Discourse Analysis of Multilingual In-door Advertisements of Dili, Timor Leste

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Abstract

This article presents a study on multilingual in-door advertisements in Dili Timor Leste (TL). The multilingual in-door advertisements were collected by photographing them for the data. They were also collected from written documents and internet. The data were in language but in syllables of advertisements. The 402 multilingual syllables were used as data samples. It was found that most of the advertisements obtained used words of four different languages: Tetun, Portuguese, English, and Indonesian in advertisements. By applying discourse analysis model of Norman Fairclough to analyse the data, the study reports the following results: (1) Most of the multilingual in-door advertisements have completed the instruction of TL constitution that Tetun is used as national language; (2) Most of the advertisement texts produced, distributed and consumed are regarded as segements of four languages mentioned above; (3) The advertisement text messages show socio-cultural meanings regarded as text backgrounds. The theoretical implication of the study is that, the discourse analysis model of Norman Fairclough is not so precise to analyse texts without certain contexts. However, this research contributes much to TL government to design a regulation or other guides for processing business advertisements in TL.

Keywords

Multilingual in-door advertisement; Text analysis; Discursive analysis; Socio-cultural analysis

Introduction

Dili is a capital city of Timor Leste (TL) country in East Timor island, about 400 km from Kupang, the capital city of Nusa Tenggara Timur (NTT) province, Indonesia. Dili now is becoming a developed capital city, and so many society services are provided there including internet rooms or places popularly called “Warnet” (warung internet), beauty parlor, restaurants, money services and banks, transportation services, and so on. The 2016 data have shown Dili has a number of cafes and at least 10 excellent restaurants as well as bars, including DiZa, Diya, Castaway Bar, Letefoho Specialty Coffee Roaster, Gaz Bar & Restaurant, Little Pattaya, Rolls N. Bowls, Osteria Italiana Dili, Nautilus Naris Restaurant, Kebab Club, and Timor Thai Restaurant.

The multilingual in-door advertisements are found in those restaurants and bars introducing or promoting goods or commodities as well as services on nameplates, standing banners, stickers, brochures, menu list, and so on. They are written in four different languages in forms of the so called code mixing assumed comprehensible on the part of the consumers. The use of the four languages has also been stated in TL constitution. The constitution states the different functions of the four languages, i.e. Tetun language is National language, Portuguese is language for formal affairs, while English and Indonesian are used in work fields. This implies TL people and their future generation are obliged to use four language actively. Thus all advertisements are multilingually packed with words or phrases assumed to have been known by the advertisement consumers. Such reality is phenomenal that has motivated the researcher to do study on the topic of multilingual in-door advertisement topic.

This study is based on a philosophical question, whether the multilingual in-door advertisements can affect the public, particularly the consumers to see or find out products and any services advertised in four languages. The following are the previous research reports which are also concerned with multilingual in-door advertisements.

First, Piller [1] reports that multilingual advertisements in Jerman have contributed 60–70% from the total advertisements to use multilinguals released in television channels and in two National News in 1999. In terms of multilingualism advertisements what Piller found is similar with that in TL since both use more than one language to advertise. The main difference is that this research reports that still many claim to use Indonesian to explain what is meant in the advertisement written in other three languages, Tetun, Portuguese, and English. This means not all people can speak and understand those languages in Dili, not to mention people in isolated areas.

Second, Julia de Bres [2] reports the success of multilingual advertisements including reproduction, and reproduction in any medium, provided the original author and source are credited.
1.038 advertisements in daily magazine, l’Essentiel, from 2009 to 2011, where people started to know English after they have, for so long, known French and German because of the multilingual advertisement services. Indirectly the research wanted to tell to world that multilingual advertisements have vastly developed in the last decades, and so it is not common anymore if still many countries still use monolingual advertisements and they claim they are monolingual countries as well.

Differently from Piller and Bres [1,2] above, Kaur et al. (2013) conducted a research on beauty advertisement published in a local magazine written in English. What is similar with this study is the method of analysis. Both studies applies Critical Discourse Analysis (CDA) proposed by Norman Fairclough. What is difference is the object of study. The study by Kaur, et al. uses CDA to analyse text written only in one language (English) while this one uses it to analyse texts written in four languages (Tetun, Portuguese, English, Indonesia).

