

Linguistic Landscape on Coffee Shop Signboards in Medan

Soraya Tsamara Zahra¹, Eddy Setia², Thyrhaya Zein³

^{1,2,3}University of Sumatera Utara, Indonesia

soraya.tsamara@gmail.com

Abstract

Linguistic Landscape (LL) is a study that focuses on the use of language in public spaces, whether monolingual, bilingual, or multilingual. The growth of coffee shops in the city of Medan is increasing due to the increasing development of coffee consumption so that it appears around the Ringroad road which reflects its uniqueness and various different racial backgrounds. This research deals with the linguistic landscape and the use of certain languages on coffee shop signage. The purpose of this study was to determine the use of language in language in public spaces, to explain the characteristics used on coffee shop signboards and the reasons why shop owners chose a particular language in naming coffee shops. This research method is qualitative by applying the data collection of coffee shop signage. Methods of data collection is done by observation, interviews, documentation. Methods of data analysis with data collection, data condensation, data display and drawing conclusions. The results showed that the researchers found 12 languages, namely: Acehnese, Batak, and Javanese, Indonesian, English, Japanese, Italian, Arabic, French, Vietnamese, Spanish, and Bugis languages. It was found that the language between English and Indonesian is more dominant than other languages. The characteristics on the 89 nameplates tend to be the same. The reasons for shop owners in choosing a particular name are the type of coffee, culture, place/location, easy to remember and simple, family, reference, social time, ownership, promotion, personal, hope, leadership, heredity, recklessness, uniqueness, love of coffee, art, products, regional specialties, fondness for foreign languages. Language in public spaces and the phenomenon of language is of great interest to researchers, especially linguists.

Keywords

linguistic landscape;
characteristics; coffee shop
signboard



I. Introduction

Landscape linguistics (LL) is a branch of sociolinguistic discipline caused by the emergence of language and social phenomena in society. Landscape linguistics focuses on the use of language in the public domain. Most of these studies were conducted in large cities or urban centers (Backhaus, 2006). Linguistic landscape refers to research on the existence, representation, meaning, interpretation of languages that are displayed in public places. The language is not only spoken and heard but can be represented or displayed in public spaces.

The term LL was first used by (Landry & Bourhis, 1997), who limited it as a language for public street signs, billboards, street and place names, shop names, government buildings in a group of regions, regions, or cities. Signs are used to disseminate messages of interest to the general public such as topographical information, directions, warnings, and others.

Common signs also appear in commercial contexts such as marketing and advertising, where their function is to draw attention to a business or product (Backhaus, 2007:5). The basic reason for conducting research using the LL study is because: This approach will explain how the text in the public space is created and distributed to certain communities. Furthermore, written language in the public sphere will widely investigate who initiated, created, and read it (Marten, Mensel & Gorter, 2012). The development of this study is very new and relatively young (Wang, 2015:124).

The city of Medan is a multiethnic city where the population consists of people with different cultural and religious backgrounds. Based on the 2010 BPS census, the population of Medan based on ethnicity consists of Javanese (33%), Batak (20.9%), Chinese (10.65%), Mandailing (9.3%), Minang (8.6%), Malay (6.59%), and Acehnese (2.7%), and others. So that the people use different languages even though Indonesian is the language that is commonly used. The diversity of languages that exist in the city of Medan can not only be seen from the spoken language, but can be seen in the written language that colors public spaces.

Nowadays, more and more people in the city of Medan are competing to run a coffee shop business using attractive names. Naming a coffee shop cannot be separated from its meaning, so choosing a good and positive name is important to pay attention to (Fatikhudin, 2018). Coffee shops will usually be crowded because of the use of interesting language. The use of language in naming the coffee shop can use Indonesian and even foreign languages. In addition, the naming of the coffee shop is inseparable from the philosophy of how the name was created by the owner and how the shop owner uses language in creating the name of his shop.

II. Review of Literature

2.1. Sociolinguistics

Sociolinguistics is an interdisciplinary science between sociology and linguistics which has a very close relationship. Socio is a matter related to society while linguistics discusses language that occurs. The benefit of sociolinguistics is that it provides guidelines in communicating, shows the variety of languages used when speaking, shows how we should speak when we are in a certain environment (Malabar, 2015).

