

The Motif of Language Dominance that Used on Coffee Shop Signboards in Padang City

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ABSTRACT

This study offers a fresh perspective on Linguistic Landscapes (LL) by employing language mapping to analyze the frequency and distribution of language usage. The population data comprised 60 signboards from coffee shops and tourism spots in Padang city center. Qualitative methods were utilized for data collection, with analysis conducted using GIS (Geographic et al.) and Adobe Photoshop, representing innovative approaches in LL research. The analysis commenced with quantifying language usage, encompassing mono/bi/multilingual forms on coffee shop signboards. Subsequently, language mapping was employed to illustrate language distribution and highlight motif of linguistic dominance that used on coffee shop signboards in specific areas on the map. Findings revealed the presence of 12 languages on coffee shop signage, reflecting the global influence and societal preference for modernization. Despite the prominence of foreign languages, Indonesian emerged as the most frequently used, indicating relatively successful implementation of Presidential Regulation No.63 of 2019, although inconsistencies persist.

KEYWORDS

Linguistic Landscape; language use; language mapping; coffee shop

INTRODUCTION

In the culinary and retail industries, coffee shops rely heavily on effective marketing strategies to attract potential customers (Pamuji & Khristianto, 2018). One key strategy involves selecting an optimal location based on geographical factors, as the success of a retail establishment hinges greatly on its placement. Unlike poor pricing or promotional decisions, a subpar location can negatively affect a retailer's performance (Utami, 2021). The city center, with its accessibility via main roads such as Jalan Veteran and Jalan Sudirman, serves as a hub of modernity for Padang's populace and attracts tourists to landmarks like Taplau (seaside) and Kampung Pondok (Chinese Town), making it an ideal spot for coffee shop ventures.

Another crucial aspect of marketing is brand or product promotion. In today's digital age, promotions can occur offline (signboards, banners, brochures, etc.) and online (social media). However, having a visible shop signboard remains paramount, as it is a primary information source. Introducing a product or brand name through a signboard in a contemporary setting can effectively capture consumer attention (Iwana et al., 2021; Sumarlam et al., 2020; Ardhan et al., 2021).

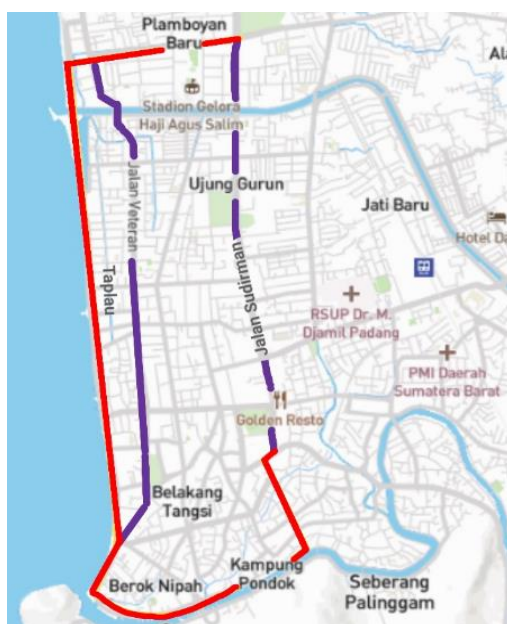


Figure 1. Map of City center and Tourism Object in Padang City

Employing multiple languages on a signboard is a strategic marketing tactic to enhance the product's perceived quality. Moreover, a prevailing notion in Indonesia, including among Padang's residents, is that foreign languages convey more prestige and allure than national or local languages when naming a business or product (Supriatna in CNN Indonesia, 2017). This inclination prompts coffee shop owners to adopt multilingual names to attract consumers' interest. However, Padang's diverse and multicultural society, where individuals often understand multiple languages, also influences the use of various languages in coffee shop signage. Thus, coffee shop signboards present an intriguing subject for Linguistic Landscape analysis, shedding light on the interplay between local, national, and foreign languages in a commercial context.

