Conventional sign is in the form of imperative which has base verb and lack of subject. In conventional sign, there is official rule arranged by government reflected in regional regulation. The chosen words in conventional signs are in formal form. The unconventional sign is in the form of statement and question. The rule and punishment in the unconventional signs are arranged by society where the public signs are exist. The rule and punishment can be varied based on the society. The chosen words in the unconventional signs are in informal form.

The chosen of informal words in unconventional signs are assumed as rude and impolite because the signs are inappropriate with the norm and value in a society. In this condition, there must be a reason behind producing such word. There is a relation found in this chaos. This relation is a contribution of language, ecology and society. As cited from Steffensen (2007: 3), this relation called as Dialectical Linguistics. An approach of Dialectical Linguistics is expected to reveal the background behind producing a text. Because, social praxis may be relate to a language or vice versa.

In Dialectical linguistic, an unconventional sign can be reviewed in three perspectives. Those are biological, ideological and sociological background. In biological, human are oriented to be a part of living system in ecosystem. So, a language is influenced by an interrelationship between human and environment. This environment refers to topographic and geographical condition, biotic and abiotic components, or even climate system. Ideological background refers to belief, dogma, value, and norm within a society. So, we have to realize that an ideological background in one society may be inappropriate on the other society.

The last background is sociological background. It indicates a relationship between human as social beings. A social being denotes to what social status of human based on their distinction in education, economy, job, position, and culture.

According to phenomena mentioned above, public signs in Sidoarjo regency would be analyzed in Ecolinguistics study. This analysis may reveal biological, ideological, and sociological backgrounds reflected in public signs. In biological background, there are several words that show the characteristic of topographic and geographical condition, biotic and abiotic components on each sub district in Sidoarjo. In ideological background, there are various value and norm within a society on each sub district in Sidoarjo. In sociological background, there are various education level, job and economy in Sidoarjo.

There are six studies in ecolinguistics from 2015 until 2018. These five studies are concern in discovering some lexicon in conservation news text, Dawan community, eco agriculture lexicon in Angkola/Mandailing Language, lexicon of folklore in Toba Lake, lexicon of fauna in Sundanese community and lexicon Tukad Badung in Bali. There are four studies concern in sign and text in 2017 and 2018. In these four studies, the objects of analysis are no littering signs in Yogyakarta and google, texts on Papuan online mass media, green discourses in Mass Media, and environmental slogans from www.pribahasaindonesia.com. From ten studies mentioned before, a study of public signs in Sidoarjo Regency with Ecolinguistics study is the novelty.

The results of this study will contribute to enrich analysis in Ecolinguistics study. Although, unconventional sign can be analyzed with other theory, but unconventional sign will be revealed in depth with Ecolinguistics study. This study of Ecolinguistics became popular due to discourse in concerning environment arose. The characteristic of society in culture, place, and norm would be reflected in the public signs.

This study is focused on public sign in Sidoarjo regency. Those are conventional and unconventional sign in public area namely International airport, bus station, train station, housing, school, park, and cemetery. The data are clauses in the public sign. They are taken from 18 sub district in Sidoarjo regency. Then, I analyzed the data using dialectical Ecolinguistic theory by Bundsgaard and Sune Steffensen. This analysis may reveal biological, ideological, and sociological backgrounds reflected in public signs.

Ecolinguistics or language ecology is a new paradigm in linguistics research that study a language related to ecological and environment problems pioneered by Einar Haugen. This theory is a new trend in linguistic research to facilitate not only social factor but also ecological context in a society. Because, we live in the world and we have a role in shaping the world through the language we used (Fill: 2017).

In the late 1960s, Bang and Door contributed in developing a new theory that is Dialectical Linguistics. In this theory, we examine some factors that influence our language and our interaction. We investigate the relation of ecology, society, and language. A language in a community can be seen from three interrelations of ideological, biological and sociological (Steffensen, 2007: 1). Then, these three interrelations are applied in four models of analysis. Those are

dialogue model, semantic matrix model, triple model of reference, and core contradiction of the social praxes.

The dialogue model can be seen from the figure 1.1 as proposed by Bang and Door.

