SIGNS AT THE 2022 FIFA WORLD CUP QATAR:
A LINGUISTIC LANDSCAPE STUDY

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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MALANG

2023

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I state that the thesis entitled "**Signs at the 2022 FIFA World Cup Qatar: A Linguistic Landscape Study**" is my original work, I do not include any materials Mreviously written or published by another person, except those cited as Teferences and written in the references. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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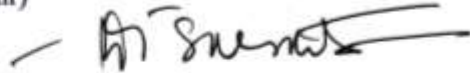
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MOTTO

"Indeed, in the creation of the heavens and the earth and the alternation of the day and night there are signs for people of reason."

(Ali 'Imran: 190)

DEDICATION

I dedicate this thesis to my family, especially to my parents
and to my younger siblings who have supported and prayed for me all the time.

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All praises are expressed to Allah swt., for His blessings, grace and permission so that the researcher can complete the thesis with the title "Signs at the 2022 FIFA World Cup Qatar: A Linguistic Landscape Study". *Shalawat* and greetings to the Prophet Muhammad SAW who were sent down to perfect morals and spread the light of knowledge to all his followers.

This thesis was written as one of the requirements for obtaining a *Sarjana Sastra* (S.S.) degree in the English Literature Study Program, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim, Malang. Furthermore, on this occasion, I would like to thank the Dean of the Faculty of Humanities, Dr. M. Faisol, M.Ag., the Head of the English Literature Department, Ribut Wahyudi, M.Ed., Ph.D.. my advisor, Rina Sari, M.Pd. who has helped, guided and taught me patiently in the process of working on this thesis until completion, my academic advisor, Asni Furaida, M.A., who has always encouraged and guided me since the first semester.

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Finally, I hope that this thesis can provide benefits for the readers, especially for future researchers who study signs in public spaces based on the Linguistic Landscape theory by Gorter (2006).

Malang, 16 October 2023
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ABSTRACT

Rausyan, Mochammad Zidan. (2023). *Signs at the FIFA 2022 World Cup Qatar: A Linguistic Landscape Study.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Rina Sari, M.Pd.

Keywords: *Linguistic Landscape, Sign, The 2022 FIFA World Cup*

This research aims to describe the types of signs and how signs were displayed in Qatar during the 2022 FIFA World Cup. This research used descriptive qualitative method and theory of Linguistic Landscape by Gorter (2006). The objects in this research are signs obtained by the researcher through social media and several news pages on the internet. Based on the data found, the researcher categorized the types of signs into top down and bottom up, then the researcher described how these signs were displayed in Qatari public spaces. The results of this research show that there are 24 signs as the data which are divided into 18 signs belonging to the top down type and 6 signs belonging to the bottom up type. Apart from that, Signs also have two main functions, informational function and symbolic function. The top down type is the type that is most often found and signs in the form of place names are the form of sign that is most often displayed in Qatar during the 2022 FIFA World Cup.

تَ جريِ دي

روسيان، محمد زيدان (2023).العلامات في كأس العالم لكرة القدم قطر 2022: دراسة لغوية للمناظر الطبيعية. أُطرُوحَة. برنامج دراسة الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة رينا ساري الماجستير

الكلمات المفتاحية: لغويات المناظر الطبيعية، الإشارات، كأس العالم لكرة القدم قطر 2022

يهدف هذا البحث إلى وصف أنواع اللافتات وكيفية عرض اللافتات في قطر خلال بطولة كأس العالم لكرة القدم 2022. يستخدم هذا البحث الأساليب الوصفية النوعية ونظرية جورتر (2006) فيما يتعلق بالمشهد اللغوي. والأشياء الواردة في هذا البحث هي إشارات حصل عليها الباحثون من خلال وسائل التواصل الاجتماعي والعديد من الصفحات الإخبارية على شبكة الإنترنت. وبناء على البيانات التي تم العثور عليها، قام الباحثون بتصنيف أنواع العلامات التي تنقسم إلى من أعلى إلى أسفل ومن أسفل إلى أعلى، ثم يصف الباحثون كيفية عرض هذه العلامات في الأماكن العامة القطرية. وتظهر نتائج هذا البحث أن هناك 24 علامة تنقسم إلى 18 علامة تنتمي إلى النوع الأعلى إلى الأسفل و 6 علامات تنتمي إلى النوع الأسفل إلى الأعلى. وبصرف النظر عن ذلك، وللعلامات أيضًا وظيفتان رئيسيتان، وظيفة إعلامية ووظيفة رمزية. النوع من أعلى إلى أسفل هو النوع الذي يوجد في أغلب الأحيان واللافتات على شكل تسمية الأماكن هي شكل اللافتة التي يتم عرضها غالبًا في قطر خلال كأس العالم لكرة القدم 2022.

ABSTRAK

Rausyan, Mochammad Zidan. (2023). *Tanda pada Piala Dunia FIFA 2022 Qatar: Studi Linguistik Lanskap.* Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Rina Sari, M.Pd.

Kata Kunci: Linguistik Lanskap, Tanda, Piala Dunia FIFA 2022 Qatar

Penelitian ini bertujuan untuk mendeskripsikan jenis-jenis tanda serta bagaimana tanda ditampilkan di ruang lingkup Qatar selama acara Piala Dunia 2022 FIFA berlangsung. Penelitian ini menggunakan metode deskriptif kualitatif dan teori dari Gorter (2006) tentang Linguistic Landskap. Objek-objek yang terdapat pada penelitian ini berupa tanda yang didapatkan peneliti melalui sosial media serta beberapa laman berita yang terdapat di internet. Berdasarkan data yang telah ditemukan, peneliti mengkategorikan jenis tanda yang terbagi menjadi top down dan bottom up, lalu peneliti menggambarkan bagaimana tanda-tanda tersebut ditampilkan di ruang publik Qatar. Hasil dari penelitian ini menunjukkan bahwa terdapat 24 tanda yang terbagi menjadi 18 tanda termasuk ke dalam tipe *top down* dan 6 tanda tergabung ke dalam tipe *bottom up*. Selain itu, tanda juga memiliki dua fungsi utama, fungsi informasional dan fungsi simbolik. Jenis *top down* menjadi tipe yang paling banyak ditemukan dan tanda yang berbentuk penamaan tempat ialah bentuk tanda yang paling banyak ditampilkan di ruang lingkup Qatar selama acara Piala Dunia FIFA 2022.

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CHAPTER I
INTRODUCTION

In this chapter, the researcher describes background of the study, research question, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

Signs are used to communicate messages of wide public interest, such as topographic information, instructions, and cautions. These signs can take the shape of street names, location names, traffic signs, bulletin boards, and billboards, which are the most common (Akindele, 2011). According to Oxford dictionary, sign is An object, quality, or event whose presence or occurrence indicates the probable presence or occurrence of something else and A notice on public display that gives information or instructions in a written or symbolic form.

In recent years, a growing number of researchers have begun to examine and study the linguistic writings found in public places. The majority of researchers that investigated about sign of linguistic landscape focused on analyzing signs visible in places such as airports (Hardika, 2019), Street in Padang (Zahara and Wijana, 2022), Stores in Banda Aceh (Mubarak et al., 2021), Malls in Makassar (Astrinita, 2019), sign in Islamic Boarding School (Firdausiyah, 2019), outdoor signs in Kuta (Hijriati, 2019), signs in the three Chinatowns of Surabaya (Safitri, 2020), culinary business in Surakarta (Purnanto, 2022). Then, some researchers also explored linguistic landscape in multilingual context, such as

multilingual context in Kenyan University (Muriungi and Mudogo, 2021) and multilingual context in Yogyakarta's senior high school (Andriyanti, 2019).

A branch of sociolinguistics and applied linguistics that focuses on public written language is linguistic landscape studies (Cenoz & Gorter, 2006). The amount of research on language texts used in public settings throughout the world is also growing in this branch of linguistics. The numerous articles in the International Journal of Multilingualism documenting case studies from countries such Israel, Thailand, Japan, the Netherlands, and Spain provide proof of this growth.

Some months ago, there was a football event which was held once every four years, namely the 2022 FIFA World Cup. At this time, Qatar became the host of the 2022 FIFA World Cup. By hosting this event, Qatar had been visited by visitors from all over the world to watch football matches during the 2022 FIFA World Cup. The event was held for 29 days started from 20 November 2022 to 18 December 2022. Therefore, during this international football event, there were many visitors from all over the world who stayed in Qatar. Therefore, the tourists needed a sign or direction that could be understood by them Because Arabic is spoken by the majority of Qataris, signs in public places are also in Arabic. As a result, in connection with the World Cup event and the visitors who come, the Qatari government, in partnership with FIFA, has created signs in visitor-friendly languages. This is why the researcher believed that it was necessary to study.

The researcher interested in conducting the research on the signs because the researcher believes that the study's findings can be utilized to examine the

present language situation in Qatar, particularly during the FIFA World Cup in 2022. As a result, the researcher feels that this research have provided advantages. This is what motivates the researcher to investigate the usage of language in relation to the linguistic landscape in Qatar during the 2022 FIFA World Cup.

The study of linguistic landscape has been studied by a number of researchers. They researched signs in public spaces, as well as present study which examines signs in Qatar's public spaces. These investigations were conducted in a variety of indoor and outdoor locations, including airports, urban areas, shopping malls, and schools. The studies that investigate the linguistic landscape are listed below.

A study was conducted by Hardika (2019) regarding the usage of sign entitled "Linguistic Landscape in Public Space: A Study of Sign in Kualanamu International Airport". The purpose of this research is to describe the usage of linguistic landscape within and outside of the room at Kualanamu International Airport. In conducting his research, Hardika used qualitative and quantitative methods. Of the 131 images collected, the results showed that there were 56 images included in the monolingual sign, 49 images included in the bilingual sign and 26 images included in the multilingual sign. In addition, starting from the introduction to the results of the discussion, the pictures related to the linguistic landscape really help readers to understand easily what signs of the linguistic landscape are in the airport. The qualitative method is used to analyze the signs found at airports, which are typically written, and the quantitative method is used to calculate and display the most dominant language used in the signs used at the

airport presented in the form of a percentage. As a result, the two methods seem adequate to be combined and relevant to this study.

Returning to discussing linguistic landscape related to culinary, a study entitled "English Operation in Public Space: Linguistic Landscape in Culinary Business of Surakarta, Indonesia" was studied by Purnanto et al. (2022). The goal of this research is to measure the density of language usage, both bilingual and monolingual processes via text writing techniques, and the symbolic significance of information created by English in text form in a culinary company in Surakarta. The bottom-up category of this research received the most attention, particularly in the shape of posters for eateries, cafés, bistros, and other eating establishments operated by private enterprises or non-governmental organizations. From this research, the researcher found that various languages are applied in the culinary industry in the city of Surakarta, including Javanese, Indonesian and English. Indonesian and English compete in monolingual and bilingual text display domination. In this research, the researcher managed to explain clearly and briefly about the strategies related to language selection to attract consumer interest in the culinary business so that readers can easily understand what the strategies mean.