Linguistic landscape studies have gained momentum over the past two decades, focusing on the languages displayed on public signage within specific regions (Zhang & Chan, 2017; Amara, 2019; Lavender, 2020; Purnanto & Ardhian, 2020). Landry and Bourhis (1997) define Linguistic Landscape as encompassing the language used on public signage, including street signs, billboards, and commercial shop signs, which collectively contribute to the linguistic environment of an area. This includes analyzing language variation, language choice, and language's roles within a given context.

Gorter (2006) categorizes language use in Linguistic Landscapes into monolingual, bilingual, and multilingual forms, with multilingualism referring to individuals' ability to speak more than two languages (Wardhaugh, 2006). Language dynamics within Linguistic Landscapes often reflect societal multilingualism and competition for language use, influenced by local policies (Shohami et al., 2020). However, this research extends beyond mere language contestation in coffee shops driven by modernity and commercial interests it reveals the motif of language dominance that used on coffee shop signboards. Like previous LL studies, Amer and Obeidat (2014) examined code-switching as a case study of shops in the city of Aqaba, Jordan. They concluded that the simultaneous use of English and Arabic is most commonly employed in the names and labels of shops in Aqaba to attract public attention. This is because English is seen as a global, modern, and prestigious language. Meanwhile, Kasanga (2010) also observed a mix of French and English on signboards in the Democratic Republic of Congo. In this case, French serves the primary

function of conveying messages, while English plays a role in maintaining brand and enhancing the prestigious and luxurious identity of the shops. Similarly, this research examines the motif of dominant language usage on commercial signs, but the difference is the perspective of this research, which is involving LL mapping to see geography or regions where signs are widely dispersed become the aspect of language dominance.

This study introduces a novel approach to Linguistic Landscape research, employing applications as tools for data collection and mapping to assess language use within a region. Building upon Gorter's (2006) framework, which views Linguistic Landscape as a means of describing language situations in an area, determining the motif of language dominance that used on the signboards. This research also evaluate language policy implementation in Padang through a comprehensive analysis of language use in commercial contexts.

RESEARCH METHODS

This study adopted a qualitative approach, in line with Moleong's (2004) delineation of qualitative methodology, which involves employing humans as the primary instruments and utilizing qualitative methods such as observations, interviews, or document studies to collect, analyze, and present data descriptively. Data collection methods in this study encompassed observations, documentation, and interviews. According to Moleong (2004), observation stages include planning the research implementation, selecting fields, utilizing information, and preparing research instruments. Documentation, a key component of Linguistic Landscape studies, was utilized by gathering data from 60 coffee shop signboards in Padang city center and tourism areas to examine language contestation. Kothari (2004: 59) described that sample data was obtained through purposive sampling, where samples are chosen based on analysis needs rather than random selection.

Participant observation and direct photography techniques were employed to capture the entire data population, with photographic materials as the primary data source. These materials were subsequently analyzed using Geographic Information System (GIS) software. As Denil et al. (2024) outlined, GIS aids in mapping data onto a map with coordinate information, which is then processed using Adobe Photoshop to assign different colors to each language represented, facilitating the visualization of language distribution. This study is the first Linguistic Landscape research to employ this innovative data collection approach utilizing GIS and Adobe Photoshop.

Structured interviews were also conducted with coffee shop owners or managers who featured foreign languages on their signboards. Following Moleong's (2006) guidelines, structured interviews involved researchers preparing questions in advance. Additionally, data were categorized into monolingual, bilingual, and multilingual groups to assess language dominance percentages, complemented by a language use map illustrating regional distribution. Analysis delved into how commercial context, geographical conditions, and situational factors influence the Linguistic Landscape of coffee shop signboards. Furthermore, the study evaluated the implementation of Presidential Regulation No. 63 of 2019, which prioritizes the use of Indonesian in Padang City's public spaces.

RESULTS AND DISCUSSION

Language Use on Coffee Signboards

This study examines the language employed within coffee shops situated in Padang. Specifically, the data for this investigation were gathered from linguistic signage displayed on coffee shop signboards. These signs encompass language usage across 60 coffee shop

signboards in both the city center and tourism destinations within Padang. These signboards identified twelve languages, including Indonesian, Minangkabau, Javanese, English, Arabic, Chinese, Dutch, Italian, Japanese, Korean, French, and Spanish, presented in monolingual, bilingual, and multilingual formats. Notably, two coffee shop signboards were found to feature more than two languages (multilingual). Refer to Table 1 for further details.