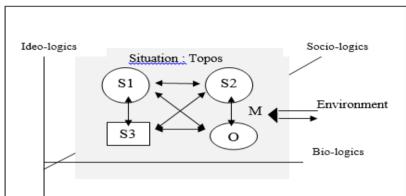


Figure 1.1 Dialogue Model

In figure 1.1, S_1 and S_2 represent the position of speaker and addressee. The symbol O refers to an object that being discussed in a dialogue. The S_3 is the component of sociocultural constituent. The affairs of four components are happen in TOPOS reflected in biological, sociological, and ideological dimension. The situation of these four components are represented in the ' \iff arrow as dialectical arrows. In this figure, it is simply conclude that a situation of dialogical background in an utterance or a sentence is related to interpretation or meaning in dialogue model.

In figure 1.2 shown that in analyzing the relation of text and context, we can see from this triple model of reference.

Dimension of reference	Dominating reference	Reference to			
Lexical	Inter-textual	COtext	Social & Individual	}{	Lexicon & Grammar
Anaphoric Deictic	Intra-textual	INtext	Cataphoric (forward) Anaphoric (backward) Symphoric (simultaneous)		
	Extra- textual	CONtext	Context of producer(s) Context of the communicator(s) Context of the consumer(s) Derived contexts) } {	Person Time Place Logics

Figure 1.2 Triple Model of Reference

Inter textual is related to a relation of meaning and interpretation. But, the meaning and interpretation are individually different. Intra textual is the relation

between text production in the dialogue or written text. The relation of extra textual indicates a language to a reality condition because a language is tied to a kind situation in time and place.

In figure 1.3, in dialectical point of view, the analysis of actual dialogue concern in four components namely, social sense, individual meaning, personal significance, and social import. Social sense is a shared knowledge between speaker and addressee in a community. Individual meaning refers to personal interpretation that indicates personality and social identity. Social import is a specific context, such as an office, a hospital, a congress, or a mall. Personal significance represents a unique representation from person in a dialogue.

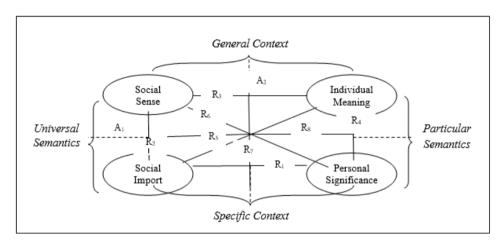


Figure 1.3 Semantic matrix

Figure 1.4 is the core contradiction of the social praxis. In analyzing a text or language product, the relation of situation reveals the understanding of social praxis. In this condition, a language would be seen in three dimensional backgrounds. Those are ideological background, sociological background, and biological background. A language can be developed and extinct in human's life. A language is not only influence but also influenced by the society.

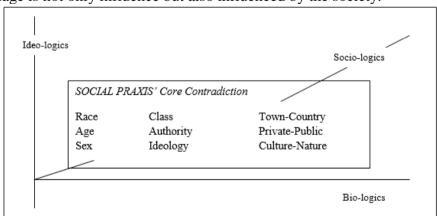


Figure 1.4 Core contradictions of the social praxis

METHOD

This study is descriptive qualitative. Descriptive study means to describe a situation or area of interest factually and accurately (Isaac & Michael, 1995: 43). The method of collecting data was observation with non-

participant observation continued with documentation technique by taking a photo.

According to Sudaryanto (1993: 123), in the non participant technique, there is no involvement of the researcher in the dialogue. In this case, I collected data in several public area namely International airport, bus station, train station, housing, school, park, and cemetery on 18 subdistrict in Sidoarjo regency in 2019. In total, there are 65 data are taken purposively to show ideological, sociological, and biological dimension.

The data are analyzed with Identity method because there are relation between language and biological, sociological and ideological backgrounds reflected in the data. This identity method is kind of referential identity method because the references are biological, sociological and ideological background.

FINDING

Sidoarjo Regency is bordered by Surabaya City and Gresik Regency in the north, Pasuruan Regency in the south, Madura Strait in the east, and Mojokerto Regency in the west. Hydrologically, Sidoarjo Regency is located between two rivers, namely Brantas River and Porong River which are branch of Brantas river from its upstream in Malang regency. Topographically, the eastern region is an aquaculture area, the center region is a residential area, trade, government, and in the western region is an agricultural area. The difference in hydrology and topography becomes a characteristic on each place at public sign.