The fourth research report is done by Marcela Arbeláez (2016) entitled: “The lot is Usherinc in a New Era of Multilingual Communications - How to Deliver and Localize Your Message in Several Languages”. The study is based on Common Sense Advisory reporting global marketing services and foreign language technology reached US $43 milliard in 2017, and then predicted to reach US $45 milliard in 2020. They came to conclude that foreign language services in advertisements grows more and less 6.97% every year. The multilingual advertisements succeeded supplying various advertisement opportunity various media dominating the global market. Then the study also reported that the number of multilingual advertisement readers increased two times in the last five years. In addition the multilingual advertisements distributed messages to 33.000 consumers at least eight times a year in 93 countries.

The last research report needed to present here is the one done by Sameti [3] entitled “Influence of in-store and out-of-store creative advertising strategies on consumer attitude and purchase intention”. In short, this research reports that the out-of-store and in store advertisements influenced interest of the consumers towards the brands of products sold that had led them to buy goods or products provided in the store. In short the research reported the success of both, the out-of-store and in store in advertising their goods and products provided in the store. In other words the advertisements succeeded in finding out solutions in marketing. Although the present study reports claim to use Indonesian to explain the meanings of languages of the multilingual advertisements, the multilingual advertisements in Dili TL so far are categorized successful to interest consumers to come for example, to restaurants, to cafes, to toilettes, bus stations, sport centers, schools, and the like. The advertisements in those rooms help the consumers to find easily the advertisements especially of certain brands, mostly in forms of branding offices, stands for exhibitions, restaurants and shops, or in forms of printed materials, canvas, textile posters, vehicle graphics, and so on. It is worth noting that the indoor advertisements are relatively new ones that can be of audio, or audio – visual including static pictures of any formats.

Then, multilingual advertisements, can be indoor ones, are visual printed advertisements and audio or audio-visual ones in more than one languages. These advertisements are spread out to consumers via indoor rooms or out of door rooms. Thus, lexically the advertisements are those that give messages in more than one language. It is assumed that all consumers can understand the messages of the advertisements even only in one of the languages.

The last concept is discourse analysis including critical discourse analysis [6]. It is an approach to language analysis about the background of “dominance and ideology” towards language. This is inter-discipline approach of a discourse highlighting that language analysis is not without other disciplines. The language is seen as form of social practice looking at how discourse is formed by the relationship between dominance and ideology, on one side, and at how discourse plays important roles for the relationship of both on the other [7]. Meanwhile, critical discourse analysis is, in brief, a kind of study looking at the social misuse, social dominance, and social unequility practiced and reproduced as well as how at contradiction between texts and conversations in the social and political contexts [8].

Theoretical Framework

Fairclough [9] says that Critical Discourse Analysis (CDA) deals with social analysis, discourse analysis, and text analysis. He adds, at least CDA has three approaches:

1. Study about the use of language,
2. study about linguistic structure 'beyond sentence' (over sentence),
3. study about social practice as well as ideology assumption dealing with language and or communication Fairclough [10] himself has identified three levels of discourse. Firstly, text description dealing with steps of formal texts without contexts, secondly, discursive practice dealing with interaction interpretation between texts and product process; and lastly, social-cultural practice explaining the interaction between production and text interpretation in social-cultural contexts, including social (cultural) impact of texts. Consider (Figure 1) about the CDA model of Norman Fairclough.

Figure 1 shows dialectical relation between language and social realities expressed via “social event” written in texts, social practice (as discourse) and social structure [7].
Research Method

This study uses qualitative research method applying critical discourse analysis design because the research subjects are texts of multilingual indoor advertisements in four languages, Tetun, Portuguese, English, and Indonesian. The texts intended are printed menus (food and drinks), leaflet, folder, standing banner, announcements or information to public. These text media were found in the border areas of TL and Indonesia that is in Batugade and in Dili, the capital city of Timor Leste. Books and internet were also sources of secondary data. To collect the data from these sources was by observing and photographing the indoor advertisements from 15 to 20 of October 2017 and from 15 to 18 December 2017. Finally, the data were analysed by applying the three levels of CDA model of Norman Fairclough [10].

Discussion

This section covers analysis of texts, discursive practice, and socio-cultural practice, to be presented next.