Table 1. Quantification of Language Use on Coffee Shop Signboards in Padang City

Total	Category Language	Language	Amount	Percentage
31 Coffee Shop Signboards	Monolingual	Indonesia	15	25%
		English	10	17.5%
		Minangkabau	5	8.5%
		Arab	1	1.5%
27 Coffee Shop Signboards	Bilingual	Indonesia-English	9	16.5%
		Indonesia - Chinese	4	7%
		Indonesia-Japanese	2	3.5%
		Minangkabau -English	2	1.5%
		Indonesia -Javanese	1	1.5%
		Indonesia - Dutch	2	3.5%
		Indonesia - Arabic	1	1.5%
		Indonesia - Spanish	1	1.5%
		Japanese-English	1	1.5%
		Japanese - Minangkabau	1	1.5%
		France - Indonesia	1	1.5%
		Italian - Dutch	1	1.5%
		Korean - English	1	1.5%
2 Coffee Shop Signboards	Multilingual	Spanish-Minangkabau-English	1	1.5%
		Indonesia - English - Minangkabau	1	1.5%
			60	100%

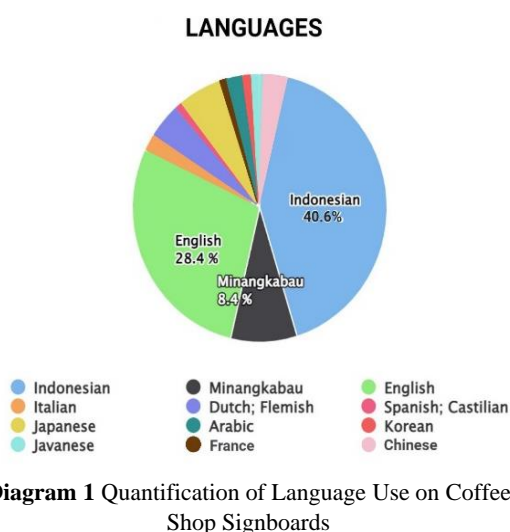


Diagram 1 Quantification of Language Use on Coffee Shop Signboards

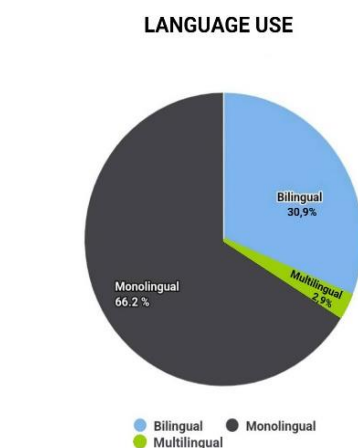


Diagram 2. Quantification of Language Use in Monolingual, Bilingual, and Multilingual Form

Table 1 illustrates that Indonesian language use represents the highest percentage at 25% when considered in its monolingual form. Following closely behind is English at 17.5%, and also in monolingual presentation. Indonesian and English combined account for the third highest percentage at 16.5% when observed in bilingual form. Additionally, as a regional language, Minangkabau is represented at 8.5%, with a marginal difference from Indonesian and Chinese in bilingual form, each around 7%, attributed to the Tionghoa ethnic population in Padang city. These findings affirm Indonesian and English as the dominant languages featured on coffee shop signboards across Padang's city center and tourism locales.

Diagram 1 displays the overall percentage distribution of language use on coffee shop signboards within Padang's city center and tourism areas. Indonesian language usage on these signboards holds the highest percentage at 40.6%, followed by English at 28.4%, with Minangkabau representing the third highest percentage at 8.4%. This quantification validates adherence to Presidential Regulation No.63 of 2019 regarding the priority of Indonesian language use in Padang, as evidenced by coffee shop signage.