Zahara and Wijana (2022) conducted a study entitled "The Function of English Usage on Linguistic Landscape of Padang: A Case Study on Khatib Sulaiman Street" which analyzed how English is used in connection to the linguistic landscape in Khatib Sulaiman Street, Padang. The purpose of this study is to ascertain which language is utilized on monolingual, bilingual, or multilingual signs, as well as to look at how English is used on signs across Jalan

Khatib Sulaiman. To examine the data for this study, both quantitative and qualitative methodologies were employed. The theory used in this research is based on Gorter's (2006) theory which related to types of linguistic landscape, namely top-down and bottom-up signs. According to the findings, there are 117 signs in Indonesian that are monolingual, 14 signs in English that are monolingual, 82 signs that are bilingual in Indonesian and English, 12 signs that are bilingual in Indonesian and Minang, 6 signs that are bilingual in Indonesian and Arabic, 3 signs that are bilingual in Indonesian, English, and Minang, and 2 signs that are bilingual in Indonesian, English, and Arabic. The sort of sign pattern that is most frequently observed is monolingual, while both bilingual and multilingual sign patterns are most frequently seen in English.

Turning to discussing shop signs, a research "A Linguistic Landscape Analysis of Shop Signs" was carried out by Mubarak et al. (2021) which discusses the applications of English in Banda Aceh stores. The article seeks to demonstrate and clarify the purpose of utilizing English in Banda Aceh stores. The descriptive qualitative approach was employed in this research. this research's findings came from observations and discussions with numerous store owners. Based on the analysis that has been done, the results show that there are 4 main reasons explained by several shop owners regarding the use of English on their shop signs, including being easy to remember, following ongoing trends, to make it look unique and using their own name. In this research, the researcher is quite clear in describing the utilization of linguistic landscape in the name of stores in Banda Aceh. In addition, the researcher is also quite detailed in explaining the four

reasons above so that it is quite easy for the reader to understand what these reasons mean.

Astrinita (2019) conducted a research that focused on the use of Linguistic Landscape in retail malls in Makassar, including Ratu Indah, Nipah and Panakkukkang mall a study entitled "Linguistic Landscape In The Shopping Centers In Makassar". This research aims to find out what types of Linguistic Landscape are used and to analyze the general motives used for using linguistic landscape, as well as to find out the frequency of the use of English in Linguistic Landscape in several shopping centers in Makassar, especially in food outlets. This research used a combined method, namely descriptive qualitative and quantitative methods. The theory of Ben Rafael, Shohamy, Amara and Hect (2006) is a theory used by the researcher as a basis for conducting this research. As a result, it was found that the bottom-up species was the most common in Ratu Indah Mall, Panakukkang Mall and Nipah Mall. In addition, it can also be proven that English is very dominant to be used in the Linguistic Landscape in shopping centers in Makassar. Furthermore, the shopping center used English because English is a language that is quite popular, it can be said that the motive for using English is to follow the trends that exist at this time.

Subsequent research came from Firdausiyah (2019) entitled "A Linguistic Landscape Study in the Pondok Pesantren Putri Mambaus Sholihin Gresik". The three primary focuses of this investigation are the language displayed, sign classifications, and sign structure. Signs at the Islamic Boarding School, field notes, and two informant interviews served as the primary data sources for this

study. The aim of this research is to identify if signs discovered in Islamic boarding schools make use of linguistic landscape. Qualitative descriptive method was used by the researcher in carrying out this research. Considering the results of the analysis show that there are 3 languages used in the signs at the Mambaus Sholihin Islamic Boarding School, including English, Arabic and Indonesia.

Muriungi and Mudogo (2021) held a study entitled "Linguistic Landscape in A Multilingual Context: A Case of Kenyan Universities". This study intends to investigate the distribution of language, function, and authorship of public signs in a multilingual setting at Kenyan educational facilities. Additionally, this study looked at how students felt about the signs that were presented in the campus area. As many as 185 photographs from announcements, advertising, construction names, and banners were collected as examples and were examined. This study employed a descriptive qualitative methodology. This research was conducted based on the theory from Trump-Hehcht (2010) regarding the analysis of the functions of symbols and information in linguistic landscape. The findings indicate that in both top-down and bottom-up sign kinds, English is used most frequently at universities. Furthermore, Kiswahili is the least frequently used language on signs on notice boards, advertisements, posters and building names. This is inversely proportional to the results of this research which show that the majority of public signage in Kenyan universities are written in English.

Andriyanti (2019) carried out a study entitled "Linguistic Landscape at Yogyakarta's Senior High Schools in Multilingual Context: Patterns and Representation" which covered the linguistic landscape in relation to the

multilingual setting among Yogyakarta high school students. In order to understand what language circumstances are represented by signs in the Linguistic Landscape in SMA in Yogyakarta, it is important to first establish sign patterns, then describe how different languages are used in these patterns. This research used a qualitative method in which there are 890 signs used as data in this research. The findings show that there are seven languages used as signs, with Indonesian being the most common. These other languages include English, Arabic, Javanese, French, Sanskrit, and Latin. In addition, monolingual, bilingual and multilingual patterns are also used for signs in schools in Yogyakarta. Arabic, English, and Indonesian are all included in the three patterns. There are both monolingual and multilingual use patterns for Javanese and French. Only a monolingual pattern of Latin and Sanskrit may be identified.

The next study discussed by Hijriati (2019) in his research entitled "Linguistic Landscape of Outdoor Signs in Kuta Mandaika Lombok" examined how public signs were used in Kuta Mandalika, Lombok. This study explored the various kinds of outdoor signs in Kuta Mandalika as well as the frequency of language used based on each kind. In addition, this research was conducted to show the development of Kuta Mandalika as a tourist destination as seen from the outdoor signs used. A mixed method (quantitative-qualitative method) was used in this research. this research uses theory from Torkington (2009) regarding types of Linguistic Landscape including monolingual, bilingual and monolingual. According to this study's findings, Kuta Mandalika and other tourist sites in Lombok speak six different languages. including English, Indonesian, Sasak,

Italian, Arabic and Japanese where English is the most dominant language found. Furthermore, the most common outdoor signs were 364 signs in tourist facilities, namely hotels/accommodations. Based on these results, outdoor signs are very important as a means of global communication in international tourism destinations such as Kuta Madalika.

Safitri (2020) conducted an investigation regarding how linguistic landscape used in "The Linguistic Landscape Study in Three Chinatowns of Surabaya" where the three Chinatowns are located in Surabaya City, namely Kapasan Dalam, Tambak Bayan and Kembang Jepun. This research aims to identify the language potrayed in the three Chinatowns, as well as find out what the signs on those places mean and examine the attitudes of visitors towards these signs. this research was conducted based on theory from Laundry and Bourhis (1997) to analyze the language displayed in the three Chinatowns. Meanwhile, Baker's theory (1992) is used to identify language attitudes towards other languages. A combination of quantitative and qualitative research methods were used in this study. 350 signs were discovered during this investigation, which were then examined and divided into monolingual, bilingual, and multilingual signs. The findings indicate that the signs in the three Chinatowns are written in 8 different languages, including Indonesian, English, Javanese, Chinese, German, Arabic, and Latin. Furthermore, the language most often used on signs in the area is Indonesian. Apart from that, the signs are made for several reasons, to follow the trend, to get the visitors interested, to convey messages easily, and to show their identity whether they are Javanese or Chinese. Then, the visitors also gave

positive and negative attitudes. The visitors at Kembang Jepun gave a positive response regarding the sign, while the visitors at Kapasan Dalam and Tambak Bayan seemed to show a negative response towards the signs using English and Chinese.

Based on several previous studies that have been carried out by these researchers, it can be seen that there is a gap that can be used as a factor for researcher to conduct research on the use of signs in Qatar public spaces during the World Cup. Previously, these researchers mostly discussed the use of signs in public spaces, which were found at airports, culinary businesses, street names, in areas related to education, shopping centers and tourist attractions, and The researcher picked this study because studying the use of signs in Qatar during the World Cup is crucial to analyze since no one has researched the use of linguistic landscape in the field of sports in prior studies., especially in football. This can be a gap that can be filled by the researcher through this research. Therefore, the purpose of this research is to investigate the signs usage that can be found during the Qatar 2022 World Cup event.

B. Research Question

Based on the explanation contained in the background of the study, the researcher develops the research questions:

1. What are the types of signs in Qatar during the 2022 FIFA World Cup events?

2. What are the functions of signs in Qatar during the 2022 FIFA World Cup events?

C. Scope and Limitation

The present research belongs within the sociolinguistics field of study known as the linguistic landscape. The topic in this research focused on the existence of the linguistic landscape presented in Qatar during the 2022 FIFA World Cup. This research also attempts to characterize the many kinds of signs found in the landscape, their purposes, and how the language is represented. This research used Linguistic Landscape theory of Gorter (2006) and Landry & Bourhis (1997). The limitation of this research is that it only addresses the signs that were found in Qatar during the 2022 FIFA World Cup event which was held from 20 November 2022 to 18 December 2022, and it does not examine the signs that existed before or after the event going on.

D. Definition of Key Term

This research focuses on the use of signs in Qatar during the 2022 FIFA World Cup event. In addition, there are several key words which are the core of the discussion of this research, including linguistic landscape, sign and World Cup.

1. Linguistic Landscape: the study of the visibility of written language forms in public sign. Linguistic landscape is the realm of science that has been examined in this research.

2. Sign: a written text providing information or directions at a particular spot. The research investigates how signs were used in public areas in Qatar during the World Cup.

3. The 2022 FIFA World Cup: a professional football competition between national teams which FIFA hosts every four years. This research relates to the 2022 FIFA World Cup being held in Qatar where only during the event the signs in the public spaces were discussed.

CHAPTER II
REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains the theories which are used as the basis of this research.

A. Sociolinguistics

In order to communicate with others in society, humans must use language. When people participate in social activities with strangers, those who lack language will encounter several challenges. Language plays a crucial part in human interaction. The field of sociolinguistics examines how social norms and languages interact, a similar objective in the sociology of language is to try to understand how social structure can be better understood through the study of language, for example, how certain linguistic features serve to characterize certain social settings. Sociolinguistics is concerned with investigating the relationship between social structures and language with the objective of enhancing comprehension of the construction of language and how language functions in communication. (Wardhaugh, 2006).