Text Analysis

Table 1 below shows general findings. The findings are grouped according to categories of text theme of multilingual indoor advertisements of several media.

From the nine categories in (Table 1), in the category of indoor advertisement is also found vocabulary option of advertisements based on the language as shown by (Table 2) below.

It is clearly seen that Table 2 shows 432 words obtained from multilingual indoor advertisements of four languages, that is, Tetun (38.82%), Portuguese (28.47%), English 20.83%), and Indonesian (17.82%). As we can see from (Table 2), the number of words in indoor advertisements varies according to the places where the advertisements are displayed. This has made different rank order of the word number different according to the four languages. Six restaurants accumulate 184 words where Tetun is the first (64 words or 37.78%), Indonesian is the second (49 word or 26.63%), Portuguese is the third (40 word or 21.73%), and English is the fourth (31 word or 16.84%). After that financial services accumulate 94 word, where English is the first (46 words or 48.93%)
the second (31 words or 32.97%), Portuguese is the third (12 words or 12.76%), and Indonesian is the fourth (5 words or 5.31%). Then flight services accumulate 61 words, where Tetun is the first (27 word or 44.26%), English is the second (24 word or 39.34%), Portuguese is the third (10 words or 16.39%), and Indonesian is the fourth (0 words). Finally, cellular services accumulate 40 words, where Tetun is the first (20 word or 50%), the second is Portuguese (13 word or 32.50%), and the fourth is Indonesian (0 words).

The following is the conclusion based on the data presented in Table 2 followed by its brief description.

1. In general, all indoor advertisements in Dili are multilingual where texts use the four languages.

2. The in order priority of the number of words according to the four languages are: Tetun the first and Portuguese the second. This order priority shows, the indoor advertisements in Dili are loyal to the TL constitution that puts Tetun as number one, the formal language or National language, Portuguese number two, these formal language, while English and Indonesia are respectfully number three and four, the languages used in fields of works. The following is the multilingual examples of the advertisements.

- Bistro & Restaurante 2 - oras loke 1- ih loron 2-segunda 2-loke ih 3 – TURK 4.00 4- jakrai 5-tu 6- do 12.00 kalan 7- (open from 4.00 on the morning to the 12.00 in the evening/night).
- Susan Filipino Restaurante- ih 8- pante kelapa, samping 9 Timor Plaza – phone 10… provide Filipino traditional food.

3. The interesting one is the advertisement language for food and beauty parlors. The data show that Indonesian word choice is more frequent than that of Portuguese and English. Consider the following examples.

- Restaurante Virdo 12.
- Menerima pesanan 13/incomenda 2 BBQ (accept order).
- Pao 14-telur 15(roti telur (bread containing egg)).
- Pao 16- daging 17(roti daging (bread containing meet/beef)).
- Es buah 18(icy fruit juice).
- Es teh (tea ice).
- Kopi (coffee).
- Teh panas (hot tea) 4.
- Restaurante 2putri Moris 19.
- Menyedakan masakan Jawa di samping Diamon Villa Pante Kelapa - (daftar menu/menu list) - Menu Indonesia - Hubungi 20 xxxxx (provide Javanese cooking beside the Diamon Villa Pante Kelapa-menu list – Indonesian menu – Contact… xxxxx).

4. Advertisements of finance services holds the highest English word choice, and followed by Tetun. This is due to most of banks and finance institutions use concepts written in English. The English words are followed by their explanations in Tetun.

- Bank Mandiri.
- Mandiri - Oin nafatinfar metim 21, Natubun nora funan 22, hamutuk ho ite 23 (terus ke depan, percaya diri, menabung mendapatkan bunga (going on forward, self-believe, save for profit/gain).
- Timor Plaza 24 Branch Mandiri 25-Waktu layanan (service time): Senin s/d Jumad 08.45 – 16.00 - 24 jam/7 hari 26 (Monday to Friday 08.45 – 16.00 – 24 hours/7 days).
- Mai 27 banku 28 Mandiri - Ba ita boot nia 29, Atendemento bankria 30 (datanglah Bank Mandiri untuk pelayanan Anda/Come to Mandiri Bank for your service).
- Kontrabankria (giro, deposito)-Transferensia-Garantias bankrias 31.
- Money Changer.
- Singapore dollar – SGD.
- US – $.
- New Zealand - $.
- Pound GEP – f.
- Send money to Indonesia - $ 5.00.
- Send money to Portugal - $ 20,00.
- Agent: Money Gram 32.