1. The data about biological background are presented in the table below.

No	Public sign	Morpheme and Phrase
1.	Dilarang membuang kucing dll disini!	Kucing
2.	Dilarang Menginjak Rumput dan Tanaman	-Rumput
		-Tanaman
3.	Dilarang memetik bunga	Bunga
4.	Dilarang membuang sampah di lahan ini	Lahan
5.	Perhatian	Gragal
	Dilarang keras mengijing/mengeris &	
	membuang gragal di lokasi makam	
6.	Dilarang menggali tanah	Tanah
7.	Dilarang bercocok tanam	Tanam
8.	Dilarang mencari rumput disini ada	Tanaman rumput gajah
	tanaman rumput gajah	
9.	Dilarang mancing jaring dll lebon nila	-Lebon
		-Nila
10.	Setiap orang dan / atau badan "Dilarang"	Taman
	mempergunakan jalan, trotoar, jalur hijau,	
	dan taman selain untuk diperuntukkannya	
11.	Dilarang!!! membuang sampah dan atau	Hewan
	hewan sepanjang jalan bougenville	
12.	Dilarang buang air besar di sungai!!!	Sungai
13.	Stop! buang sampah di sungai/selokan	Selokan
14.	Dilarang!! Memakai dan menggarap tanah	Tanah
	tanpa izin yang berhak atas kuasanya	

	T	T
	pasal 165 KUH pidana Pasal 6 UU No 51	
	PRP tahun 1960 KUH Pidana	
15.	Dilarang membawa binatang	Binatang
16.	Perhatian Barang siapa membuang	Area
	sampah di area ini	
	1. Diancam Pidana Kurungan 3 bulan	
	2. Denda Rp 50.000.000 Pasal 63	
	PERDA No: 6/TH 2012	
17.	Dilarang berjualan disepanjang jalan ini	Jalan
18.	Dilarang mendirikan bangunan apapun	-Sepadan
	diatas sepadan/saluran Peraturan Daerah	-Saluran
	Kabupaten Sidoarjo Nomor 3 Tahun 2014	
	tentang irigasi	
19.	Jangan wariskan sungai & lingkungan	-Anak
	penuh dengan sampah pada anak & cucu	-Сиси
	kita	
20.	Dilarang keras Mandi/Berenang Mancing	Kedalaman
	di Area ini Kedalaman 4 meter	
21.	Pelan pelan banyak anak mengaji	Anak

2.1 The data in Biological background

2. In ideological dimension, the morpheme and phrase contain a myth, belief, and paradigm in a society are presented in table 2.2

No	Public Sign	Morpheme and Phrase
1.	Dilarang membawa senjata jenis apapun	Senjata
2.	Dilarang membawa narkotika,	-Narkotika
	psikotropika dan zat adiktif lainnya	-psikotropika
		-zat adiktif
3.	Dilarang membawa benda berbau tajam	Benda berbau tajam
4.	Dilarang melakukan tindakan diluar	-Tindakan asusila
	norma-norma kesopanan/kesantunan dan	-Tindakan diluar norma-
	tindakan asusila lainnya.	norma kesopanan/kesantunan
5.	Dilarang keras merokok	Merokok
6.	Dilarang menggunakan telepon selular	Telepon Selular
7.	Matikan mesin saat mengisi bbm	Matikan mesin
8.	Mohon maaf bagi wanita haid/datang	Haram
	bulan haram masuk masjid	
9.	Masuk makam kendaraan harus turun	Harus turun
	Semua warga yang mempunyai ahli waris	-Mengeris
	di makam islam desa buduran dilarang	-Kejing
	mengeris/kejing di dalam makam.	
10.	Dilarang buang air besar di sungai!!!	Buang air besar
12.	Dilarang membuang sampah di	Ndungo
	area/sepanjang jalan ini seluruh warga	
	RT.22 Ndungo: Mugo mugo seng buang	
	sampah nek kene uripe tambah soro	
13.	Masjid tempat untuk ibadah mohon tidak	Tolak politisasi