Coulmas (1998) asserted that sociolinguistics is concerned with identifying language usage as a social phenomenon, aiming to establish a causal relationship between language and culture, and looking into the related question of what function language serves in facilitating society. The existence of two spheres of influence known as macrosociolinguistics and microsociolinguistics, or alternately sociolinguistics in its broadest meaning and sociology of language, is not surprising.

In order to better understand the structure of language and how it is used in communication, sociolinguistics is concerned with examining the relationship between society and language. A similar objective in the sociology of language is to try to ascertain how social structure can be better understood through the study of language and how specific linguistic characteristics identify certain social groups. In relatively broad terms, Coulmas (1998) argues that micro-sociolinguistics investigates how social structure affects how people speak and how linguistic variation and use patterns relate to social factors like class, gender, and age. On the other side, macrosociolinguistics studies how people utilize language.

According to some of the previously discussed ideas, sociolinguistics is a field of linguistics that focuses on the interaction between society and language. Sociolinguistics also investigates how language-related social phenomena play a role in society. Social structure can be better comprehended through language. As a result, the researcher looked at how language is used through signs in public areas in Qatar during the FIFA World Cup in 2022.

B. Linguistic Landscape

The linguistic landscape idea appears when language is brought up in public. Sociolinguistic anthropology, sociology, psychology, and cultural geography are all included in the subset of applied linguistic theory which is referred to as linguistic landscape. The study of the presence of written language forms in public signs is known as linguistic landscape. Shohamy and Gorter (2009) extended on Landry and Bourhis' perspective on linguistic landscape,

arguing that linguistics landscape is language in the environment, words, and pictures that are presented in public spaces and become the center of attention in quickly increasing communities.

Blommaert (2013) went on to say that language is the most immediate and direct identifier of individuals, as well as the most sensitive indicator of societal change. Language then becomes a sign of social change that occurs in society. In this situation, a setting emphasizes particular linguistic actions more than others. Domination of specific social groups in their activities, such as social, political, economic, educational, and religious activities, can occur.

According to Gorter and Cenoz (2007), the study of linguistic landscape still has unsolved issues. For instance, since the linguistic environment is interdisciplinary, theoretical concerns arise. Numerous concepts, such as sociolinguistics, sociology, urban planning, language mixing, language policy, and others may incorporate this. The unit of analysis presents another challenge. The large quantity of signs makes it difficult to determine what linguistic signs signify. The comparative usage of language at the formal and informal spatial levels is shown by the linguistic landscape, which also offers information on sociolinguistic behavior. Along with language use in public settings, linguistic landscape analyzes how these texts are used in certain locations, including multilingual areas. (Blommaert, 2013).

The linguistics landscape reveals a deeper symbolic meaning in relation to language policy, language imperialism, marginalization, discrimination, and other important social concerns (Cenoz and Gorter, 2007). Language policy, linguistic

imperialism, language marginalization, language discrimination, and the underlying socioeconomic causes are all discussed in the symbolic function. Cultural relationships, group identification (ethnicity, gender, and social position), power connections (economic, political, and demographic), and linguistic status are some of these social elements (official and unofficial languages).

There are differences between the language landscapes of public and academic settings. According to Gorter (2006), In public places and in educational settings, multilingualism and monolingualism are present in varying degrees. The majority of signs are made by students, even their production is less professional. Additionally, according to Gorter and Cenoz (2007), students may apply the qualities of signs to noticeboards where they post advertising, announcements, or their own ideas since they have a better understanding of the language employed in the linguistic landscape of educational contexts.

C. Sign

In the study of the linguistic landscape, a sign is crucial. An informational or navigational sign is a piece of written information posted in a specified area. According to Backhaus (2006), a sign is "any type of written material," which can include everything from tiny handwritten placards attached to street lamps to tremendous commercial advertisements outside of grocery stores. Backhaus (2006) also said that the function of signs is to convey information of general interest to the public, such as geographic, information, facts, directions, warnings, and instructions. A sign needs to be simple to read, stand out from other signs, and be legible in a short amount of time from a distance (Gorter, 2006).

1. Types of signs

In this regard, Gorter (2006) divides signs into two types, namely top-down and bottom-up.

a. Top-down

According to Gorter (2006), top-down signs are official signs made and installed by the government or related agencies. Furthermore, Gorter (2006) explained that the coding scheme for these types of signs should be further developed in which the researcher can determine them to be more or less difficult. The coding system covered how the language is displayed on the sign, its location, the size of the font used on the sign, how many languages are present in the sign, the order in which the languages appear on multilingual signs, the relative importance of the languages, and whether a text has been interpreted (completely or partially).

Later, Gorter (2006) added that Top-down signs were categorized based on their affiliation with national or local institutions, as well as cultural, social, educational, medical, or legal organizations. Things issued by national and public bureaucracies, public institutions, signs on public property, public announcements, and street names were among the top-down things. Furthermore, top-down items were broken down by institution type: religious, governmental, municipal, cultural, educational, and public health. The impact of government regulations, institutions, and official language management reflects top-down linguistic landscapes because the language preferences are mandated or regulated by the government. Official language rules frequently impact the visibility of

languages in official documents, signs, and public venues. In these settings, some languages may be granted preferential treatment or domination. Top-down linguistic landscapes may encourage the adoption of standard languages, which are frequently connected with the prestige or domination of certain linguistic variations.

Data 1. Top-down

For example, Example 1 is a sign that is included in the top-down type because the sign was produced and installed officially by Lusail Stadium, which is one of the stadiums owned by Qatar government. These signs are installed with the aim of preventing anyone from entering the field area carelessly in order to ensure that the quality of the grass remains good and is not damaged because the field will be used in the World Cup. Apart from that, there are two languages available there, Arabic and English which are categorized as bilingual.

b. Bottom-up

Gorter (2006) stated that bottom-up sign is an unofficial sign made by a commercial company, an organization or made by an individual. As opposed to top-down, bottom-up refers to affects that develop naturally from society or community in the context of signals and linguistic landscape. Bottom-up signs are not often controlled by official authority or legal regulations but instead represent greater linguistic variation within a certain group or setting.

Gorter (2006) explained that bottom-up products were sorted according to categories such as technical (law, medical, consulting), industrial (due to sectors such as food, clothes, furniture, and so on), as well as services (agencies such as real estate, translation, or human resources). Bottom-up things, on the other hand, were those provided by individual social actors, shop owners, and businesses, such as store names, business signs, and personal announcements.

The use of language occurs from the street level in bottom-up linguistic landscapes, influenced by community efforts and local customs. People have a huge impact on the linguistic environment. The employment of different languages in bottom-up linguistic landscapes is frequently spontaneous and reflects the community's linguistic variety. The government may not have formally regulated or directed it. The daily contacts and behaviors of people in the community impact the language they use in public areas. This may involve the usage of informal variants, dialects, or local tongues. Bottom-up linguistic landscapes frequently depict society's cultural character and variety. Their language preferences reflect the cultural manifestations and linguistic styles of the community.

Data 2. Bottom-up

Data 2 shows an example of a sign which is included in the bottom-up type because the sign is not a sign made and installed officially by the stadium or

government, but by the supporters. There is one language used in these signs so this is included in the monolingual category. This sign was shown by supporters of one of the football clubs in Germany, namely Borussia Dortmund, who called for a boycott of the Qatar 2022 World Cup. This sign was displayed during the 13th week of the Bundesliga by Dortmund supporters during their match with Vfl Bochum 1848 at the Signal Iduna Park stadium. This message was made as a protest against the holding of the Qatar 2022 World Cup, which was alleged to have contained many controversies, one of which was regarding human rights violations during preparations for the event.

In order to construct a taxonomy of sign language, Spolsky and Cooper (1991) categorized signs based on a wide range of factors. They provide three taxonomies: one based on the use and purpose of signs; one based on the type of material used in the sign or its physical form (for example, metal, tiles, posters, wood, or stone); and one centered on the language expressed and the variety of languages in the sign (for instance, monolingual, multilingual, and bilingual signs).

The data analysis of this research is based on a theory from Gorter (2006) which differentiates the types of signs as bottom-up and top-down. In order to broaden understanding of the types of signs delivered by other experts, one of which is the explanation from Spolsky and Cooper's (1991) that signs can be classified based on three things, namely sign function, sign material and sign language.

Gorter (2006) assumed that due to the significant prevalence of languages landscape in metropolitan shopping malls, this phenomenon is also sometimes referred to as linguistic cityscape. Which linguistics landscape can be found on commercial signboards and place names. In this regard, Gorter (2006) aligns with Landry and Bourhis (1997) concerning the types of signs presented in public places, such as signs on roads, advertisements, names of streets, names of places, commercial shop signs, and general signs on government sites that are important in influencing the linguistic landscape of a specific area. The following is how signs are displayed in public spaces and their functions.

Data 3. Name of Places   **Data 4. Advertisement**   **Data 5. Shop Sign**

Data 3 showed a sign displayed in the form of the name of a place. The sign is on Bodur beach in the Tanjunglesung tourist area, Pandeglang. The sign has function to inform the visitors about the name of the beach because not all beaches in the tourist area are Tanjunglesung beaches. Next, Data 4 was a sign that appeared in the form of an advertisement about a product in a coffee shop in Bali. This sign function as a place to inform anyone that the coffee shop is holding a special promotion for anyone who buys any variant of coffee and will get a plain croissant for free. Then, Data 5 is a sign presented in the form of a shop sign

displayed in front of the shop. The sign served as information to people that the shop sells products related to ice cream and tea.

Data 6. Announcement

Data 7. Direction

Data 8. Greeting

Data 9. Command

Data 6 was a sign that appeared in the form of an announcement at one of the stadiums in Qatar. This sign served to inform football fans about the schedule for the 2022 World Cup matches which played at the Khalifa International Stadium that day. Furthermore, Data 7 was a sign displayed in the form of direction at Soekarno Hatta International Airport. The function of this sign is to inform passengers about direction to several places in the airport area so that they are not confused. Then, Data 8 was a sign presented in the form of a greeting found in Mandalika. Its function was to welcome people who come to Mandalika, especially visitors who watched MotoGP there. Lastly, Data 9 was a sign in the form of a command at the Goddison Park Stadium which is the home ground for

the Everton football club. This sign function to prohibit anyone who is there from smoking because as is known, cigarette smoke is very annoying and bad for health.