5. The flight services are majority written in Tetun, then English. This facilitates the explanation about the flight schedule.


- AIR TIMOR (your local Timorese Airline Partner) 38- Fly daily to Denpasar and to Singapore on Tuesday, Thursday and Saturday. … (Contact) 39.
- AIR TIMOR KONESA HO 40 (mula/start …).
- Avian 41 42-foun 43 A320 (pesawat baru tipe A320/new airplane type A320).
- Alugas 44 (desewakan) hulu (from) Citilink Indonesia.
- Ne’ ebe’ paze 45-tuze 46 Gurada Indonesia.
- Halo loron 47 junu (mula/start in 1 juni).
- Atu halo 48 rezervesaun favor kontaktu 49-ita nia 50 agensia 51 ne’ e be – besik ku ou ligaba’Air Timor’ (untuk melakukan reservasi tolongan kontak agen kami ini/to do reservation please contact our agent).
- Ne’ ebe e’halo rezervesaun i’liu hulu mobile Apps’no’website.

## Detail of Text Analysis

Norman Fairclough [11] says that any text deals with linguistic aspects that is, words (morphology), meaning (semantics), sentences including cohesives and coherences (syntax). He adds that each text reveals not only how an object is described but also how objects are defined in texts. The following is the brief explanation of linguistic aspect the texts deal with.

### Words (in morphology)

As said above, all texts are in words of four languages. The words chosen from the four different languages, Tetun, Portuguese, English and Indonesian in indoor advertisement definitely have certain meanings. The words chosen from the languages and written them on the same media, like menu list, leaflet and banner, have made the indoor advertisements look multilingual.

### Meaning (in semantics)

1. How words are structured in sentences,
2. certain smaller units like inflections and derivations,
3. sound system in phonology like intonations and stress, and pitch, and writing systems called writing mechanics.

This study focuses not really on these aspects but on:

1. Texts that dissappprove of the rules (syntax) of language called pragmatics in discourse (language in use) due to unique connections of words of four different languages and
2. writing system of texts in four languages that has made consumers difficult to read and understand, from which public as consumers still need a language to explain that is Indonesian [12].

### Coherence and Cohesive

Coherence deals with the relationship or links of ideas expressed by sentences in a discourse. Take for example ideas in a paragraph where subideas of subordinate sentences develop one main idea in a topic sentence. Thus, the organization of sentences shows unity of the ideas [13]. Meanwhile cohesive deals with grammatical and or lexical relationship between different sentences or of different parts in a sentence. It is worth noting that ideas in a text or discourse are in coherent relationship only if the sentences or parts of sentences are in cohesive relationship. Here cohesive is a part of coherence called pragmatic cohesive, meaning easy to understand. Another important point expressed by coherence is the importance of
Atu betan1 informasaun2 liutan3, telefone2 ba1... (untuk mendapat informasi hubungi melalui telepon .../to get the information please contact...).

Atu halo1 pergumta’s1 kona ba fa’an barak nian4 telefon5 (untuk membuat pertanyaan-pertanyaan tentang penjualan banyak, telepon ke .../to ask questions about many sales, please contact...).

Atu halo1 pergumta’s1 kona ba fa’an naral5, telefon2: (untuk membuat pertanyaan-pertanyaan tentang penjualan... kirimnama .../telefon/To ask questions about sales ... send names .../telephone).

Haruku1 e mail ... (kirim mail/send E-mail).

Atu halo1 rezevasaun favor kontaktu2 ita nia1 agensia2 ne’ e be’ besik lu ou ligab4-Air Timor8 (untuk melakukan reservasi tolong kontak aken kami ini/To do reservation, please contact our agent).

Mai1 Banku1 Mandiri -Ba ita boot nia1, Atendementu bankria2 (datanglah Bank Mandiri untuk pelayanan Anda/ Come to Mandiri Bank to be served).

Kontrabankria (giro, deposito)– Transferensia - Garantias bankrias6.