The linguistic landscape can provide information about the sociolinguistic context related to language use. Sociolinguistics will focus on linguistic symbols in public spaces in the use of language related to the linguistic landscape. The linguistic landscape needs to be studied because the choice of language in public spaces shows broader social attitudes, the language unit in the linguistic landscape is a symbolic marker for status and power, and the study of the linguistic landscape can provide more insight into the state of social identity and values in the linguistic landscape. a society (Darmawan, 2018:74).

2.2. Landscape Linguistics (LL)

The term linguistic landscape (LL) was first used by Landry and Bourhis in their seminar work entitled *Linguistics Landscape and Ethnolinguistic Vitality: An Empirical Study* published in 1977. The definition of linguistic landscape (LL) proposed by Landry and Bourhis can be related to linguistic system and can be observed in public spaces and spheres in various forms. Gorter (2006) suggests that the linguistic landscape (LL) is an approach used to describe the linguistic situation or linguistic landscape in an area. Linguistic landscape is also a study that focuses on the use of language in public spaces, whether monolingual, bilingual, or multilingual. Thus, linguistic situations involving monolingualism, bilingualism, and multilingualism, mixing and transition, language choice, language shift and change, language variations, and language functions and roles.

2.3. Linguistic Landscape Characteristics

The way the languages are presented will give us more information about the relative importance given to each language (Cenoz and Gorter, 2006). We will first look at the language of the sign first, then the font size of the language and finally the font of the letters used. "

Cenoz and Gorter provide several indicators to help researchers have a better understanding in defining the characteristics of monolingual, bilingual and multilingual. The indicators are as follows:

- Bilingual / multilingual language sequence, ie the first characteristic of the analyzed signs is the language order of bilingual and multilingual signs (which language is used first).
- Text size in mono / bi / multilingual signs, which is the second characteristic in analyzing the font size of each language in all monolingual, bilingual and multilingual signs.
- Fonts in mono / bi / multilingual marks, the third characteristic to see the typeface used for the textual display of the language
- Translations in bilingual/multilingual signs, the last characteristic of which is included in this study is the comparison of information provided in different languages but focuses on the use of translations in signs.

2.4. Naming in Public Space

Naming is arbitrary and conventional. Conventional is the habit of the user community while the arbitrator is the will of the user community. The name itself is a word that becomes a certain label on every object, creature, activity, and event in this world (Djajasudarma, 2009: 47). In every business also need to use the name and meaning to attract consumers.

Store names play an important role in language use. Ben-Rafael et al. (2006) stated that there are three reasons behind language dominance and language choice in the linguistic landscape, namely power relations, community identity, self-presentation and customer reactions and influences. So, not only based on the power of the store owner, community identity and the reaction of potential consumers also influence the reasoning in making the store name. When shop owners pay attention to customer reactions, they will create a store name that attracts customers to come to their shop.

2.5. Medan Community

Medan is the third largest city after Jakarta and Surabaya in Indonesia. CityMedan is also a multi-ethnic city whose inhabitants consist of people with different cultural and religious backgrounds. Apart from the Malays and Karo as its inhabitants, Medan City is dominated by Javanese, Batak, Chinese, Minangkabau, Mandailing, and Indian ethnicities.

The population in Medan City is spread across various sub-districts. Starting from Medan Tuntungan, Medan Johor, Medan Amplas, Medan Denai, Medan Area, Medan City, Medan Maimun, Medan Polonia, Medan Baru, Medan Selayang, Medan Sunggal, Medan Helvetia, Medan Petisah, Medan Barat, Medan Timur, Medan Perjuangan, Medan Tembung, Medan Deli, Medan Labuhan, Medan Marelan, Medan Belawan.

The majority of Medan residents work in the trade sector, so many are found [shop](#) or small businesses in different corners of the city. For example, in Medan Sunggal, especially on the Ringroad Road, there are a lot of people who open their businesses along the road. This is because the Ringroad Road is a Sumatran traffic flow that is passed by residents from outside and inside the city and is one of the trading areas.

Thus, residents with various different ethnicities will lead to a diversity of languages used, especially in the selection of business names.