2. The functions of signs

The sign in linguistic landscape of a given territory, region, or urban agglomeration is formed by the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings. These signs can serve two basic functions: an informational function and a symbolic function.

a. Informational function

The role that visible languages play in providing useful information within a particular region is known as the informational function of the sign in linguistic landscape. Information about services, routes, and the surrounding area may be found in public areas through signs, ads, street names, and other forms of written materials (Landry and Bourhis, 1997). Its function stems from the pragmatic side of language use, in which words are used to communicate particular ideas and make communication easier.

Landry and Bourhis (1997) also draw attention to the intimate relationship between the informative role and the regular operation of languages in public settings. For example, bilingual signage in linguistically varied places try to reach a wide audience with important information. This role is essential for ensuring

that people can navigate and engage in public life regardless of their language background in metropolitan settings with diverse populations.

Public signs can be monolingual, bilingual, or multilingual, expressing the linguistic groups prevalent in the given region. The dominance of one language over others on public signs might represent the relative strength and status of opposing linguistic groups (Bourhis, 1992). Thus, public signage printed in one's own language outside and inside commercial and government buildings express the expectation that such institutions will service customers in the in-group language (Maurais & Plamondon, 1986).

Figure 10

The sign in Figure 10 is a sign on one of the beaches in the Pacific Northwest in the Yachats area, Oregon. This sign informs visitors to be careful when stepping on the rocks on the beach because they are slippery and sometimes there are sudden waves. This is due to the majority of beachgoers in the Pacific Northwest are aware of the phenomena known as "sneaker waves" which are unforeseen, fast-moving waves that have the power to knock people off their feet or pin them against sand dunes and rocks. The origins of the waves are still

relatively unknown, despite the fact that they are known to occur more frequently near the Pacific coast and throughout the winter.

Figure 11

Figure 11 shows a sign at Camping Zeeburg in the Amsterdam area, Netherlands. Camping Zeeburg is a pleasant site on an island in the IJmeer to the east of Amsterdam that, strangely, combines a sense of nature with the convenience of being only 20 minutes from the city center. The sign informs visitors not to feed the animals in the area. There is only English on the sign which is included in the monolingual category.

b. The symbolic function

Landry and Bourhis underline that the symbolic function of the sign in the linguistic landscape is concerned with portraying social personal identities, societal dynamics, and meanings of culture through public languages. Symbols and language indicators in public areas support the production and negotiation of identity within a community, going beyond basic information distribution (Landry and Bourhis, 1997).

Landry and Bourhis (1997) explained that certain languages' visibility and significance in the symbolic function communicate societal meanings. On

government signs, for example, the language that are official may represent the culture of dominance or political authority, whilst minority languages may be exhibited in order to acknowledge the existence of linguistic diversity. The symbolic purpose of the sign in the linguistic landscape represents the larger sociolinguistic environment, showing which languages are seen as important in terms of status, accessibility, and social significance.

Languages in signs are seen as a component of cultural history, and maintaining linguistic variety is thought to be crucial to this legacy. When developing policies, maintaining cultural variety is a crucial concern. To gain a better understanding of the ways in which the linguistic landscape plays a crucial role in the preservation and survival of various languages, perhaps some models of environmental economics can aid in the discovery of non-market benefits and the added value of multilingualism (Gorter, 2006).

According to Shohamy (2006), the use or lack of a particular language in public settings conveys information about how important or irrelevant it is in society. Thus, language in public settings may represent societal ideological tensions that must be taken into account when examining language policy in a larger context. Backhaus (2003) conducted research on signs in Tokyo and found that official and non-official signs showed different identities. Official signs primarily reflect and strengthen current power relations in Japan, but nonofficial signs employ foreign languages, primarily English, to indicate sympathy with non-Japanese objects.

Furthermore it can be helpful to look at the field of semiotics: the study of the signs and symbols what they mean and how they are used. Several studies are already available on advertising and on commercials. In the case of linguistic street signs focus can be on the linguistic expressions and how it conveys a certain meaning, in particular to understand the social and cultural context in which the sign is placed (Gorter, 2006).

Data 10. Apartment

Data 10 depicts a sign with the name of an apartment on it. In this situation, Qatar, as the sign creator, is attempting to demonstrate its cultural identity and linguistic variety. They called the apartment building in Arabic, implying that Arabic is used not just for ordinary communication, but also to name locations. Furthermore, Qatar utilizes both Arabic and English in its signage, demonstrating linguistic variety. As can be seen, they remain aware that English is a universal language that everyone knows and understands.

Data 11

Data 11 showed a sign which said thank you. This sign was in the dressing room at the Manahan Solo Stadium. Japan introduced its culture of cleanliness to the world through the U-17 World Cup which was held in Indonesia. They clean and tidy up all the objects in the dressing room that they have used. As is known, Japan is famous for its culture of cleanliness and tidiness and they always practice this wherever they are, even in other countries too. Apart from that, Japan doesn't just say thank you in their own language, even Indonesian too, so there is linguistic diversity.

D. The 2022 FIFA World Cup

The 2022 FIFA World Cup in Qatar was the first to be held in the Mid East as well as the most geographically congested since the tournament's debut in 1930. The 2022 FIFA World Cup was exceptional in many respects, including the potential and difficulties related with sustainability. The biggest single-sport event in the world is the FIFA World Cup. Following the preliminary stage, the 32 qualified men's national soccer teams engage in a month-long final competition hosted by a FIFA-selected host nation in an effort to win the world title.

Within one million audiences are expected to be present for the tournament's 64 matches, and the event have been watched by over 3 billion worldwide home television viewers, with over one billion viewers watching the final. Other formal competition-related events include drawings, team and referee presentations, opening and closing events, special events, cultural festivals, media interviews, and execute events.

The 2022 FIFA World Cup is often viewed as a turning point and a symbolic victory for the host nation, with significant implications for the local community, infrastructure growth, and service provision. Millions of supporters must be transported, thousands of employees and volunteers must be hired and trained, and the health and safety of audiences must be ensured at all times throughout the tournaments. The scope and complexity of tournaments can provide substantial benefits for all parties involved, but they also present a number of risks that must be adequately handled in order to deliver a successful event (Nicolau & Sharma, 2018). In December 2010, Qatar was granted the authority to host the 2022 FIFA World Cup, making it the first FIFA World Cup to be staged in the Middle East. This is a magnificent chance for the area to welcome and engage with billions of people from all over the world, to display its own character and culture, and to forge new understanding bridges.

The FIFA World Cup requires an upgrade of existing and planned infrastructure to hold football matches and accommodate overseas fans. The infrastructure planning for Qatar 2022 is unusual, with the majority of the hotel capacity yet to be developed, and differs from past FIFA World Cups because the recent FIFA World Cup was staged in places with significant populations and an established hotel business, lodging infrastructure was not an issue. The currency check of prospective hotel demand is a result of the anticipation that the great majority of attendees would be foreign spectators, given that the country's total population is only a small fraction of most past World Cup host cities. Football is one of the most popular sports around the world and of course at the World Cup

many spectators from outside Qatar attended. Therefore, the researcher interested in conducting the research regarding the use of signs in Qatari public spaces during the 2022 FIFA World Cup organized by FIFA.

CHAPTER III
RESEARCH METHOD

This chapter presents research method designed to answer the question in this research. It covers research design, research instrument, data source, data collection and data analysis.

A. Research Design

The present research used descriptive qualitative method because the researcher used the qualitative method to gain an in-depth understanding of the event being studied. As Creswell (2009) states that the approach is used to explore and understand the meaning of various social and human problems in individuals or groups is called qualitative. Moreover, adapting descriptive qualitative analysis is an appropriate method to utilize because it used words rather than numbers to represent the data because the data in this research were in the form of pictures including words or phrases discovered on signs throughout Qatar public areas during the World Cup event.

B. Research Instrument

In this research, the researcher acted as a research instrument as explained that in a qualitative study the researcher is the instrument because subsequent observations are recorded through the mind and body of the researcher so that in such circumstances, self-reflection about one's goals, interests, tendencies and biases is very important (Tracy, 2013). As a research instrument, the researcher observed the signs in Qatar during the 2022 FIFA World Cup via social media as

well as several news articles using either a smartphone or computer. Then, the researcher took the sign if it matched the needs of the research.

C. Data Source

The data source used in this research is public signs found in two cities in Qatar, including Doha City and Al Khor City during the 2022 FIFA World Cup. The data are in the form of words, phrases or sentences in the signs useful for foreign visitors during the event. Meanwhile, the data sources in the form of signs were obtained from several social media platforms, including Twitter, Instagram, as well as from a variety of online news sources published from 20 November 2022 to 18 December 2022.

D. Data Collection

Several steps were done by the researcher in the data collection process. First, the researcher searched the data source in the form of the signboards written in English during the 2022 FIFA World Cup event in Qatar on several social media, including Twitter and Instagram. If it was felt that the data source that were sought on social media sites are lacking, it continued by searching it through news sites that were spread online. Then, the researcher identified the signs.

E. Data Analysis

There are several steps in analyzing the data to answer research questions. The analysis in this research was carried out by using the theory of Linguistic Landscape by Gorter (2006). The first step is the researcher categorized signs into two types, whether they belong to the top-down or bottom-up types. This was

done in several ways, including: knowing where the sign is, knowing how many languages appear on the sign so that it can be seen whether the sign is a monolingual, bilingual or multilingual sign and the ways signs shown in public places, and if the sign found is multilingual, it must be sequenced clearly which language comes first. The second step is the researcher described the functions of signs which found in Qatar during the 2022 FIFA World Cup.

CHAPTER IV
FINDINGS AND DISCUSSION

The researcher presents the findings of linguistic landscape research in Qatar during the FIFA World Cup Event. There are two explanations of the findings of this research. They are about the sign types of linguistic landscape and the functions of signs in 2022 FIFA World Cup in Qatar according to theory of Linguistic Landscape by Gorter (2006).

A. Findings

The data source in this research are signs in Qatar during the 2022 World Cup event. They were collected through social media sites and several news sites on the internet. Based on the data collected, the signs displayed in Qatar during the World Cup event allegedly contain linguistic landscape characteristics. These data were analyzed to find out what types of linguistic landscape are, how these signs were displayed in public spaces during the 2022 World Cup event. The analysis was carried out using the theory by Gorter (2006) regarding linguistic landscape which explains the types of forms of linguistic landscape signs found in public places and describes the functions of signs.

In this research, 24 signs were found that belong to the characteristics of the linguistic landscape during the 2022 World Cup event. These signs were grouped into several categories, including types of signs, how the signs are presented, language diversity, sentence size on the sign, the number of languages displayed, the location of the sign and the order of the languages on the sign shown if the sign contains more from one language. These signs were found in

several places, including stadiums, roads, airports, accommodation areas, mosques, parks, supermarkets and several buildings in the city of Doha. Most of the signs found were in the stadium area, both outside and inside.