Referring to Table 1, the dataset comprises 60 coffee shop signboards located in Padang's city center and tourism spots. Among these signboards, 31 are written in a single language (monolingual), 27 in two languages (bilingual), and 2 in more than two languages. Monolingual usage accounts for a higher percentage, 51.6%, compared to 45% in bilingual presentation. Notably, foreign languages predominantly appear in bilingual format, with only 3.4% of signboards featuring multilingual representation, as depicted in Diagram 2.

Monolingual Form

From a Linguistic Landscape perspective, monolingualism signifies using a single language as signage in public spaces. Among the 31 coffee shop signboards employing monolingual language, the breakdown reveals 15 in Indonesian, 10 in English, 5 in Minangkabau, and 1 in Arabic. This indicates a mix of national (Indonesian), regional (Minangkabau), and foreign languages such as English, Japanese, and Arabic presented monolingually. Further details regarding percentage breakdowns are available in Table 2.

Table 2. Language Selection in Monolingual Form

Total	Language	Amount	Percentage
Monolingual (31 Coffee Shop Signboard)	Indonesia	15	48.5%
	English	10	32.5%
	Minangkabau	5	16%
	Arabic	1	3%
		31	100%

The data presented in this table indicates that Indonesian language use accounts for the highest proportion in monolingual form, totaling 48.5%. Following closely behind is English, representing the second-highest percentage at 32.5%. Additionally, Minangkabau occupies the third position with 16%. Notably, Minangkabau, the indigenous local language, falls slightly behind Indonesian and English, comprising 4% less usage. The prominence of English, which is considered a global and prestigious language within Indonesia, explains its prevalent usage in coffee shop nomenclature despite the dominant

presence of the Minangkabau population. This phenomenon is exemplified by the monolingual signage observed in coffee shop names below.



Figure 2. Monolingual Form
(Indonesia Language)



Figure 3. Monolingual Form
(English Language)

Figures 2 and 3 illustrate that Indonesian and English are the preferred language options for coffee shop signboards as chosen by the shop owners. These two languages dominate the signage used in coffee shops across the city center and tourist destinations in Padang City. In Figure 2, "kopi marijuana" exemplifies the use of the Indonesian language on coffee shop signboards, where "kopi" provides product information to consumers. In contrast, "marijuana" serves as the name of the coffee shop. Conversely, Figure 3 showcases "Foresthree COFFEE," where "Foresthree" denotes the coffee shop's name, and "COFFEE" conveys product information to consumers.

Bilingual Form

Bilingual Form Bilingualism, as observed from a Linguistic Landscape perspective, refers to the adoption and utilization of two languages as signage in public spaces. Wardhaugh (2006) delineates bilingualism as encompassing various aspects such as level, function, code-switching, code-mixing, interference, and integration. For instance, the following coffee shop names exemplify the utilization of bilingualism through code-mixing within the linguistic landscape.



Figure 4. Bilingual Form
(Indonesia-English Language)



Figure 5. Bilingual Form
(Minangkabau-English Language)

Figures 4 and 5 depict the language selections employed on signboards in bilingual format. Figure 4 displays a combination of Bahasa Indonesian and English, where "Tekape" (Indonesian) signifies a place where activities occur, and "COFFEE & EATERY" (English) provides product information to consumers. Conversely, Figure 5 showcases a blend of Minangkabau and English. "Labuah," derived from Minangkabau,

translates to "harbor" in English, followed by "COFFEE," which conveys product information. Notably, the term "coffee" is absent from the initial position in both instances. Furthermore, all coffee shop names utilize the term "coffee" in foreign languages in compliance with English grammatical rules when presented in bilingual form.

Table 3. Language Selection in Bilingual Form

Total	Language	Amount	Percentage
Bilingual (27 Coffee Shop Signboard)	Indonesia-English	9	33.4%
	Indonesia - Chinese	4	14.8%
	Indonesia-Japanese	2	7.4%
	Minangkabau -English	2	7.4%
	Indonesia - Dutch	2	7.4%
	Indonesia -Javanese	1	3.7%
	Indonesia - Arabic	1	3.7%
	Indonesia - Spanish	1	3.7%
	Japanese-English	1	3.7%
	Japanese - Minangkabau	1	3.7%
	France - Indonesia	1	3.7%
	Italian - Dutch	1	3.7%
	Korean - English	1	3.7%
	27	100%	