2.6. Coffee Shop

Coffee is one of the drinks favored by people all over the world. Along with the times and technology, the habit of consuming coffee is also changing rapidly. The increase in coffee consumption in Indonesia is caused by people's lifestyles that make coffee drinks a daily activity (Solikatun skk, 2015). Initially, the adult community consumed coffee during the day or night. However, now teenagers even consume coffee at any time.

Nowadays, drinking coffee in coffee shops has become a habit of the people, especially in the city of Medan. Not only drinking coffee, but the coffee shop is also a place to gather with family, friends, co-workers, and others. In the past, coffee was enjoyed by parents, but now it has become part of the lifestyle of young people to spend time with friends.

The coffee shop business is very promising for the people of Medan, so they are competing to build their business. Coffee shops are also very diverse, ranging from coffee shops with cheap prices to those that look luxurious. Each coffee shop has a place concept, packaging concept, menu concept, and interesting shop name. The more interesting the name of the coffee shop, it will be one of the reasons for people to visit it apart from the typical enjoyment of coffee.

III. Research Methods

This type of research is a qualitative descriptive research conducted to provide a careful description of a particular individual or group about the conditions and symptoms that they have experienced. According to Bogdan and Taylor (1975) in Moleong (2004:3) put forward a qualitative method as a research procedure that produces descriptive data in the form of words or verbal from people and observable behavior.

Data collection is done by using the methods of Observation, Interview, and Documentation. Data analysis of this study applies the interactive model by Miles, Huberman, and Saldana (2014). The data is in the form of language units (words, phrases, and sentences) from 82 photos of words, phrases and sentences on the coffee shop signboard on Jalan Ringroad Medan. The source of data in this study is a document or image taken on a coffee shop nameplate located around the Medan Ringroad road. Another source of data is the informant who owns the coffee shop who was chosen to reveal the reasons for using language and the factors that influence the naming of the coffee shop.

The data analysis technique used in this study is the interactive model technique of the Miles, Huberman and Saldana (2014) model with three stages of data analysis, namely (1) Data collection (2) Data condensation and (3) Data display (4) Conclusion drawing.

IV. Result and Discussion

4.1. Results

Total	Language Type	Language	Amount	Percentage
89 Coffee Shop Signboard	Monolingual (39 Coffee Shop Signboards)	Indonesia	13	14.6%
		English	24	26.9%
		Aceh	2	2.24%
	bilingual (50 Coffee Shop Signboards)	Indonesian English	28	31.4%
		Indonesia-Japan	2	2.24%
		Indonesia-Aceh	6	6.74%
		Indonesia-Java	1	1.12%
		English-Aceh	5	5.61%
		English-Italian	2	2.24%

		English-Arabic	1	1.12%
		English-French	1	1.12%
		English-Vietnamese	1	1.12%
		English-Spanish	1	1.12%
		English-Batak	1	1.12%
		English-Bugis	1	1.12%
Multilingual	-	-	0	0%

From the table above, it can be seen that bilingualism between Indonesian and English has the highest percentage, among others (31.4%) which makes bilingual English and Indonesian the dominant languages used as signage for coffee shops in the city of Medan. The second highest percentage is English (26.9%) and followed by Indonesian (14.6%).

The languages found on the coffee shop signboard are 10 languages, namely Indonesian, English, Japanese, Arabic, Italian, Spanish, Bugis, Japanese, Acehnese and Javanese. These languages are presented in one language and two languages. Of the 89 coffee shop signboards, 39 shop names are written in one language (monolingual) and 50 coffee shop signboards are written in two languages (bilingual). However, there were no coffee shop signboards written in more than two languages (multilingual).

a. Monolingual

Table 1. Total Use of Monolingual Language on Coffee Shop Signboards

Language	Total	Percentage
Indonesia	13	33.3%
English	24	61.5%
Aceh	2	5.13%

From the table above shows that English has the highest percentage of monolingual coffee shop signage (61.5%). The second highest percentage of coffee shop signage is written in Indonesian (33.3%). While the regional language is the last rank on the coffee shop signboard, namely Acehnese language (5.13%). English has become a second language in Indonesia, so it is not surprising that people use English in business or naming their coffee shops even though the dominant population is Acehnese and Malay.