Based on the data, the signs were found in two cities, Doha city and Al Khor city. Apart from that, these signs are divided into 18 types of top down and 6 types of bottom up. Furthermore, there are several ways used to display signs in these places, including place names, announcements, greetings, directions, advertisements and orders.

1. Types of signs in Qatar during FIFA World Cup 2022

In this section, the researcher decribes the results of research which are the types of signs in the form of top down and bottom up types found in Qatar during the 2022 FIFA World Cup.

a. Top Down

Based on the theory by Gorter (2006), he defined top-down as a sign created and installed by the government or related agencies. In this research, the signs are signs made and installed by Qatar government and related agencies, which this time is FIFA, the international football organization that is holding the 2022 World Cup. The following signs are included in the top down type.

Figure 1. Video Assistant Referee (VAR)

The sign in figure 2 is part of the top down type. The researcher obtained the image from a news site on the internet sourced from https: //www.news18.com/news/explainers/fifa-world-cup-2022-soat-and-how-its-makin ga-difference-in-offside-decisions-explained-6502531.html. The sign was appeared inside the Al Bayt stadium in Al Khor City when a soccer match was in progress. The sign is also the bilingual category because there are two languages in it, English and Arabic. This sign was served to inform the fans who were watching a football match that the referee in the match made a decision that there was no goal due to handball because if the ball hit the hand (handball) then the referee would decide that no goal had occurred.

Figure 2. FIFA Fan Festival

Figure 3 shows a top down type sign. The researcher got this sign from https://www.instagram.com/p/CmE65TZvE-5/?img_index=1 which came from Instagram. The sign is in the area of Al Bidda park which is located in downtown of Doha City, Qatar. Actually, there are two signs, one only written in English which is called monolingual and the other is included in bilingual because it uses two languages, Arabic and English. The first sign says "Welcome" which greet all of the fans who attend the FIFA Fan Festival. Then, the second sign that says "FIFA Fan Festival" means that it was a major event compromised of several

events all taking place in the same area. Fans can watch live football matches while being immersed in an environment fueled by the enthusiasm of fans cheering for their respective teams. During the games, fans can enjoy world-class entertainment shows, eat to satisfy hunger and drink to quench thirst. In addition, fans can enjoy all these facilities for free and only need a Hayya card to enter the area.

Figure 3. International Consular Service Centre

Figure 4 represents a sign that is included in the top down type. This sign is from https://twitter.com/i/status/1587334772594200577 which the researcher obtained from social media, Twitter. The sign in the image is the name of the building in the Doha Exhibition and Convention Center in Doha City. This sign is also part of bilingualism because there are two languages in it, namely Arabic and English. The International Consular Service Center is a place built by the Supreme Committee of the Qatar government which aims to resolve consular issues faced by football fans from around the world while in Qatar.

Figure 4. Fan Village

The sign in figure 5 is a top down type. The researcher found the image from https://www.abc.net.au/news/2022-11-10/qatar-fifa-world-cup-fan-village-unveiled-near-airports/101637456 which is a news site on the internet .The sign is in the Ras Bu Fontas area which is located in Doha City. There are two languages which fall into the bilingual category, Arabic and English. This sign was served to greet visitors from all over the world who came to the World Cup Fan Village Cabin. These cabins were built for visitors who wanted to save money while in Qatar because the accommodation was the cheapest place to stay and it was only used during the 2022 World Cup. The room in that area was designed for only two people with a fairly narrow room equipped with a single bed, small drawers for things, two power sockets, a USB port and a lamp.

Figure 5. Stadium Gate

The sign in figure 7 belongs to the top down type. The researcher obtained the image from https://www.instagram.com /p/Clt99imtkgz/?img_index=1 which comes from social media, Instagram. The sign is in the area of the Khalifa International stadium in Doha, Qatar. The languages used on the sign are Arabic and English called as bilingual. The sign was installed with the aim of informing

visitors that the area is an entrance that fans can use to enter the stadium to watch football matches during the 2022 World Cup event.

b. Bottom up

Gorter (2006) explains that bottom-up signs are unofficial signs and are certainly not made by the government, such as commercial companies, organizations or individuals.

The following two signs are the bottom-up type.

Figure 6. Announcement

The sign in figure 8 is included in the bottom up type. The researcher found the image from https://www.instagram.com/p/Cmk-Ra2IBwu/ which was sourced from a photo uploaded by an account belonging to oscarjosephkain17 on Instagram. The sign is at the Al Bayt stadium located in Al Khor City. The language used on the sign is only English, so it is included in the monolingual category. The sign was made by one of the football fans who were in the tribune of Al Bayt Stadium. The sign shows the various services provided by Qatar while hosting the 2022 World Cup, even various services for fans who come to Qatar

without the slightest fee, starting from transportation, use of the internet, and no crimes such as theft, violence or hatred.

Figure 7. Announcement

Figure 10 shows a sign belong to the bottom up type. The researcher got the picture from a news site on the internet which sourced from https://www.interfaithamerica.org/world-cup-interfaith-understanding-islam/. It was found in the Katara mosque, Doha City. On this sign there is the word "Hello" in 46 types of languages which are included in the category of multilingualism. Qatar was not only as the host for the 2022 World Cup event, but Qatar also tried to introduce Islam to visitors from all over the world who attended the 2022 World Cup event, which is the first event in history of World Cup. There are various kinds of media in the form of bar code that visitors can scan who are interested in finding out about Islam in the language they can choose according to the language they understand.

The signs installed in Qatar during the 2022 World Cup certainly have several functions and influences on people who see and read them, depending on how the signs are displayed in public spaces. Gorter (2006) states that signs can

be displayed in various ways such as road signs, advertisements, street names, place names, commercial shop signs, and public signs on government sites that are important in influencing the linguistic landscape of a particular area. In line with the theory by Gorter (2006), this research also found several ways of displaying signs in Qatar during the 2022 World Cup, including place names, advertisement, shop sign, and several forms of important public signs such as signs in the form of direction sign, public announcements, greetings and command.

a. Names of places

The following is the name of a place that is used to display signs in several areas, including:

Figure 8 – Volunteer Centre

The sign listed in figure 11 appears in the form of the name of a place. The image was obtained from https://www.euronews.com/2022/10/27/fifa-world-cup-qatar-2022-the-volunteers obtained by the researcher from news sites on the internet. Apart from that, the sign in the picture is in the Lusail Expy area in Doha. The Volunteer Center was an area which has function as a center for volunteers who contributed in the 2022 World Cup in Qatar. Besides, they did not only come

from Qatar, but also from all over the world who helped to carry out the 2022 World Cup event in Qatar so that it could be carried out and ran smoothly from the start of the event to its completion. The 2022 FIFA World Cup Volunteer Program is the largest in Qatar's history and aims to bring people together through football to deliver an extraordinary tournament, celebrating the love of football and showing the true spirit of Qatar.

Figure 9 – Hayya Service Centre

Figure 12 shows a sign displayed in the form of the name of a place. This image was obtained by the researcher from https://twitter.com/roadto2022en /status/1575524633859674124/photo/1 which was sourced from Twitter. This sign is located in one of the buildings located at the Ali Bin Hamad Al Attiyah Arena, Doha City. Hayya Service Centre function as a means for football fans from all over the world who attended to get information about the Hayya cards used by visitors because anyone who attend the World Cup tournaments and celebrations had to have a Hayya Card. Services offered at the Hayya Service Center include questions regarding accessibility, resolution of Hayya related issues, Hayya Card printing, and other general questions related to Hayya.

b. Advertisement

In this case, the sign was an advertisement for a sponsor product for the 2022 FIFA World Cup. Signs in the shape of adverts typically occur when advertising a product.

Figure 10 – FIFA'S Sponsor

Figure 14 represents a sign that appears by way of advertising. This image was obtained from https://robbreport.com/food-drink/spirits/qatar-world-cup-beer-ban-12 34775303/ which was found by the researcher through news sites on the internet. The function of this sign is as information which informs visitors that Budweiser company is the official beer products of the FIFA World Cup in Qatar. Apart from that, the sign was displayed outside the stadium area because Qatar prohibited the sale of beer in the stadium, so visitors could only make purchases outside the stadium area. Qatar is an Islamic country, so the provision, sale and consumption of alcoholic beverages is strictly regulated. In addition, if there are visitors who insist on drinking these drinks in public spaces, they will be fined or even jailed.

c. Shop sign

The following sign was displayed in a supermarket in Doha City which was temporarily opened selling World Cup souvenirs.

Figure 11 - Supermarket

The sign in figure 16 was displayed by writing the area of a shop. The researcher got the picture from https://www.moci.gov.qa/en/mec_news/ministry-of-commerce-and-industry-confirms-availability-of-goods-and-stability-of-prices-during -fifa-world-cup-qatar-2022/ which is available on online news sites on the internet. This sign was at one of the Al Meera supermarket outlets in Doha City. This place contains official World Cup items for sale. Moreover, the function of this sign to inform the football fans that the area was a place that accommodated licensed products or official souvenirs from FIFA that could be purchased by football fans during the World Cup event in Qatar.

d. Announcement sign

Signs displayed by means of announcements are useful for announcing information about an event that has happened, is happening or even will happen.

Figure 12 – Video Assistant Referee (VAR)

Figure 16 is a sign that is displayed by announcing it via an electronic screen. The image was obtained from https://en.as.com/soccer/qatar-2022-world-cup-what-is-the-var-and-when-is-it-used-n-2/ which was discovered by the researcher on online news sites. This sign was at the Al Bayt stadium in the match between England and France which at that time was won by France with a score of 1-2. The screen function as an information provider for spectators at the stadium that there is an action that will be taken by the referee in the match. Moreover, the sign explains that a VAR check is being carried out by the referee in a football match where the results of the check will indicate whether a penalty will be taken or not.

e. Direction signs

Directions are a form of sign that is very necessary for many people, especially for the fans who are present to watch the World Cup so that they did not get lost while in Qatar. In addition, the signs that appear are not only written in Arabic, but also in English so that the visitors who are present can understand these signs.

Figure 13 – Priority Lane

Figure 17 is a sign installed to provide directions. The researcher was obtained the image from https://www.instagram.com/p/Cljkp_Yrrq1

/?img_index=1 which come from photos posted on Instagram.The sign is in one of the stadiums used during the 2022 World Cup event, namely the Khalifa International Stadium, located in Doha City. The sign has function as an information for visitors with disabilities or who have special needs so that they can easily enter the stadium without being jostled with other spectators who enter the stadium through the main door.

f. Greeting sign

Signs in the form of greetings are usually found in various places when visiting other areas. In line with that, Qatar also put up a greeting sign welcoming the visitors who had just come to Qatar to watch the World Cup.