The second-highest proportion of coffee shop names combines Indonesian with Chinese, constituting 14.8%. This is attributed to the Tianghoa ethnic group, which utilizes the Tionghoa language and has established its community as a tourist attraction in Pondok Cino (Chinese Town), Padang City. Following closely behind are combinations of Bahasa Indonesia with Dutch, Indonesian with Japanese, and Minangkabau with English, each comprising approximately 9% of the total, including Dutch and Japanese coffee shop signboards, which reflect the historical influence of Indonesian, Dutch, and Japanese coffee plantations and colonialism. Moreover, the choice of Minangkabau as the local mother tongue and English as the global language reflects the preferences of coffee shop owners, especially considering the predominant Minangkabau ethnicity in Padang City. Bilingualism, employing Minangkabau to assert identity and English to enhance branding prestige, is commonly observed among the city's populace. Other bilingual combinations make up the remaining 4.5%.

Multilingual Form

In the multilingual form, observed through code-switching and mixing on coffee shop signboards, three or more languages are integrated into a single construction to convey various messages or information regarding names, products, and store types to customers. It's not different with bilingual form, the national and local language use for the names of coffee shop while foreign language used for products and store types to customers. For example, looks table 4 below.

Table 4. Language Selection in Multilingual Form

Total	Language	Amount	Percentage
Multilingual (2 Coffee Shop Signboard)	Spanyol – Minangkabau - English	1	50%
	Indonesian – English - Minangkabau	1	50%

Based on Table 4 above, two coffee shops use the multilingual form on signboards, such as Spanish-Minangkabau-English and Indonesian-English-Minangkabau. As an illustration, the multilingual form on the coffee shop signboards can be seen in Figures 6 and 7.



Figure 6 Multilingual Form
(Indonesia, English, &
Minangkabau Language)



Figure 7 Multilingual Form
(Spanish, Minangkabau, &
English Language)

The coffee shop signboard in Figure 4.1.6 displays multilingual forms in Indonesian, English, and Minangkabau. The word “Gubuk” is in Indonesian, which means shack, “coffee” in English, and “Taplau” in Minangkabau, which means seaside. Meanwhile, the coffee shop sign in Figure 7 displays multilingual forms in Spanish, Minangkabau, and English. The word “Los Tacos” is in Spanish, which means a portion of food from Mexico, “Seroo” in Minangkabau, which means enjoy, and the last words are coffee and sunset in English. These two multilingual forms can be found in tourist areas on the coffee shop sign above. It is because tourists who come to this area are visited by Padang society and domestic and foreign tourists.

Language Mapping

Language Mapping Analyzing the language distribution map presented in Figure 8 reveals that coffee shops are dispersed across various hubs of activity, such as beaches, downtown areas, and Chinese towns. The naming of these coffee shops is influenced by the influx of foreign and local tourists visiting Padang City, which aims to attract visitors' attention. As depicted in Diagram 1, numerous foreign languages adorn coffee shop signboards. Notably, one of the prominent tourist destinations in Padang City is Taplau, abbreviated from "Tapi Laut" in Minangkabau, which translates to "seaside." In this locale, 16 coffee shops utilize diverse languages in monolingual, bilingual, and multilingual formats.

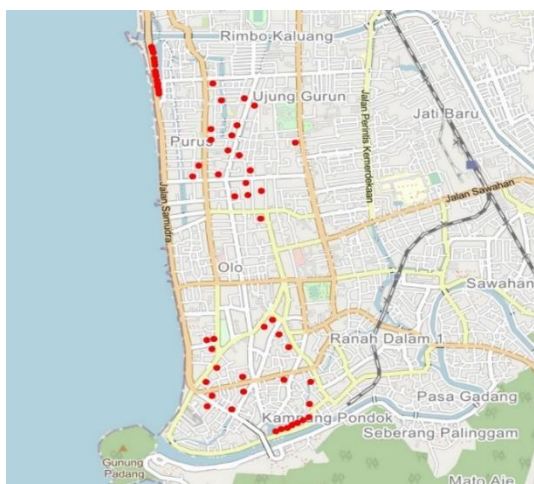


Figure 8. Map of Language Distribution on Coffee Shop Signboard in City center and Tourism Object of Padang City