Identity

In terms of identity, it must be worth noting that all advertisement texts show their identity of structure of language use, not structure of language awareness. The identity of Tetun people for instance, is demonstrated by the mainstream of Tetun as National language.

Discursive Practice

This section presents description of text production process, text distribution, text consumers and intelectuality analysis to be presented next.

Text Production Process

Advertisement texts are produced by restaurant, cafetaria, beauty parlors owners, cellular and internet service owners, English course owners, Mandiri banks, and discipline guide of Government. Meanwhile, the advertisements orders are business actors as well as financial capital owners who successfully negotiated with all business actors in TL. Most of the business actors are not TL people by origin, except those who do technical things for the advertisement texts. Most of the owners of restaurants and cafeterias in Timor Plaza -the only biggest mall in Dili for example, are Australian, Chinese, Japanese, Korean people as well as Indonesian Chinese. That is the reason why the advertisement designers translate the messages of the financial capital owners for the advertisements called indoor advertisements written first in Tetun, then in Portuguese, English, and Indonesian. This is to agree with the policy of TL Government that prioritises Tetun and Portuguese in mass media like radio and television broadcast and News.

Text Distribution

Distribution process of advertisement texts is by using standing banners, folders, leaflets, food menu lists, and announcement planks which are displayed in rooms in accord with the names of the indoor advertisements like restaurants, cafeterias, food stalls, transit rooms in border areas that is in Motaain of Indonesia and Batugade of TL. These places are the places the mostly visited by people of four languages.

Text Consumers

The choice of the four languages are based on the following considerations.

1. First, advertisements in Tetun are easy for the local people as consumer target of the products.

Relation

Relation here deals with facts that all advertisement texts use four languages: Tetun, Portuguese, English, and Indonesian. All texts give information about all things to develop togetherness. That is the reason why texts advertised stimulate the interpersonal relations. Consider the following examples.

• Atu betan1 informasaun2 liutan3, telefone2 ba1... (untuk mendapat informasi hubungi melalui telepon .../to get the information please contact...).

• Atu halo1 pergumta’s1 kona ba fa’an barak nian4 telefon5 (untuk membuat pertanyaan-pertanyaan tentang penjualan banyak, telepon ke .../to ask questions about many sales, please contact...).

• Atu halo1 pergumta’s1 kona ba fa’an naral5, telefon2: (untuk membuat pertanyaan-pertanyaan tentang penjualan... kirimnama .../telefon/To ask questions about sales ... send names .../telephone).

• Haruku1 e mail ... (kirim mail/send E-mail).

• Atu halo1 rezevasaun favor kontaktu2 ita nia1 agensia2 ne’ e be’ besik lu ou ligab4-Air Timor8 (untuk melakukan reservasi tolong kontak aken kami ini/To do reservation, please contact our agent).

• Mai1 Banku1 Mandiri -Ba ita boot nia1, Atendementu bankria2 (datanglah Bank Mandiri untuk pelayanan Anda/ Come to Mandiri Bank to be served).

• Kontrabankria (giro, deposito)– Transferensia - Garantias bankrias6.

Representation

Representation is dealing with the existence information promoted by all indoor advertisements that represent social reality, meaning all information are really existing. Take for example information about activities of the economy and business actors that can be witnessed by consumers of the society in Dili. The information about various foods and drinks provided in restaurants, services in beauty parlors, information about flight schedules information, a bout courses, guides of public disciplines and the like are easily found and reached.
2. second, advertisements in Portuguese and English are for non local people target or foreigners.

3. third, advertisements in Indonesian are mainly to explain the consumer targets who find difficulties in the other languages. So to sum, the use of four languages in the indoor advertisement is for the purpose of effectiveness of communicating advertisement messages. The following rae the examples of the advertisement designed based on considerations of text production, text distribution, and text consumption.

- Horario Do Trabalho\* (jadual kerja/work schedule).
- Horas De Entrada\* (jam masuk/start) – 08.30 HTL.
- Saída\* Inte, ralo\* (jam istirahat/break) – 12.00 HTL.
- Retorno\* Intervalo\* (jam masuk/start) – 13.00 HTL.
- Pecho do Sistema\* (tutup system/close system)\* – 16.00.
- Saída\* (jam kekur/stop) – 17.00 HTL.
- Horario Atende mento do cliente as\* (03.30 Ate 16.00). (jam pelayanan\* cliente/client service hour) mulai dari jam\* (start from) 08.30-16.00.