b. bilingual

Language	Total	Percentage
Indonesian English	28	56%
Indonesia-Japan	2	4%
Indonesia-Aceh	6	12%
Indonesia-Java	1	2%
English-Aceh	5	10%
English-Italian	2	4%
English-Arabic	1	2%
English-French	1	2%
English-Vietnamese	1	2%
English-Spanish	1	2%
English-Batak	1	2%
English-Bugis	1	2%

From the table above, it can be seen that Indonesian-English has the highest percentage of bilingual coffee shop signage (56%). The position of Indonesian as the national language is inseparable from the choice of language used in store names, as well as English which is the main foreign language learned by Indonesian people since kindergarten. The second highest percentage of coffee shop signage is written in Indonesian-Acehnese (12%). Indonesian as the national language remains the shop owner's choice in making the name of the shop, and then the residents on the Ringroad road are predominantly ethnically aceh so they use bilingual Indonesian with Acehnese in the name of the coffee shop. Percentagethe third highest on the coffee shop signboard is written in English-Acehnese (10%). The next percentage that has the same position is in Indonesian-Japanese (4%) and English-Italian (4%). Meanwhile, the coffee shop signboards with the lowest percentage were written in Indonesian-Javanese, English-Arabic, English-French, English-Vietnamese, English-Spanish, English-Batak, and English-Bugis with the same position (2%).

4.2. Language Characteristics on Coffee Shop Signboards in Medan

a. Language order

Language	Amount	Percentage
Indonesian (First)	33	70.2%
English (First)	5	10.6%
Japan (First)	2	4.25%
Italy (First)	2	4.25%
Arabic (First)	1	2.12%
French (First)	1	2.12%
Spanish (First)	1	2.12%
Bugis (First)	1	2.12%
Batak (First)	1	2.12%

From the table above, Indonesian as a first language has a larger number (70.2%) than English (10.6%), Japanese (4.25%), Italian (4.25%), Arabic (2.12%), French (2.12%), Spanish (2.12%), Bugis (2.12%), other languages.

b. Text Size in Mono/Bi/Multilingual

The second characteristic is analyzing the size of the text of each language in mono / bi / multilingual signs. The size of the text in monolingual generally uses capital letters, this is intended to provide clear information through these marks. In addition, there are several coffee shop signboards that form a unique sign as possible, there is no main rule in forming the size of the text, this is because they make the sign as a means to attract consumers. Like a language display that starts with the same size and then continues with a smaller size.

c. Text Font on Mono/Bi/Multilingual Signs

Fonts in the characteristics can see the type of font used in mono / bi / multilingual signs. Text fonts mostly use the same font. However, there are some signage that have different fonts. This is because it depends on the information to be shared. Differences in text size to emphasize areas that will provide information.

d. Translation on Mono/Bilingual Signs

The final characteristic in this study is to compare the information provided by each language about signs but focuses on translation. This step is to analyze the data whether there is a translation or not. Monolinguals are not included in this section. However, on the signboard of a coffee shop on the Ringroad street, there is no partial or complete translation. The coffee shop signboard on the Ringroad road only uses bilingual or bilingual signs that are not followed by the translation.

4.3. Discussion

The languages found on the coffee shop signboard are 10 languages, namely Indonesian, English, Japanese, Arabic, Italian, Spanish, Bugis, Japanese, Acehnese and Javanese. These languages are presented in one language and two languages. Of the 89 coffee shop signboards, 39 shop names are written in one language (monolingual) and 50 coffee shop signboards are written in two languages (bilingual). However, there were no coffee shop signboards written in more than two languages (multilingual).

Monolinguals have the highest number found on coffee shop signboards in Medan City. Of the 89 coffee shop signboards, 39 were written in monolingual. Then, the languages found on the 39 coffee shop signboards are 13 coffee shop signboards in Indonesian, 24 coffee shop signboards written in English, and 2 coffee shop signboards written in Acehnese. As such, English is a more attractive language to use on coffee shop signage. People on the Ringroad actually prefer to use English to be listed on coffee shop signboards than other languages.