The creation of Figure 8 involved the utilization of GIS and Adobe Photoshop. Initially, images were captured using the GIS application, with each coffee shop signboard represented by a red circle marking its coordinates on the map. Subsequently, in the second step, Adobe Photoshop was employed to colorize these red circles. This process aimed to visualize the distribution of different languages featured on coffee shop signboards. The language distribution map depicts signboards colored uniformly, with each color representing a specific linguistic form: monolingual, bilingual, or multilingual. Green denotes English as the dominant language across monolingual, bilingual, and multilingual presentations (refer to Diagram 2). Following this, blue signifies Indonesian, predominantly featured in mono/bi/multilingual forms, occupying the second position. Additionally, the Minangkabau language, depicted by black circles, emerges as the third most utilized language on coffee shop signboards.

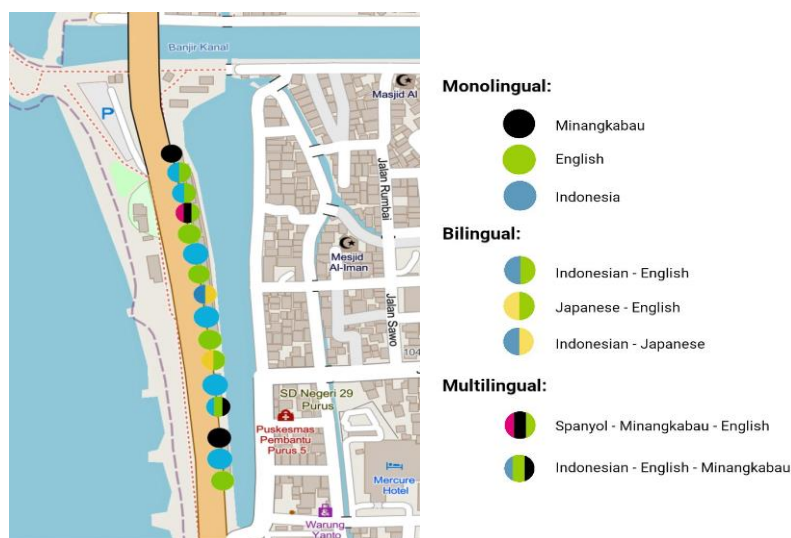


Figure 9. Map of Language Distribution on Coffee Shop Signboards in *Taplau* (Tourism Object)

In Figure 9's map, ten coffee shop signboards utilized monolingual forms, four utilized bilingual forms, and two employed multilingual forms. The occurrence of multilingual

signage, depicted by circles with three colors on the map, was unique to this area due to its status as a tourist attraction offering picturesque sunset views of Padang City. Analyzing the language usage map makes identifying the predominant language within a specific territory possible. Across all forms of language usage, English emerged as the most dominant language, represented by green-colored on 9 coffee shop signboards. Following English, Indonesian was the second most prevalent language, evident on eight coffee shop signboards marked with blue circles. Meanwhile, Minangkabau ranked third in language usage, observed on 4 coffee shop signboards marked with black circles on the map.

Using English as the language dominance in this tourism object area is influenced by the foreign tourist. Meanwhile, Indonesia dan English in bilingual form is used in order to give the information not only for foreign tourist but also from domestic. The bilingual and multilingual form in this area use Minangkabau and Indonesian for the name of the store, while English or another foreign language plays a role for the information of product and store types. The owners want the consumer remember the name of coffee shop, so that they prefer to use the Minangkabau as local language or using Indonesian to shoe the nationalism.

However, when languages are categorized as regional, national, or foreign, foreign languages emerge as the most frequently utilized on coffee shop signboards. Consequently, 12 foreign languages were observed, including English, Japanese, and Spanish. This suggests a displacement of local languages within their respective regions, as precedence is given to foreign and national languages on coffee shop signage.