Figure 14 – Hamad International Airport

The image in figure 18 is a sign that is shown by greeting. The image was found at https://www.routesonline.com/airports/19124/hamad-international-airport-doha/news/298728/hamad-international-airport-announces-special-preparations-for-the-fifa-world-cup-qatar-2022/ which was discovered by the researcher through a news site on the internet. Apart from that, the welcome sign is available at one of the airports in Doha City, namely Hamad International Airport. This sign has function to welcome visitors from all over the world who come to watch all the 2022 FIFA World Cup matches in Qatar. Furthermore, the airport is also set to offer a wider unforgettable experience to visitors in and out of Qatar. Events at

HIA include match day themed entertainment, several zones for children, a zone for fans, and a zone to watch the game together. Besides that, there are also virtual interactive activities such as AR soccer, interactive activities of augmented reality with La'eeb Mascots with the players and special stands for fans to take photos with their favorite team's jersey.

g. Command Sign

Sign in the form of command or instruction for visitors with disabilities when coming to or leaving the stadium.

Figure 15 – Pick-up and Drop-off Zone

Figure 19 represents a sign which was displayed by giving a command. The researcher obtained the image from Instagram which was posted at https://www.instagram.com/p/CllQqSZJcdV/?img_index=7. This sign is at the Khalifa International Stadium in Doha City, Qatar. The sign has function to give instructions for fans with special needs to pick-up or drop-off disabled spectators in the area where the sign has been installed. They really need this area because disabled people need certain areas that are sufficient or not crowded.

2. The functions of signs in Qatar during the 2022 FIFA World Cup events

The sign in linguistic landscape of a given territory, region, or urban agglomeration and other places is can serve two basic functions, an informational function and a symbolic function.

a. Informational function

Signs in advertising, street names, and other types of printed materials can provide information about services, routes, and the surrounding environment in public locations (Landry and Bourhis, 1997). The informative function of the sign in linguistic landscape refers to the role that visible languages play in supplying meaningful information within a certain place.

Landry and Bourhis (1997) also emphasize the close link that exists between the informative role and the routine operation of languages in public situations. Public signs might be monolingual, bilingual, or multilingual, depending on the language groups that are prominent in the area. The dominance of one language over others on public signage may reflect competing linguistic groups' relative power and prestige (Bourhis, 1992).

Figure 16. 974 Stadium

Figure 6 shows a sign that is classified as a top down type. This image was obtained by the researcher from a social media account posted by CFCDaily at https://twitter.com/CFCDaily/status/1640126947748372482/photo/1. The sign is located outside the 974 stadium in Ras Abu Daoud area, Doha. The languages in these signs are quite a lot, including Russian, Hindi, Greek, German, Arabic, Portuguese, English, Chinese, Italian, Japanese, French and Spanish or are usually categorized as multilingual. All languages on the sign welcomed visitors to the

974 stadium. This stadium is a unique stadium because this stadium uses containers as the outside of the stadium building where the number 974 in the name of the stadium is the number of containers in the stadium.

Figure 17 – Main Ticketing Centre

Figure 10 represents a sign displayed in the form of a place name. This image is from one of the images posted on https://twitter.com/gekiyasu_beer /status/1594620883402121216/photo/1 sourced from Twitter. Main Ticketing Center is located at the Doha Exhibition and Convention Center which is located in West Bay, Doha. The Main Ticketing Center was a place that function for ticket purchases, customer service questions, and mobile ticket support at the 2022 World Cup which was held in Qatar. This place was opened for services from 18 October to 17 December 2022 for visitors who wanted to make transactions regarding ticket.

Figure 18. Direction

Figure 1 represents a sign that is included in the top-down type. The sign on this image was obtained from https://www.news24.com/

sport/soccer/worldcup/pics-fifa-world-cupmorgan freeman -joins-host-nation-qatar-light-up-opening-ceremony-20221120 which is one of the news sites on the internet. The sign is on the side of the road where the road leads to Al Bayt stadium in Al Khor City. There are two languages that appear on the sign, Arabic and English or what is usually called bilingual. This sign provides directions for tourists to Al Bayt Stadium, which is one of the venues or places used to hold football matches in the 2022 World Cup.

Figure 19 – Passenger Overflow Area

The sign in figure 13 appears by writing the name of a place. The researcher found the image from https://www.instagram.com/p/Ckr9QCHr8_I/?img_index=2 which is sourced from social media, Instagram. Passenger Overflow Area DIA is in the Old Airport Park located in Doha City. This sign has function to inform the passengers that Passenger Overflow Area DIA was a place that can only be accessed by visitors who will take flights at Doha International Airport (DIA) four to eight hours before the flight departure time their schedule. Therefore, this sign is very useful for visitors because in this area there are many facilities provided, such as various food and drink options, retail shops, games areas, soccer fields for children, quiet areas, luggage storage, flight information screens, free WI-FI area, and more. Therefore, instead of

getting bored while waiting for their plane to arrive, it would be more fun to visit that place.

b. Symbolic function

Signs have a very important influence because they can represent the identity or culture of an area, as stated by Gorter (2006) that linguistic landscape does not only study the use of language in a sign, but through signs something very important can be discovered because it related to the globalization of identity, culture and language development.

The researcher found that the top-down type is more dominant than the bottom-up type because the majority of signs in Qatar's public spaces were made by the government as the host in collaboration with FIFA as the main organizer of the 2022 World Cup event. Apart from that, the top-down signs were very important because their existence is critical and has a large influence on its surroundings because visitors can find out which places they need to go based on their respective interests, and the World Cup event can run smoothly because of these signs. For example, the sign in Figure 20 is a useful direction for supporters to tell them which route to take to enter the stadium.

Figure 20. Entrance Stadium

There is a little diversity in top down type signs, making English the most commonly seen language in top down type signs. Apart from the fact that English

is used based on regulations set by the Qatar government and FIFA, English is also an international language that visitors can definitely understand. Moreover, Arabic is the most widely used language after English because local residents use Arabic in their daily conversations.

Figure 21. Announcement

Bottom up signs also have an important role in Qatar's public spaces during the 2022 World Cup. Through this sign, visitors are introduced to Qatar's cultures. For example, the sign shown in Figure 21 informs visitors that they can visit the mosque for free. Furthermore, if there are visitors who are interested in finding out about the mosque or are even interested in learning about Islam, they can ask the mosque administrator directly. As is known, Qatar is a country whose majority adheres to Islam. So, indirectly this sign introduces Qatari culture in the form of a magnificent mosque used by Muslims for worship. Furthermore, Figure 21 also shows language diversity because there are 3 languages that construct these signs, including English, Spanish and Portuguese. This is possible because there are no restrictions limiting the creation of bottom-up signage, allowing the mosque organization to use a variety of languages to entice tourists to attend the mosque.

Figure 22. Hadits

Figure 23. Hadits

In order to introduce Qatari culture, there are many quotes from hadiths or sayings of the Prophet Muhammad that visitors can find along the streets of the city of Doha as represented in Figure 22 and Figure 23. These signs contain the sayings, actions, warnings and habits carried out by the Prophet Muhammad. This is a unique incident at the Qatar 2022 World Cup. Apart from that, in an effort to successfully introduce Islamic culture, Qatar opened the World Cup event with a reading of a verse from the Koran read by Ghanim Al Muftah.

The success of the presentation of Islamic cultures was underlined by the great number of tourists who were moved to convert to Islam. This is inextricably linked to the numerous indicators attempting to introduce Islamic doctrines. Furthermore, Qatar imposes harsh prohibitions on visitors, such as restricting drinking, prohibiting males from being alone with women who are not married to them, and forcing them to dress modestly since these actions violate Islamic principles.
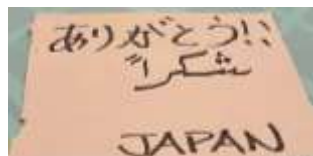
Figure 24. Farewell

The culture found during the 2022 World Cup does not only come from Qatar, but also comes from Japan. Japan introduced their culture of discipline and

neatness during the World Cup. The sign in Figure 24 is a thank you note in Arabic and Japanese made by the Japanese national team after their match against Germany. They always leave the dressing room clean and tidy without leaving any rubbish. In fact, not only the players, the Japanese fans also left the stands clean. Thus, Japan succeeded in introducing their identity to the world during the 2022 World Cup.

B. Discussion

In this part, the researcher discusses two findings of the research questions which are discussed about the sign of linguistic landscape, namely the signs types of linguistic landscape and the influence of signs related to the cultural and linguistic diversity in Qatar during the 2022 FIFA World Cup events.

The first research question is regarding the types of signs found in Qatar during the 2022 FIFA World Cup. Based on the theory by Gorter (2006), sign was divided into two types, namely bottom-up and top-down. Bottom-up sign is an unofficial sign made by a commercial company, an organization or made by an individual. Meanwhile, top-down signs are official signs made and installed by the government or related agencies. In this research, there were 24 data found, there were 18 signs categorized as the top down type and 6 signs categorzed as the bottom up type. Therefore, English is the most frequently used language for the 23 signs discussed earlier, followed by Arabic for 20 signs and Spanish and Portuguese for 3 signs.

The researcher found that the top down type is the type of linguistic landscape sign that is mostly often found in Qatar during the 2022 FIFA World

Cup. This occurred since the tournament was an official FIFA event, which was hosted by Qatar. Apart from that, football is one of the most loved sports all over the world and this makes this World Cup event one of the most prestigious sporting events to watch live. Therefore, there were many signs made by the hosts themselves to make it easier for visitors who were presented in Qatar to watch all the football matches. Hence, the sign that was most often found in Qatar during the 2022 FIFA world cup event is the top down type.

In the bottom up type, the researcher only found 6 signs. Two signs were made by the mosque, the Figure 20 informed visitors that the mosque can be used free of charge by the public and the Figure 21 informed visitors that it is for anyone interested in finding out about Islam. In addition, the Figure 6 was made by one of the spectators who were present to watch the football match. The sign contains information that shows how extraordinary the facilities and services are in Qatar, including services for visitors who come to visit without being charged a penny, starting from transportation, using the internet where there is wifi in various areas, and no crimes such as theft, violence or hatred felt by the fans.

The function of signs depends of how they were displayed in Qatar public places during the 2022 FIFA World Cup event. The theory by Gorter (2006) aligns with the theory by Landry and Bourhis (1997) concerning the types of signs presented in public places, such as signs on roads, advertisements, names of streets, names of places, commercial shop signs, and general signs on government sites that are important in influencing the linguistic landscape of a specific area.