	digunakan untuk kepentingan politik tolak politisasi masjid	
14.	Yang buang sampah disini nantikan azab ilahi Amin Ya Allah	Azab ilahi
15.	Dilarang buang sampah disini kecuali anjing	Anjing
16	Dilarang kencing disini kecuali anjing	Kencing
17	Anda memasuki kawasan berjilbab	Kawasan berjilbab
18.	Dilarang mengkijing/menyemen makam	-Mengkijing
		-Menyemen
19.	Sepeda dilarang masuk di area makam	Sepeda
20.	Awas Pak/Buk Sampahnya bisa pulang	Gak percaya
	kerumah lo gak percaya buktikan sekarang	
21.	Dilarang ngebut di dalam kawasan perusahaan	Ngebut
22.	Perhatian!!! Kecepatan maksimal	Kecepatan Maksimal
	20km/jam	
23.	Dilarang buang sampah di area sungai	Cok jancok
	kecuali anjing 'cok jancok'	
24.	Dilarang untuk belajar mobil	Mobil

2.2 The data in Ideological background
3. In sociological dimension, the morphemes and phrases that contain various job, political system, status and economy in a society are presented in table 2.3.

	Data system, status and economy in a society	, *
No	Public sign	Morpheme, Phrase
1.	Jangan buang sampah disekitar jalan ini denda 500rb/penjara 6 bulan	Denda 500rb/penjara 6 bulan
2.	Dilarang masuk pemulung pengamen, pengemis, dan pencari sumbangan dilingkungan RT.02 RW.01 Ds. Suko-Sukodono	Pemulung pengamen, pengemis, dan pencari sumbangan
3.	Dilarang mendirikan bangunan di area lahan ini. Bila melanggar, akan berurusan dengan yang berwajib.	Berurusan dengan yang berwajib.
4.	Pengamen, pemulung, rombeng, dilarang masuk	-Pengamen -Pemulung -Rombeng
5.	Dilarang masuk rombeng, pengemis, pengamen, pemulung, salesman, pemancing, dump truck, peminta sumbangan	-Rombeng -Pengemis -Pengamen -Pemulung -Salesman -Pemancing -Peminta sumbangan
6.	Perhatian! Selain warga RW 01 Dilarang buang sampah ditempat ini dilanggar denda Rp 250.000	Denda Rp 250.000

7.	Dilarang merokok di areal SPBU Ketangkap basah merokok di areal SPBU	Denda Rp 50.000
8.	didenda Rp 50.000 Perhatian! jangan berenang di DAM/Sungai Berbahaya! Peraturan Daerah Kabupaten Sidoarjo Nomor 3 Tahun 2004 Tentang Irigasi	Peraturan Daerah Kabupaten Sidoarjo Nomor 3 Tahun 2004 Tentang Irigasi
9.	Tahun 2004 Tentang Irigasi Dilarang berjualan di area sekolah SMPN 2 Gedangan	Berjualan
10.	Dilarang!! Memakai dan menggarap tanah tanpa izin yang berhak atas kuasanya pasal 165 KUH pidana Pasal 6 UU No 51 PRP tahun 1960 KUH Pidana	Pasal 165 KUH pidana Pasal 6 UU No 51 PRP tahun 1960 KUH Pidana
11.	Dilarang mendirikan bangunan apapun diatas sepadan/saluran Peraturan Daerah Kabupaten Sidoarjo Nomor 3 Tahun 2014 tentang irigasi	Peraturan Daerah Kabupaten Sidoarjo Nomor 3 Tahun 2014 tentang irigasi
12.	Dilarang buang sampah!! Disepanjang jalan ini melanggar peraturan desa No. 05 Tahun 2015 denda sebesar 5 juta atau pidana	Peraturan desa No. 05 Tahun 2015 denda sebesar 5 juta atau pidana
13.	Dilarang membuang sampah di area/sepanjang jalan ini seluruh warga RT.22 Ndungo: Mugo mugo seng buang sampah nek kene uripe tambah soro	Warga RT.22
14.	Dilarang keras membuang sampah disepanjang jalan ini apabila kedapatan membuang sampah disepanjang jalan ini didenda Rp 500.000	Denda Rp 500.000
15.		-Pidana Kurungan 3 bulan -Denda Rp 50.000.000 Pasal 63 PERDA No: 6/TH 2012
16.	Setiap orang dan / atau badan "Dilarang" mempergunakan jalan, trotoar, jalur hijau, dan taman selain untuk diperuntukkannya berdasarkan PERDA 10 tahun 2013 tentang ketertiban umum dan ketentraman masyarakat.	PERDA 10 tahun 2013 tentang ketertiban umum dan ketentraman masyarakat
17.	Dilarang masuk ataupun parkir selain petugas	Selain petugas
18.	Pelajar/siswa berseragam sekolah dilarang berada di Area Alun-alun tanpa seijin pihak sekolah.	Seijin pihak sekolah.
19.	Selain warga RT 06 RW 01 Dilarang buang sampah disini! Melanggar akan	Denda sebesar Rp 200.000