A total of 50 nameplates written in bilingual coffee shop. There are 28 nameplates written in Indonesian-English, 2 nameplates written in Indonesian-Japanese, 6 nameplates written in Indonesian-Acehnese, 1 nameplate written in Indonesian-Javanese, 5 nameplates written in English-Acehnese, 2 nameplates written in English-Italian, 1 nameplate written in English-Arabic, 1 nameplate written in English-French, 1 nameplate written in English-Vietnamese, 1 nameplate written in English-Spanish, 1 nameplate written in English-Batak, and 1 nameplate written in English-Bugis.

4.4 Reasons for Store Owners Giving Certain Names

After conducting interviews regarding the reasons for the shop owners giving certain shop names, it was found that there were 89 coffee shops stating their specific reasons for giving certain names to their coffee shop nameplates.

These reasons can be categorized as follows:

a. Coffee Type

It was found that 10 reasons coffee shop owners gave certain names were based on the name of the type of coffee sold.

- a. (KK16: *We take directly from the name of the coffee, namely arabica beans coffee. So indeed the coffee shop has a typical Arabica coffee*)

It aims to clearly inform that they sell the type of coffee typical of the region that is written down. For example, KK16 has the name arabica beans coffee because they sell that type of coffee and so on.

b. Culture

Furthermore, two reasons were found for coffee shop owners to name their coffee shops based on culture.

- a. (KK2: *coffee is synonymous with gayo and karo culture, I include coffee culture to be a home for all cultures outside of gayo and karo*)

This shows that the city of Medan has people of different ethnicities and cultures, but the existence of these coffee shops does not discriminate between cultures and can unite to enjoy the coffee served.

c. Place/Location

Found 6 reasons shop owners named their coffee shops based on the place as follows:

- a. (KK7: *lampoih saka is one of the places in aceh and we sell specialty coffee that comes from there*)

This shows that location can influence coffee shop owners in naming coffee shops. For example, the owner of KK7 named his coffee shop lampoih saka which is one of the places in Aceh that sells coffee from that area.

d. Easy to Remember and Simple

Found 5 reasons shop owners based on easy to remember and simple look as follows:

- a. (KK6: *I built this business with more than one person, so we named it our coffee to make it simpler and easier to remember*)

From the answers above, it shows that making the name of a coffee shop does not have to have a specific meaning or purpose. But uniqueness, simplicity, and easy listening are what are important to some coffee shop owners.

e. Family

Found 8 reasons shop owners based on or using names related to family as follows:

- a. (KK13: *because the beginning of building this coffee shop used my atok capital, so I'm grateful I named it atok coffee shop*)

From the answers above, it shows that the coffee shop owner gave the name of his coffee shop because he wanted to convey his gratitude to someone and his visitors.

f. Reference

Found reasons for coffee shop owners based on references or ideas obtained through what they saw.

- a. (KK37: *I've previously seen the name of this eatery in one of the countries I've read about*)

The answer above can be seen that the name KK37 comes from the shop owner who initially saw the name of a place to eat that he had read when he was on vacation. However, the coffee owner added a different word behind it so it doesn't look exactly the same.

g. Time

Found 2 reasons shop owners based on time as follows:

- a. (KK32: *In the end I took it in terms of time. My coffee shop is open from 12 noon to 12 pm*)

The answer above shows that the name of the KK32 coffee shop originally came from the operating hours of his coffee shop, which is 12 noon to 12 midnight.

h. Social

Found 15 reasons shop owners based on or using names related to family as follows:

- a. (KK1: *This down to earth concept is for visitors who don't differentiate between markets so anyone is suitable to come to my coffee place*)

From the answers above, it shows that the coffee shop owner gives the name of his coffee shop by considering the social meaning.

i. Ownership

It was found that the reasons for shop owners based on or using family-related names were as follows:

- a. (KK4: *I built this coffee shop and immediately named my coffee shop, meaning this coffee shop is mine*)

From the answers above, it shows that the name KK4 appeared because the coffee owner explained that the coffee shop was his own without any interference from others.

j. Promotion

The reasons for coffee owners based on the promotion naming were found as follows:

- a. (KK10: *We use the word souvenir to inform that the coffee we sell can be a keepsake or souvenir for people in Medan or outside the city*)

From the answers above, it shows that the name KK10 appears because the coffee owner wants to inform and promote that the coffee he sells can be used as souvenirs or souvenirs for people in Medan or outside of Medan.