This research found several ways signs were displayed in public spaces in Qatar during the 2022 FIFA World Cup. The signs that were displayed have the main function as providing information for readers that is useful for them. In addition, the signs displayed have several ways of displaying them, including in the form of naming places, announcements, greetings, directions, advertisement, command and shop sign.

As many as 6 signs are displayed in the form of place names, including in Figure 2, Figure 3, Figure 8, Figure 9, Figure 17 and Figure 19. Signs in the form of the name of a place or area certainly function to provide information for visitors who want to carry out an activity in these places. For example, if there are visitors who need help or even have questions about the Hayya card, the Hayya Service Center is the right place to visit, as shown in Figure 9.

Then on the sign displayed in the form of an announcement found as many as 7 signs, including in Figure 1, Figure 6, Figure 7, Figure 12, Figure 21, Figure 22, and Figure 23. The sign in this form serves to provide information presented in the form of an announcement which is of course very useful for visitors located in Qatar. For example, in Figure 21 there is an announcement stating that the mosque can be used by visitors free of charge, so they can go in there to see what's inside a mosque, and if they are interested enough in Islam then they can ask the administrator of the mosque.

The sign that appears in the form of a greeting there were 5 signs can be found in Figure 2, Figure 4, Figure 14, Figure 16, and Figure 24. In this shape, the three are signs in the form of a welcome greeting which serves to welcome

football fans from all over the world who visit to Qatar via Hamad International airport as shown in figure 14, then welcome the visitors who come to the accommodation located in Ras Bu Fontas as shown in figure 4 and greet the spectators who are present at the 974 stadium located in Ras Abu Daoud which is in Figure 16. Then, on Figure 2 shows a sign that greeted fans who come to the FIFA Fan Festival which is located at Al Bidda Park in the center of Doha City.

The signs in the form of direction shown in Figure 5, Figure 13, Figure 18, and Figure 20. This sign is very useful for visitors because the visitors did not know the areas in Qatar, so this shape sign very helpful for them not to get lost while traveling in the Qatar area. As seen in Figure 1, this suggests that fans going to Al Bayt Stadium should go straight.

There was one sign found in the form of advertisements, command and shop sign. Sign in the form of advertisements are shown in Figure 10, command sign in Figure 15 and shop sign in Figure 11. Advertising signs are used as promotional media by Budweiser which is a beer company to inform that they are the official sponsor of the 2022 FIFA World Cup in Qatar. Then, the command sign is useful for asking visitors who have special needs to pick up or drop off in the area provided. Furthermore, the shop sign in figure 11 inform visitors that the area contains official World Cup licensed souvenirs which are available at the Al Meera supermarket.

The second research question is about the functions of signs in Qatar during the 2022 FIFA World Cup. The sign in linguistic landscape of a given territory, region, or urban agglomeration and other places is can serve two basic

functions, an informational function and a symbolic function. Signs in advertising, street names, and other types of printed materials can provide information about services, routes, and the surrounding environment in public locations (Landry and Bourhis, 1997).

The informative function of the sign in linguistic landscape refers to the role that visible languages play in supplying meaningful information within a certain place. Landry and Bourhis (1997) also emphasize the close link that exists between the informative role and the routine operation of languages in public situations. Public signs might be monolingual, bilingual, or multilingual, depending on the language groups that are prominent in the area.

The researcher found that of the 24 signs found, there were 3 signs categorized as the monolingual which can be found in Figure 6, Figure 10 and Figure 19. In bilingual category there were 17 sign which can be found in Figure 1, Figure 2, Figure 3, Figure 4, Figure 5, Figure 8, Figure 9, Figure 11, Figure 12, Figure 13, Figure 14, Figure 15, Figure 17, Figure 18, Figure 20, Figure 22 and Figure 23. Then, 4 signs in Figure 7, Figure 16, Figure 21 and Figure 24 were categorized as multilingual category. Furthermore, there are a total of 46 languages found in these 24 signs. In addition, English is a language that was found in all categories, whether monolingual, bilingual or multilingual.

Landry and Bourhis underline that the symbolic function of the sign in the linguistic landscape is concerned with portraying social personal identities, societal dynamics, and meanings of culture through public languages. Symbols and language indicators in public areas support the production and

negotiation of identity within a community, going beyond basic information distribution (Landry and Bourhis, 1997). Landry and Bourhis (1997) explained that certain languages' visibility and significance in the symbolic function communicate societal meanings. The symbolic purpose of the sign in the linguistic landscape represents the larger sociolinguistic environment, showing which languages are seen as important in terms of status, accessibility, and social significance.

According to Gorter (2006), the linguistic landscape does not only study the use of language in a sign, but something very important can be discovered through signs because it is related to the globalization of identity, culture, and language development. Signs have a significant impact because they can represent an area's identity or culture.

Since the majority of signage in Qatar's public areas was created by the government of the host in partnership with FIFA as the main organizer of the 2022 World Cup event, the researcher discovered that the top-down type is more prominent than the bottom-up kind. Besides, top-down signs were vital since their presence is critical and has a great impact on its surroundings because people may find out which areas they need to visit depending on their particular interests, and the World Cup event can operate successfully because of these signs.

There is limited variation in top-down type signage, with English being the most usually observed language. Despite the fact that English is utilized in accordance with the Qatari government and FIFA standards, English is also an international language that tourists would undoubtedly comprehend. Furthermore,

considering local individuals utilize Arabic in their daily talks, Arabic is the second most extensively spoken language after English.

Visitors were notified by Figure 21 that they may visit the mosque for free. Additionally, if any guests are curious about the mosque or want to learn more about Islam, they can speak with the mosque administrator personally. Qatar, as is well known, is a Muslim-majority country. As a result, this symbol implicitly presents Qatari culture in the shape of an astonishing mosque utilized for Muslim prayer. Furthermore, Figure 21 demonstrates language variety because these signs are constructed in three languages: English, Spanish, and Portuguese. This is feasible because there are no constraints on the construction of bottom-up signs, allowing the mosque organization to persuade travelers to visit the mosque in a number of languages.

There are several statements from hadiths of the Prophet Muhammad that tourists can locate around the streets of Doha, as seen in Figures 22 and 23. Along the streets of Doha, visitors can find numerous quotes from the hadiths of the Prophet Muhammad, as illustrated in Figures 22 and 23. These signs recite the sayings, deeds, cautions, and customs that the Prophet Muhammad followed. In addition, Qatar successfully introduced Islamic culture by opening the World Cup event with a reading of a verse from the Koran.

The culture discovered during the 2022 World Cup comes not just from Qatar, but also from Japan. During the World Cup, Japan presented its culture of discipline and cleanliness. Figure 24 depicts a thank you message in Arabic and Japanese written by the Japanese national team following their victory against

Germany. They always leave the dressing room neat and tidy, with no trash. Neither did the players leave the stadium's arena empty, but so did the Japanese supporters. As a result, Japan was successful in showcasing its clean culture to the rest of the world during the 2022 World Cup.

The researcher found an interesting event in this research that many languages were found in the linguistic landscape of Qatar during the 2022 FIFA World Cup. There was one sign presented 64 languages at once in one sign. This happened because the 2022 FIFA World Cup in Qatar is the biggest football tournament attended by spectators from all over the world which can make it easier for them while living in Qatar. Even the Supreme Committee of the Qatari government built the International Consular Service Center (ICSC) to help with matters related to the problems faced by the fans. Furthermore, the ICSC had prepared as many as 40 embassies of 31 countries are participants in the 2022 World Cup, while the rest were countries that had the highest ticket sales.

The next interesting thing is about the culture that Qatar was trying to bring out during the 2022 FIFA World Cup Event. As a country where the majority of the population adheres to Islam, Qatar tried to introduce the Islamic religion to visitors who attended there. If fans were interested, they could freely find out or learn about Islam through the mosque. Apart from that, Qatar also banned the sale of alcoholic drinks and urged visitors to dress modestly when traveling or in public spaces because both are contrary to Islamic teachings and Qatar is serious about implementing these rules because if anyone dares to violate them, then they will be punished by a fine or even imprisonment.

During the 2022 FIFA World Cup, Qatar was very serious about serving the visitors who attended there. In fact, there were quite a lot of places built with the aim of providing maximum assistance to visitors and making them happy and comfortable while in Qatar to watch the World Cup. Qatar built several of these places not only for fans, but also for volunteers who helped run the World Cup. One of the useful places for fans was the Passenger Overflow Area DIA. The venue was accessible for fans who arrived 4 to 8 hours before their flight. Furthermore, the area provided several food and beverage outlets, a play zone for children, a free WI-FI area, retail shops, flight information services, and more. Thus, fans could feel the excitement until the end of their trip while in Qatar, and it could be said that the service provided by Qatar during the event was very good.

Regarding the research that has been done, the findings of this research have some similarities with the previous research. This research has similarity with the previous study conducted by Hardika (2019) on his thesis entitled "Linguistic Landscape in Public Space: A Study of Sign in Kualanamu International Airport". He found 131 signs, of which 103 signs belonged to the top down type and 28 signs belonged to the bottom up type. From present research, the researcher found an equation showing that the top down type was the most common type of sign and the bottom up type was the least found type of sign. The similarities that occur with this research are because the place where the data was found is a place officially built by the government, so the most often found is the top down type.

The findings of this research has similarity with the previous study conducted by Safitri (2020) in a study entitled "The Linguistic Landscape Study in Three Chinatowns of Surabaya". She found that there were a total of 350 signs found in the three Chinatowns in Surabaya, which were divided into 208 signs in Kembang Jepun, 92 signs in Tambak Bayan, and 51 signs in Kapasan Dalam. Then, Indonesian is the language most often used on the signs in the three Chinatowns. From this research, there is a similarity which the present study found various kinds of signs displayed in public spaces, such as those in the form of announcements, directions, store names and so on. The similarity happened because both the previous research and present research obtained the data from various places, so there are many ways in which these signs are displayed in public area.

CHAPTER V
CONCLUSION AND SUGGESTION

This chapter consists of conclusions and suggestions. The conclusions in this chapter are based on the findings of the linguistic landscape found in Qatar during the 2022 FIFA World Cup. In addition, this chapter also provides some suggestions for future researchers who wish to research linguistic landscape.