	dikenakan denda sebesar Rp 200.000	
20.	Dilarang masuk sebelum jam 07.00 WIB	Sebelum jam 07.00

2.3 The data in sociological background

DISCUSSION

In Biological background, there are several morphemes reflected biological condition. The biological condition is reflected in either biotic or abiotic components. The data are found in aquaculture area, park, cemetery and housing. In the table 2.1, the biotic components are living things, namely *Kucing, Rumput, Tanaman, Bunga, Tanaman Rumput Gajah, Lebon, Nila, Hewan, Binatang, Anak, and Cucu.* The abiotic components are non living things, namely *Lahan, Gragal, Tanah, Taman, Sungai, Selokan, Area, Jalan Sepadan,* and *Saluran.*

In the ideological background, there are morphemes and phrases that show belief, myth, and paradigm in a society. The morphemes and phrases are *Senjata*, *Narkotika*, *Psikotropika*, *Zat Adiktif*, *Benda Berbau Tajam*, *Tindakan Asusila*, *Tindakan Diluar Norma-Norma Kesopanan/Kesantunan*, *Merokok*, *Telepon Selular*, *Matikan Mesin*, *Haram*, *Harus Turun*, *Mengemis*, *Tolak Politisasi*, *Azab Ilahi*, *Ndungo*, *Kawasan Berjilbab*, *Kejing*, *Mengeris*, *Ga Percaya*, *Ngebut*, *Kecepatan Maksimal*, *Mobil*, *Sepeda*, *Kencing*, *Buang Air Besar*, and *Cok Jancok*.

The public signs in table 2.2 are found in housing, train station, park, river, gas station, cemetery, mosque and factory. For example, the morphemes *mengkijing* and *menyemen* in the public sign "*Dilarang mengkijing/menyemen makam*" are found in Buduran, Sedati, and Sidoarjo sub district. According to their belief, every grave should have same level in height. So, they are not allowed to build any permanent thing on the top of the grave.

In sociological dimension, the morphemes and phrases contain various job, political system, status and economy in a society. The morphemes and phrases denoted to a job and status are *Pemulung, Pengamen, Pengemis, Pencari Sumbangan, Rombeng, Salesman, Pemancing, Berjualan, Warga RT 22, Selain Petugas*, and *Seizin Pihak Sekolah*. The morphemes and phrases reflected political systems are *Peraturan Daerah, Peraturan Desa*, and *KUH Pidana*. The morphemes and phrases denoted to economic condition are various punishments from Rp 50.000, Rp 200.000, Rp 250.000, Rp 500.000, Rp 5.000.000, and Rp 50.000.000.

CONCLUSION

There are three conclusions in this study. First, in Biological background, several morphemes that reflected biological condition in either biotic or abiotic components are found in aquaculture area, park, cemetery and housing. Second, the ideological background, the public sign that contained belief, myth, and paradigm in a society are found in housing, train station, park, river, gas station, cemetery, mosque and factory. Third, in sociological dimension, the morphemes and phrases contain various job, political system, status and economy in a society in Sidoarjo Regency.

SUGGESTION

As suggestion for further Ecolinguistic Study, the analysis of biological background, ideological background, and sociological background can be applied

to analyze different object. It is to show the linguistics characteristic of particular area.

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