**Intelectuality Analysis**

Bakhtin in Fairclough [14] argues that all spoken and written expressions or idioms contain spoken or written messages that have been known by the listeners or readers, in this case, the consumers. In indoor advertisements in particular at least there are three types of intelectuality in the forms of: quotations, translations, and parody. Intelectuality is not always purposely expressed but can be unpurposely benefitted due to all terms in texts have meanings as many as the users do [15,16].

- Restaurante Dono\* Martabak goreng\*. 
- Melayani partai dan eceran – jual elektronik dijamin harga pasti murah\*. 
- Mie sedap\* cup (lezat\*) – lu\* brothers\*. 
- Mie sedap\* instant\* – go stu favorite. Timor Nian Salmi super Mercado\* – mie sedap favorit dari orang TLP\*– hanya di\* Supermarket\*.

**Social-Cultural Practice**

Dili is a city out of 13 districts in TL. It is 170 km² inhabited by 234,331 people (statistics of 2010) most of whom are living in urban areas. Nowadays Dili as a capital city is well known as administrative center, trade and business center, education center, and Catholic religion center. The social and cultural appearance of an ethnic can generally be searched firstly through language the ethnic use; and for the TL ethnic is Tetun. The TL constitution chapter 12, article 1 says that the National language is Tetun, the official (formal) language is Portuguese, and the languages used in works are English and Indonesian. The old generations of TL still use Portuguese actively, and Chinese from Macau, Formosa (Uma Fukun) still use Mandarin.

**Religion**

The majority (93%) of TL population are Catholic, and the rest are Protestant (3%), Muslim (1%), Hindus (0.5%), Buddha (1%), and belief ideology (2%). There are three bishops for the Catholic: Dili Bishop, Baucau Bishop, and Maliana Bishop. The religion system of the local people in TL is worship to Sun and Moon locally called Maromak, as well as to wraith. The Tetun ethnic people (in TL or in Belu and Malaka of Indonesia) relate their religion system with Catholic monotheism by saying the name of God as Nai Maromak.

The social-cultural situation expressed in Tetun language cannot be separated from Tetun people of West Timor, i.e. Belu and Malaka. According to Noname (2016) Tetun people are always related to Tetun language they are using. Then the social structure of Tetun people is determined by at least two-patrilineal-clens based compounds (kampongs) of fukan or ethnics. The ethnics are grouped into two levels, nobles called dassi oridato and common society (people) called ahimaru. The nobles are honored as kings (now are heads of villages) called Liurai. For the TL society, the status of Liurai is very respectful until now.

**Cultural Influence of Portugal**

Culturally TL people are belonging to Portugal as a country and the language of Portuguese people. Thus, the influence of Portuguese culture has been so powerful. Take for example how TL people are named. TL people, of the old and young generations, are named da Silva, da Costa, Ribiero, Monteiro, da Feria, Pareira, Pascoal, and so on. These names were first given only to those born from Indo – Porto marriage called “Mestizo”. Similarly, the cultural influence has also made TL people to name their streets with the Portuguese names like Avenida de Portugal, Avenida Alves Aleda, Avenida Almirante Americo Tomas, Rua Presidente Nicolau Lobato, Rua Formosa, Rua Jacinto da Candido, Rua Cidade Viana and so on. Various types of foods and drinks until now are named using words of Portuguese like (1) Carne Assada, (2) Selada, (3) Sabokko (4) Caldeirada, (5) Roti Pau, (6) Midar Sin; and (6) Koto (sop kacang merah) (Leo Suarez). In addition, TL people undersnd and practice the culture handed down from Portuguese ethnic like social structure, kinship system or genetic relationship as well as religion system in their life. This is phenomenal indicating the very close relationship between culture (ways of thinking and philosophical values in Tetun language) and their religion (Catholic). Based on this relationship, it can be concluded that factors of language and religion have harmoniously and synchronically developed the personality of the TL people since youth. These two factors are presented next.