k. Personal

Found 2 reasons for coffee owners based on personal reasons as follows:

- a. (KK11: *number 78 yes that's my birth year*)

From the answers above, it shows that the naming of KK11 arose because of personal factors, namely the year of birth of the coffee shop owner.

l. Hope

Found 5 reasons coffee owners based on expectations as follows:

- a. (KK12: *I mean people can sit and enjoy coffee comfortably and feel at home sitting here*)

From the answers above, it shows that naming a coffee shop can be based on the coffee owner's expectations for his coffee shop. For example, the name KK12 appears because the coffee owner hopes that his visitors can feel at home and comfortable sitting in his coffee shop.

m. Leadership

Found 2 reasons for coffee owners based on leadership as follows:

- a. (KK14: *Boss means leader so I mean that my coffee shop can be the one who wins/leads coffee in other places*)

From the answers above, it shows that the naming of coffee shops is also based on leadership.

n. Hereditary

Found 7 reasons for coffee owners based on generations as follows:

- a. (KK17: *I don't know the background because I continue the business that has been running before*)

The answer above shows that the naming of coffee shops on the Ringroad road does not all use reasons and expectations. However, some shop owners do not know his background because he just continues the business that has been built before.

o. Recklessness

It was found that the coffee owner's reasons were based on recklessness as follows:

- a. (KK18: *My team and I opened this coffee business because we were desperate*)

From the answers above, it shows that the naming of a coffee shop can arise due to the existence of a coffee owner who at first was only desperate to build his coffee shop business but used other words that had the same meaning.

p. Uniqueness

Found 7 reasons for coffee owners based on uniqueness as follows:

- a. (KK19: *we took another word from the word empty so people don't realize what it means because of the uniqueness*)

From the answers above, it shows that coffee shop owners also consider the uniqueness of their nameplate to be added value for consumers or visitors.

q. Love of Coffee

Found 4 reasons for coffee owners based on their love of coffee as follows:

- a. (KK22: *I want to sell coffee that will make the drinker happy and said dopamine, I know a substance in the brain that increases its levels when drinking coffee*)

From the answers above, it shows that coffee shop owners are coffee connoisseurs and lovers and are devoted to visitors who are coffee lovers.

r. Art

Found the reasons for coffee owners based on art as follows:

- a. (KK25: *Selling coffee is inseparable from art, namely the roasting process*)

From the answers above, it shows that the name KK25 came about because the coffee owner took it from the art of the roaster process, namely drawing anything on the surface of the coffee.

s. Product

Found 2 reasons for coffee owners based on products as follows:

- a. (KK28: *I thought of giving this name because the coffee I sell has a box packaging*)

From the answers above, it shows that the coffee owner gives the name of his coffee shop by showing and informing the product packaging and what products are sold.

t. Regional Special

There are 2 reasons for coffee owners based on the uniqueness of the region as follows:

- a. (KK44: *I sell aceh koi so I call it aceh kupie shop*)

From the answers above, it shows that the coffee shop owner in giving the name of his coffee shop still maintains the uniqueness of the area, namely the coffee or language so that it does not disappear or become extinct.

u. Love for Foreign Languages

The reasons for the coffee owners based on the uniqueness of the region were found as follows:

- a. (KK73: *I really like French, so I use it in my coffee shop using French words*)

This shows that foreign languages can make coffee shop signage more attractive and look different from others.

V. Conclusion

Based on the results of data analysis and discussion of research results, researchers make conclusions based on research findings. The first question is about the displayed language. There are 12 languages displayed on the coffee shop signboard on the Ringroad, namely Acehnese, Batak, and Javanese, Indonesian, English, Japanese, Italian, Arabic, French, Vietnamese, Spanish, and Bugis. Indonesian and English have the highest percentages, making them the dominant languages used on coffee shop signboards on Ringroad Street.

In the language characteristics on the coffee shop signboard, capital letters are more dominant and it is also found that writing with a unique font aims to beautify the coffee shop signage. Indonesian is the language that often appears at the beginning of the language sequence on the coffee shop nameplate. This is because residents or visitors use Indonesian.