A similar trend is observed in the Chinese town region, which is also designated as a tourist attraction. This area boasts attractions such as the Old Chinese Temple See Hin Kiong, old pagodas, and historical landmarks from the Netherlands, drawing numerous tourists. Additionally, Chinese towns have become hubs for nightlife activities among young people, with many businesses operating 24 hours. Among these businesses, the proliferation of coffee shops is notable, with the Chinese language prominently featured in this region, as depicted in Figure 10.

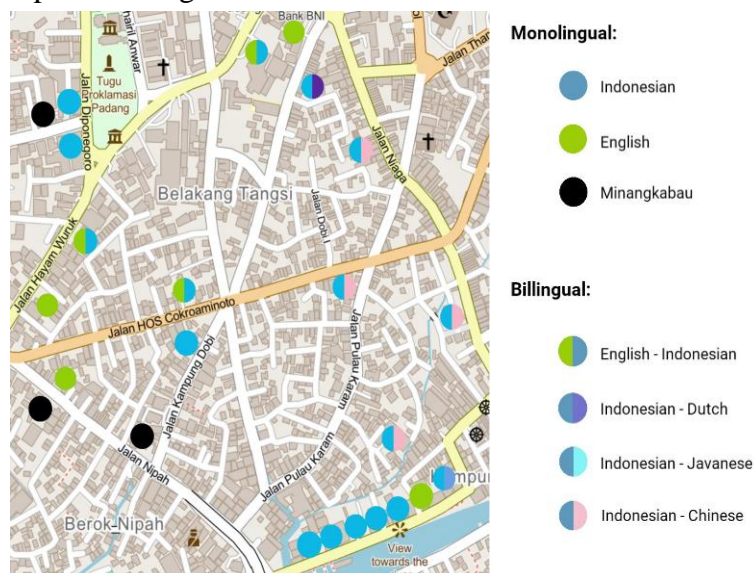


Figure 10. Map of Language Distribution on Coffee Shop Signboards in *Pondok Cino* (Chinese Town)

According to Figure 10, the Minangkabau language, although local, is not predominantly featured on coffee shop signboards but is still present in regions densely populated with coffee shops in Padang City. However, the prevalence of Indonesian,

English, and Chinese surpasses that of the Minangkabau language, despite its local or native status. This choice of language is influenced by power dynamics and customer preferences towards foreign languages, as highlighted by Ben-Rafael (2006). Consequently, Indonesian and English hold significant marketing value due to their perceived prestige, particularly in the tourism sector. This influence extends beyond spoken to written language, with Indonesian being the most prevalent language on coffee shop signboards in this area. In monolingual and bilingual forms, Indonesian is utilized on 13 signboards, followed 7 using English, 4 using Chinese, and 3 using Minangkabau. Dutch is also present on some coffee shop signboards, owing to historical landmarks associated with the Netherlands. Nonetheless, Indonesian continues to dominate language usage in this region, as depicted by the blue circles on the map, indicating its widespread presence.

In monolingual form, Indonesian become the language dominance. Indonesian is mostly used not as oral but also written in certain domain of this area, like school and culinary shop. The people also assume that Indonesian and English is prestigious and modern, so English is the second most language that used on coffee shop signboards. In bilingual form, the mixing of Indonesian and Chinese is dominance in *Pondok Chino*. It is caused Chinese (Tiong Hoa) ethnic become the majority in this area. Chinese language is used for the name of coffee shop as identity, while Indonesian language for the information of product and store types. It can be concluded that the cultural context can influence the language use on the public space.

Aside from tourist attractions, the city centre of Padang City has also emerged as a hub for coffee shops. This urban area accommodates numerous businesses, offices, schools, and universities, contributing to the proliferation of coffee shops. Ben-Rafael et al. (2006) suggest that community power and identity play a role in determining language variations used in commercial signage, thus explaining the diverse linguistic landscape observed in this area. Consequently, the abundance of coffee shops in this region serves to cater to the lifestyle needs of the modern community.