First, language factor, that is Tetun language. Tetun which is a medium to express culture, is also spoken by both TL people and people of West Timor due to geographically they are the same. They speak the same language and they practice the same culture. Tetun – Terik and Tetun – Parsa (may be dialects) for example are also spoken by both, TL people in Sual district, Viqueque and Maliana and by people of Malaka and Belu of Indonesia as their first language. The same phenomenon, people of Oekusi speak Dawan language which is the first language of people of “Timor Tengah Utara” (TTU) regency, “Timor Tengah Selatan” (TTS) regency, and some of Kupang regency in West Timor, Indonesia.

Second, religion factor that is Catholic religion. Since Portugal colonized TL (East Timor) in 1502 Catholic religion was spread by using Tetun language, where Gospel, prayer books and religious songs as well as spoken prayers are in Tetun language. TL people perceived that “Tetun is a language for baptizing people to be members of Catholic Church, where TL people mention God as thier Nai Maromak. This shows how important the role played by Catholic Church of TL people for their independence” [17]. The following advertisements show how great the influence of Tetun and Portuguese for the consumers in Dili.
IHA TUA K 42 SIRA NE’E EBE1 (ada sopi 42 antara lain/optional choice is liquor 42).
1 Iha kuaci dade2 husi1 Xile (berkualitas dari Chili/high quality from Chili).
2 Carmeno2.
3 Sauvignon blanc2.
4 Merlot - $7.95 Botir ida1 (satu botol Merlot/one bottle Merlot).
5 Cheers bottle shop, Timor Plaza2, Apartemen2,257 – (tersedia di Timor Plaza, apartemen/blok 257/provided in Timor Plaza, apartment/block 257).
6 No1 agora2 iha1 Lecidere besik1 Burger King (sekarang ada di Lecidere dekat Burger King/Now there is Lecidere near Burger King).
7 Atu hetan1 informasaun2 liutan1, telephone2 ba… (untuk mendapatkan informasi, hubungi melalui telepon/for get information, contact via telephone).
8 Atu halo1 pergunt2a sira kona ba fa’an barak nian1, telefon2 (untuk bertanya tentang penjualan, sebut nama dan telepon ke …/To ask questions about sales, just mention the name and call to…).
9 Atu halo1 pergunt2a sira kona ba fa’an narial nian1, telefon 2: (untuk bertanya tetnang penjualan dalam jumlah yang banyak telepon ke …/To ask questions about sales in big number, just call to…).
10 Haruka1 email ….(kirim email/…/send e-mail to …).

Social-political Situation

This study also claims that the social-political analysis in Dili in particular, cannot ignore Tetun as a language policy factor. Since independence, it has been a debate on what language to be the National language. Determining a National language was the most important National policy dealing with language planning of the country. In other words, political situation at the time also affected seriously the determination of National language, and so many local languages in TL were regarded as the most barrier situation. Consider the language map below (Figure 2).

If the language speakers in TL is divided according to areas of language speakers, there are nine local languages (A. Cappell, 1934) including Tetun language that has 17 dialects, four of which are considered the main dialects that is: Tetun-Los, Tetun-Terik, Tetun-Belu, and Tetun-Dili (Tetun-Prasa). Tetun-Prasa in particular, is influenced by Portuguese since long time ago and it was used as language for sales or business as well as for Catholic ceremonies [18].

Molnar (2005) says, the use of Portuguese in TL is also a commemoration of war against Indonesia for decades until independence. Portuguese is regarded as language of freedom struggle or a symbol of freedom or a language of history of TL with a community of several countries, called Comunidade dos Países de Língua Portuguesa (CPLP) using Protuguese as official language. Nowadays CPLP includes nine countries as members: Portugal, Brasil, Angola, Guinea Bissau, Mozambik, Sao Tome dan Principe, Tanjung Verde, Timor-Leste and Guinea Equator.

To close this section, in terms of language preference, as said in front, Tetun is the most preferred almost in all contexts. So, it is not difficult when to choose Tetun. To communicate with custumers from Timor Leste by origin for example, as social reason, is by using Tetun. Then similarly, to communicate with people of non Timor Leste, Tentun is the first choice to use, meaning other languages including Portuguese, English and Indonesian can be used as long as the speakers know the languages. To use Indonesian language or English is the third choice by looking where the interlocutor is from, westor countries or Indonesia. But if the speakers know that the custumers know Tetun the communication must be in Tetun rather in English or Indonesian.