A. Conclusion

Based on research that has been done, there were 46 languages found on signs in the Qatari environment during the 2022 FIFA World Cup. English was the language displayed on the 20 signs found by the researcher, followed by Arabic 16 signs, and Spanish and Portuguese 3 signs. Furthermore, the researcher found that there were 20 signs which were divided into two types, namely top down and bottom up. There are 18 signs categoried as the top down type and 6 signs of the bottom up type. Furthermore, these signs were displayed in the form of place names, announcements, greetings, directions, advertisements and orders. The top down type was the most widely used type of sign because top down was a type of sign made and installed by the government or related agencies where the 2022 FIFA World Cup event is an official football event held every four years by FIFA and Qatar was hosting the event, and there would be many signs made by the hosts themselves to make it easier for visitors who were present in Qatar to watch all the football matches. In addition, the researcher also found that there were 14 signs included in the bilingual category, 3 signs included in the monolingual category, and 3 signs included in the multilingual category.

Since a large number of the signs in Qatar's public places were created by the government and acted as the host nation together with FIFA, the primary organizer of the 2022 World Cup, the researcher discovered that the top-down category of signs is more prevalent than the bottom-up type. Furthermore, the top-down signs were crucial because they allowed guests to determine which locations to visit depending on their own interests, which is significant since the signs enabled the World Cup event to go off without a hitch. A significant part of Qatar's public areas during the 2022 World Cup is also played by bottom-up signage. Visitors are exposed to Qatar's culture through this sign. It is well known that the majority of people in Qatar are Muslims. Thus, this sign communicates Qatari culture in an indirect way by showing a gorgeous mosque that is utilized by Muslims as a place of prayer. The large number of visitors who were convinced to become Muslims served as evidence of the presentation of Islamic cultures' success. This is closely related to all the signs that are out there trying to impose Islamic beliefs.

B. Suggestion

Based on the limitations of this study, the researcher provides suggestions for future researchers. This research focuses on examining the linguistic landscape in Qatar during the 2022 FIFA World Cup which examines the types of signs used and the influences of sign related to culture and language diversity. Therefore, it will be interesting if the researchers in the future conduct the same research, particularly on linguistic landscape, but with different international sporting events, such as basketball, volleyball, badminton tournaments, and others.

Furthermore, Qatar has done excellent work as the event's host and organizer by fully setting up all of the preparations, especially the signs, which were extremely helpful for the guests who have come to watch all of the 2022 FIFA World Cup matches. Then, the next host of FIFA World Cup will be held in three countries including Canada, Mexico and the United States. It is hoped that these three countries can hold the event as successfully as Qatar did, especially regarding the use of signs that can provide easy access for visitors who will come to these three countries to watch the 2026 FIFA World Cup.

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CURRICULUM VITAE

Mochammad Zidan Rausyan was born in Banyuwangi on 11 October 2000. He completed his elementary school at Babakanlor 1 Elementary School, Pandeglang and graduated in 2012. Then, at junior high school level he moved several times starting from the Darussalam Modern Islamic Boarding School in Kepahiang, Madrasah Tsanawiyah Nurul Huda in Pringsewu, and finally graduated at Madrasah Tsanawiyah Mathla'ul Anwar Pusat in Pandeglang in 2015. Next, he continued his education at Madrasah Aliyah Mathlaul Anwar Pusat and graduated in 2018. In the same year, he continued his education at Universitas Islam Negeri Maulana Malik Ibrahim Malang, majoring in English Literature Department at the Faculty of Humanities and finished in 2023.

APPENDIX

DATA CLASSIFICATION OF SIGNS

AT THE 2022 FIFA WORLD CUP QATAR

Image	Type	Displayed	Location
  (Figure 1) (https://www.news18.com/news/explainers/fifa-world-cup-2022-soat-and-how-its-making-a-difference-in-offside-decisions-explained-6502531.html)	Top down	Announcement	Al Bayt Stadium, Al Khor City.
  (Figure 2) (https://www.instagram.com/p/CmE65TZvE-5/?img_index=1)	Top down	Name of place and Greeting	Al Bidda Park, Doha City.
  (Figure 3) (https://twitter.com/i/status/1587334772594200577)	Top down	Name of place	Doha Exhibition and Convention Center (DECC) in

			Doha City.
  (Figure 4) (https://www.abc.net.au/news/2022-11-10/qatar-fifa- world-cup-fan-village-unveiled-near- airports/101637456)	Top down	Greeting	Ras Bu Fontas, Doha City.
  (Figure 5) (https://www.instagram.com/p/Clt99imtkgz/?img_index=1)	Top down	Direction	Khalifa International stadium in Doha City.
  (Figure 6) (https://www.instagram.com/p/Cmk-Ra2IBwu/)	Bottom up	Announcement	Al Bayt Stadium, Al Khor City.
  (Figure 7)	Bottom up	Announcement	Katara Mosque, Doha City.

(https://www.interfaithamerica.org/world-cup-interfaith-understanding-islam/)			
 (Figure 8) (https://www.euronews.com/2022/10/27/fifa-world-cup-qatar-2022-the-volunteers)	Top down	Name of place	Lusail Expy area in Doha City.
 (Figure 9) (https://twitter.com/roadto2022en/status/1575524633 859674124/photo/1)	Top down	Name of place	Ali Bin Hamad Al Attiyah Arena, Doha City.
 (Figure 10) (https://robbreport.com/food-drink/spirits/qatar-world-cup-beer-ban-1234775303/)	Top down	Advertisement	Outside Khalifa International Stadium, Doha City.
 (Figure 11)	Top down	Shop sign	Al Meera Supermarket, Doha City.
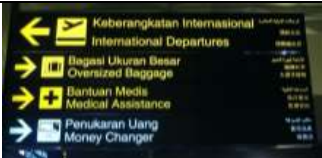
(https://thepeninsulaqatar.com/article/02/11/2022/al-meera-sets-up-temporary-outlets-in-vicinity-of-fifa-world-cup-fans)			
(Figure 12) (https://en.as.com/soccer/qatar-2022-world-cup-what-is-the-var-and-when-is-it-used-n-2/)	Top down	Announcement	Al Bayt Stadium, Al Khor City.
(Figure 13) (https://www.instagram.com/p/Cljkp_Yrrq1/?img_index=1)	Top down	Direction	Khalifa International Stadium
(Figure 14) (https://www.routesonline.com/airports/19124/hamad-international-airport-doha/news/298728/hamad-international-airport-announces-special-preparations-for-the-fifa-world-cup-qatar-2022/)	Top down	Greeting	Hamad International Airport, Doha City.

(Figure 15) (https://www.instagram.com/p/CllQqSZJcdV/?img_index=7)	Top Down	Command	Khalifa International Stadium
(Figure 16) (https://twitter.com/CFCDaily/status/1640126947748372482/photo/1)	Top down	Greeting	974 Stadium, Doha City.
(Figure 17) (https://twitter.com/gekiyasu_beer/status/1594620883402121216/photo/1)	Top down	Name of place	Doha Exhibition and Convention Center (DECC), Doha City.

(Figure 18) (https://www.news24.com/sport/soccer/worldcup/pics-fifa-world-cup-morgan-freeman-joins-host-nation-qatar-light-up-opening-ceremony-20221120)	Top down	Direction	Street around the Al Bayt Stadium, Al Khor City.
(Figure 19) (https://www.instagram.com/p/Ckr9QCHr8_I/?img_index=2)	Top down	Name of place	Passenger Overflow Are DIA, Doha City.
(Figure 20) (https://concontainers.com/en/container-stadium-974-fifa-world-cup-in-qatar/)	Top Down	Direction	974 Stadium
(Figure 21)	Bottom up	Announcement	Katara Mosque, Doha City.

(https://www.interfaithamerica.org/world-cup-interfaith-understanding-islam/)			
  (Figure 22) (https://twitter.com/dohanews/status/1585564461170974720/photo/1)	Bottom Up	Announcement	Doha City
  (Figure 23) (https://twitter.com/dohanews/status/1585564461170974720/photo/4)	Bottom Up	Announcement	Doha City.
  (Figure 24) (https://www.foxsports.com.au/football/world-cup/photo-of-clean-japan-changerooms-after-stunning-upset-win-over-germany/news-story/75fb171c4ce059f9af7c7f0a9941351a)	Bottom Up	Greeting	Khalifa International Stadium's Dressing Room

(Data 1) (https://www.espn.com/soccer/story/_/id/37631793/p ulisic-strained-relationship-tuchel)	Top Down	Command	Lusail Stadium.
(Data 2) (https://www.thescore.com/worldcup/news/2441123)	Bottom Up	Command	Signal Iduna Park.
(Data 3) (https://sebandung.com/2015/07/tanjung-lesung-banten-pantai-di-banten-bernuansa-bali/)	Bottom Up	Name of Place	Bodur Beach, Pandeglang.
(Data 4) (https://qr2order.net/restaurants-deals/indonesia/bali/badung-regency)	Bottom Up	Advertisement	Bali

  (Data 5) (https://id.pinterest.com/pin/953637289824339763/)	Bottom Up	Shop Sign	Rawamangun
  (Data 6) (https://www.instagram.com/p/Cl3cfWGIKW3/?img_index=2)	Top Down	Announcement Sign	Khalifa International Stadium
  (Data 7) (https://locallproject.eu/2022/03/22/linguistic-landscape-of-soekarno-hatta-international-airport-terminal-3-by-ubaldus-djonda/)	Top Down	Direction	Soekarno Hatta International Airport
  (Data 8) (https://otomotif.kompas.com/image/2021/11/20/113402715/begini-rekayasa-lalu-lintas-saat-pelaksanaan-wsbk-di-mandalika)	Top Down	Greeting	Mandalika

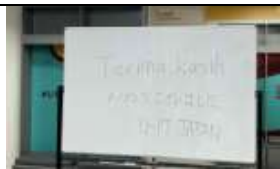|			
  (Data 9) (https://academic- accelerator.com/encyclopedia/smoking-in- association-football)	Bottom Up	Command	Goddison Park Stadium
  (Data 10) (https://www.opb.org/article/2023/02/08/far-off- storms-could-be-one-cause-of-sneaker-waves-on- pacific-northwest-beaches/)	Top Dwon	Announcement Sign	Yachats, Oregon.
  (Data 11) (https://commons.wikimedia.org/wiki/File:%22Do_n ot_feed_the_animals%22_sign_at_petting_zoo_at_C amping_Zeeburg,_Amsterdam_%2826005993490% 29.jpg)	Top Down	Command	Amsterdam

(Data 11) (https://www.cucinelube.it/en/news/2022-10-28-the-made-in-italy-design-of-gruppo-lube-at-the-soccer-world-cup-in-qatar/)	Top Down	Name of a Place	Doha City
(Data 11) (https://ftnews.co.id/keren-tim-u-17-jepang-bersih-bersih-ruang-ganti-dan-ucapkan-terima-kasih/)	Bottom Up	Greeting	Manahan Stadium