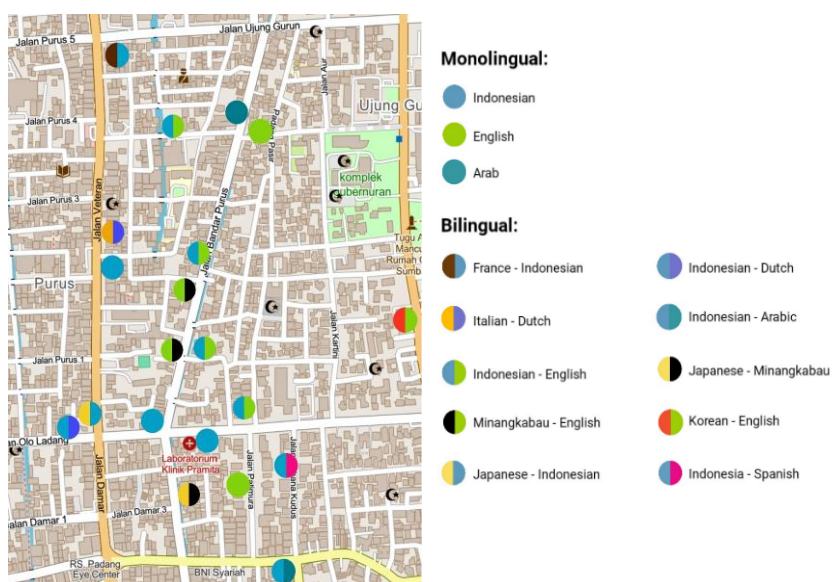


Figure 11. Map of Language Distribution on Coffee Shop Signboards in City Center of Padang City

In this area, various languages are employed in monolingual and bilingual form. Indonesian, predominantly marked by blue circles on the map in Figure 11, is primarily

utilized in urban locales, featuring 13 coffee shop signboards either monolingually or bilingually. Following closely are English signboards, indicated by green circles, with ten monolingual and bilingual instances. Conversely, the Minangkabau language is only used bilingually in three coffee shops. According to Marnita AS (2011), the allure of prestige associated with Indonesian and English drives their prevalent usage among Padang society, evident in the dominance of these languages on coffee shop signboards, as depicted in the language distribution map in Figure 11.

Beside that, the coffee shop that using Minangkabau or Indonesian combine with foreign language in this area have a modern concept. It shows the high social status of coffee shop than *kedai kopi* with traditional concept. Using the foreign language give the impact to increase the appearance of coffee shop. Not only that, it also can convince the consumer about the quality of product and service from coffee shop. Same with two areas before, the coffee shop in the city center use Indonesian and Minangkabau for the name of shop, while foreign language is used for the product and store type.

However, the implementation of language policies appears ineffective, with English emerging as the second most used language, potentially overshadowing others in public spaces over time. Meanwhile, the Minangkabau language, a symbol of Padang society's identity and heritage, ranks third in usage. This underscores its struggle against Indonesian and English in the competition for prominence on coffee shop signboards.

CONCLUSION

This study reveals the presence of 12 languages on coffee shop signboards in Padang City's city center and tourist areas, with Bahasa Indonesia and English being the most prevalent. Such findings indicate a prevalent usage of both languages on coffee shop signboards across the region. A comparison with previous linguistic landscape studies underscores the contested nature of language use, often reliant on quantification tables for support yet lacking robust evidence of language dominance. Consequently, this study introduces a novel methodology employing language mapping to address this gap, offering a more nuanced understanding of regional linguistic conditions.

The language map is a tangible representation of language contestation and dominance, providing valuable insights into the linguistic landscape. This innovative approach, stemming from dialectology studies, contributes to refining earlier analyses of the linguistic landscape. It also underscores the potential for the Padang City government to leverage linguistic landscape studies, particularly language mapping, in formulating regulations concerning using native or mother tongues in public spaces.

Despite governmental policies prioritizing Indonesian use in public spaces, such as the Republic of Indonesia 63 of 2019, its implementation in Padang City appears inconsistent. Coffee shop signboards continue to predominantly feature foreign languages in monolingual and bilingual forms, possibly to enhance brand image and attract customers. However, authorities must address this issue to preserve the region's cultural identity using local and national languages.

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