Practical and Theoretical Implication

The present study on analysis of multilingual indoor advertisements seem to impress other researchers todo further study due to the practical and theoretical implications to be presented next.

Practical Implications

1. This study agrees with what Piller [1] said in his research in the front in terms of the importance of practicing multilingual communication in this global area. The use of monolingual rather than multilingual in this era is not popular anymore. So many countries now maintain their high social, political, cultural, and economical affairs due to their belief in multilingual capability. This study implies that the more language we use in a country the more successful they the country is in all developmental sectors. The use of four languages with different status, such as in advertisements in TL has made TL develop better from year to year.

2. Referring to research report by Bres [2] in the front, the status of Tetun as National language and the three others are for other purposes has shown new light for the whole public in TL to keep develop and use the four languages if TL wants to compete with other developing countries.

3. Referring to the research report by Kaur et al. [19] this study wants to express an ideology behind the multilingual indoor advertisements. The TL society do not realize that there happens...
an “intervention” on not only business aspect but also on social, economical, political and cultural aspects as a marketing system from other countries. A new marketing system from other countries is also practicing and developing in TL. This fact has realized the people in TL that foreign products are more qualified than those in TL.

Referring to the research report by Arbeldez (2016), all multilingual indoor advertisements in TL have indirectly made both producers and consumers participate in economic development of the country mainly in the sector of sales and services.

Referring to research report by Sameti and Khalili [3], it is certain that indoor advertisements under this study very much affect the consumers to look for and find, to supply, and buy products and services advertised. It is real that so many consumers visit the rooms where the advertisements are displayed. The consumers feel secure visiting the rooms to get the products.

**Theoretical Implication**

1. The discourse analysis model by Norman Fairclough is not the only model to investigate monolingual advertisement texts, because contexts of the texts in advertisements rather than sentence structure is the main concern. In terms of multilingual advertisements in TL, the model of Norman Fairclough is used to analyze the texts of the advertisements.

2. However, the model of Norman Fairclough [14] is very helpful to analyse texts of multilingual indoor advertisements only when one is explaining discursive practice, text processing, text distribution, and text consuming, and texts of social-cultural practice.

**Conclusions and Suggestions**

**Conclusions**

1. Based on the data, from the 432 words used as samples obtained form the multilingual advertisements in various media, 38.82% are of Tetun, 28.47% of English, 20.83% of Portuguese and 17.82% of Indonesia. Meanings (semantics) of the texts are analyzed based on the grammatical structures including word choice (vocabulary), cohesives, coherences, as well as representations and relations. The result of the analysis shows who the people of TL is in terms of their identity as a country and as a nation. In addition, it is worth noting that the use of the model of Norman Fairclough reveals that Tetun is the dominant language used in processing all indoor advertisements showing the authority or power and ideology of TL as a nation.

2. The present research shows that most of the multilingual indoor advertisements produced and distributed in Dili in particular, can be consumed by the society as consumers. This is because Tetun is in harmony with the other three languages used as media to express messages indoor advertisements. This harmonious condition has given good opportunity for entrepreneurs of commodity and services to cooperate particularly with the suppliers and the multilingual indoor advertisement designers.

3. The present research also shows that text messages of advertisements is categorized satisfied in describing socio-cultural meanings as the content of texts. This also means that most of the advertisement texts can describe discourses about time and social events in accord with socio-cultural, socio-political, and socio-economical situations of TL society.

**Suggestions**

1. Since Tetun can be used side-by-side, although in different functions, with the three other languages, Portuguese, English, and Indonesian, the TL Government must design certain regulations as language policy (in language planning) about the status of the four different languages, that is, Tetun as National language, Portuguese as official language, English and Indonesian as languages in fields of work. The research argues in this context that the establishment of the regulations or language policy, the programs of Government in socio-cultural, socio-political and socio-economical development can be run with no warriors in achieving the future welfare of the TL as a country and as a Nation.

2. The choice of Tetun in advertisements at least can reveal the society, mainly the consumers, about how important the role played by Tetun as National language. So this research wants to suggest that the Government, from now and on, plan and implement a program on the reformation by Tetun language policy through formal education and language workshops to put Tetun as National language spoken by all people in TL.

**References**


