



**SEMIOTIC LANDSCAPE DEPICTED IN CHINESE
MURALS IN KYA-KYA**

AN UNDERGRADUATE THESIS

**Presented to Widya Kartika University Surabaya in Partial Fulfilment of the
Requirements for the Degree of Sarjana Literature**

**By:
Shelvie Harijanto
61420007**

ADVISOR:

**Dr. Eka Fadilah, S.S., M.Pd
NIP. 612/03.81/09.10/966**

**Endar Rachmawaty Linuwih S.Hum., M.Pd
NIP. 614/06.87/02.18/149**

**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND LANGUAGE EDUCATION
WIDYA KARTIKA UNIVERSITY**

**SURABAYA
2024**

ACKNOWLEDGEMENT

First of all, I would like to say my praises to My Father in Heaven, Jesus Christ, for his blessing and guidance in helping me go through all of the challenges and obstacles I faced until this day. It is because of Him that I found strength, health, capability, and peace to finally finish this thesis entitled “SEMIOTIC LANDSCAPE DEPICTED IN CHINESE MURALS IN KYA-KYA.”

Next, I would like to express my deepest gratitude to my parents and my whole family for their continuous support, understanding, and reminder throughout my research and writing process. Moreover, the constant prayers and belief in me have been the driving force that allowed me to be where I am today.

My greatest appreciation is addressed to my advisors, Dr. Eka Fadilah, S.S., M.Pd, and Mrs. Endar Rachmawaty Linuwih, S.Hum., M.Pd for their patience, guidance, and support that they had given to me throughout the arranging process of this thesis until finish. It was a process full of discussion and revision, but their patience and advice during the consultation helped me a lot to finally arrive at the final stage of my studies.

I would also like to express my gratitude to all of the English Department lecturers (Dr. Eka Fadilah, S.S., M.Pd.; Endar Rachmawaty Linuwih, S.Hum., M.Pd.; Yulius Kurniawan, S.Pd, M.Pd., M.A.; Stefanus Rudyanto, S.S., M.Hum.; Maria Tirtaningrum, S.S., M.Pd.; Ika Destina Puspita, S.S., M.A.; Antaresa Pritadevi, S.S, M.Pd.) for the lessons and advice they gave me. Their teachings have greatly contributed to my knowledge and growth as a human being.

Not to forget my dear friends Jenifer, Audrey, Kezia, Willem, Theola, and the rest of the English Department in Widya Kartika University batch 2020, whom I cannot address individually. You all have my warmest thanks for your support and all the

memories created during these four years of our journey. Together, we have been through laughter and tears. For that, I wish you all the best for your next journey.

All the staff of Widya Kartika University, whose resources, facilities, and administrative support have been indispensable in facilitating the smooth progress of this research. Every dedication and commitment to fostering an environment of learning and intellectual growth are deeply appreciated.

the writer would also like to express my gratitude to all the researchers, scholars, and individuals whose work has laid the foundation for this study. Their contributions to the field have been instrumental in shaping the direction and scope of this research.

Finally, I wish this thesis could provide as important and useful information for its reader and any future research on similar topics. I am aware of my shortcomings; thus, any comments or critiques are most welcome.

Surabaya, 28 June 2024

UWIKKA



Shelve Harijanto

ABSTRACT

Shelvie, (2024) Semiotic Landscape Depicted in Chinese Mural in Kya-Kya. S1. Thesis. English Department. Widya Kartika University. Surabaya. Advisor I: Dr. Eka fadilah, S.S., M.Pd. Advisor II: Endar Rachmawati Linuwih, S. Hum., M.Pd..

This research explores how semiotic landscape is depicted inside Chinese murals in Kya-Kya. This research aims to discover how Chinese and Peranakan Cultures are represented in two Chinese Murals in Kya-Kya through Widgren's Theory of Form, Function, Process, and Context. The data source of this research is taken from the researcher's photographs of a few representatives of Chinese Murals in Kya-Kya. The data analyzed in this study include text (words), pictures, and colors. The findings show that the murals' text, pictures, colors, and shapes carry messages closely tied to the area's history, culture, and norms. They act as complex communication tools. The first mural uses color and Chinese symbols that match traditional Chinese cultural meanings, showing strong cultural connections. The second mural focuses more on the area's history, especially the influence of Chinese immigrants and Peranakan culture on local business and daily life. This is shown through cultural icons like traditional clothes, food, and building styles, which mix Chinese, *Peranakan*, and Javanese cultures. Both murals celebrate Kya-Kya's rich cultural heritage. Their existence became reminders of the area's historical and artistic importance. Moreover, the murals honor the past and celebrate the future of Kya-Kya.

Keywords: Semiotic Landscape, Chinese Culture, Peranakan Culture, Chinese Murals, Kya-Kya

UWIKKA

TABLE OF CONTENTS

COVER PAGE	ii
ORIGINALITY STATEMENT AND PUBLICITY APPROVAL PAGE.....	ii
THESIS VALIDATION PAGE	iii
THESIS DEFENCE APPROVAL PAGE.....	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I.....	1
1.1 BACKGROUND OF THE STUDY	1
1.2 THE STATEMENT OF THE PROBLEMS	4
1.3 OBJECTIVES OF THE STUDY	5
1.4 SIGNIFICANCES OF THE STUDY	5
1.5 SCOPE AND LIMITATION	5
1.6 DEFINITION OF KEY TERMS	5
1. CHINESE CULTURE	5
2. FROM, PROCESS, FUNCTION, AND CONTEXT	6
3. KYA-KYA	6
4. MURAL	6
5. PERANAKAN CULTURE.....	7
6. CULTURAL SEMIOTIC	7
7. SEMIOTIC LANDSCAPE	7
1.7 THEORETICAL FRAMEWORK	8
CHAPTER II.....	9
2.1 SEMIOTIC LANDSCAPE	9
2.2 CULTURAL SEMIOTIC	10
2.3 FORM, FUNCTION, PROCESS, AND CONTEXT.....	11
2.4 CHINESE CULTURE AND <i>PERANAKAN</i> CULTURE IN INDONESIA..	13
.....	13
2.5 MURAL	16
2.6 PREVIOUS STUDY	17

CHAPTER III	19
3.1 RESEARCH DESIGN	19
3.2 DATA SOURCE.....	19
3.3 DATA INSTRUMENTS.....	20
3.4 DATA COLLECTION PROCEDURE.....	20
3.5 DATA ANALYSIS PROCEDURE	21
CHAPTER IV.....	22
4.1 FINDINGS	22
4.1.1 SEMIOTIC LANDSCAPE ANALYSIS OF CHINESE MURAL NO 1	22
4.1.2 SEMIOTIC LANDSCAPE ANALYSIS OF CHINESE MURAL NO 2	30
4.2 DISCUSSION	37
CHAPTER V	42
5.1 CONCLUSION.....	42
5. 2 SUGGESTION.....	43
REFERENCES.....	44
CONSULTATION PAPER.....	51



LIST OF TABLES

Table 3.1 Data Table of Chinese Murals in Kya-Kya.....	20
Table 4.1 Form and Function of Chinese Mural Representing Festivity and Celebration in KYA-KYA	23
Table 4.2 Form and Function of Chinese Mural Representing Business and KYA-KYA in The Early 20 th Century.....	32



LIST OF FIGURES

Figure 3.1 Components of Data Analysis: Interactive Model.....	19
Figure 4.1 Chinese Mural Representing Festivity and Celebration in Kya-Kya...	22
Figure 4.2 Flowers found in the mural 1	28
Figure 4.3 Chinese Mural Representing Business and KYA-KYA in the Early 20 th Century.....	32