The reasons for the shop owner in choosing a particular language on the coffee shop signboard are cultural factors, naming of types of coffee, place factors, gratitude, name abbreviations, time factors, family names, liking foreign languages, the emergence of an idea, simpler naming or simple and some don't even know what the reason is because the shop they own is hereditary or from another party. The meaning and hope on the coffee shop signboard is to make visitors feel comfortable, fun and at home in the coffee shop, expect visitors to be able to distinguish different coffee flavors, some who use their children's names hope that their coffee shop will bring blessings and sustenance. The shop owner uses Indonesian and English is the dominant language used.

References

- Akindele, D., O. (2011). Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Botswana. *International Journal of Linguistics*, 3(1): 1-11
- Aderson, E.A. (1974). *Language Attitude in the History of Social Psychology*. Dalam warren and johada. 1973. Hlm. 10-24
- Backhaus, P. (2006). Multilingualism in Tokyo: A look into the linguistic landscape. *International Journal of Multilingualism*, 3(1):52-66
- Backhaus, P. (2007). *Linguistics Landscape. A Comparative Study of Urban Multilingualism IN Tokyo*. Clevedon, UK: Multilingual Matters
- Backhaus, P. (2015). Multilingualism in Tokyo: A Look into the Linguistic Landscape. *International Journal of Multilingualism*, 3(1):52-66
- Ben-Rafael, E., Shohamy, E., Amara, M.H., & Trumper Hecht, N. (2006). Linguistic Landscape assymbolicconstruction of the public space: The case of Israel. In D. Gorter (ed.), *Linguisticlandscape: A New Approach to multilingualism* (pp. 7-30). Clevedon: Multilingual Matters.
- Bogdan & Biklen. (2005). *Qualitative Data Analysis: A Sourcebook of New Methods*. California: Sage
- Chaer, A. & Leonie, A. (2010). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta.
- Chaer, A. & Agustina, L. 2014. *Sosiolinguistik*. Jakarta: PT Rineka Cipta
- Dagenais, D., Moore, D., Sabatier, C., Lamarre, P., & Aramand, F. (2009). Linguistics Landscape and Language Awareness. In E. Shomamy & D. Gorter (Eds), *Linguistics Landscape: Expanding the scenery* (pp.253-269). New York, NY: Routledge
- Darmawan, R., Mulyadi, Setia, E., & Oktavianus. (2018). Language Aspect of Form in Samosir's Tourism Public Signs: A Linguistic Landscape Study. *International Journal of Research and Review*, 5(12):73-79

- Djajasudarma, T. Fatimah. (2009). *Semantik 1: Makna Leksikal dan Gramatikal*. Bandung: PT Revika Aditama.
- Erikha, F. (2018). Konsep Lanskap Linguistik pada Papan Nama Jalan Kerajaan (Rajamarga): Studi Kasus Kota Yogyakarta. *Paradigma Jurnal Kajian Budaya*, 8(1):38-52
- Fasold, R. (1984). *The Sociolinguistics of Society*. Oxford: Basil Blackwell
- Fatikhudin, P. (2018). Penamaan Tempat Usaha Berbahasa Asing di Surabaya: Kajian Semantik Kognitif. *Basindo: Jurnal Kajian Bahasa, Sastra Indonesia, dan Pembelajarannya*, 2(2):88-99
- Ferdiyanti, IN. (2016). Tesis: Multilingualisme dalam Lanskap Linguistik di Wilayah Kota Surabaya. Surabaya: FIB Universitas Airlangga
- Gorter, D. (2006). *Linguistic Landscape: A New Approach to Multilingualism*. Clevedon: Multilingual Matters
- Hult, F. (2009). Language Ecology and Linguistic Landscape Analysis: In Shohamy, E and Gorter, G (Eds), *Linguistic Landscape: Expanding the scenery* (pp.313-331), New York and London: Routledge
- Kridalaksana, H. (2001). *Kamus Linguistik*. Jakarta: PT Gramedia Pustaka Utama
- Lambert, W.E. (1967). The School Psychology of Bilingualism. *Journal Social Issues*, (23):91-109
- Landry, R., & Bourhis, R.Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(1):23-493.
- Malabar, S. (2015). *Sosiolinguistik*. Gorontalo: Ideas Publishing
- Miles, M.B, Huberman, A.M, & Saldana, J. (2014). *Qualitative Data Analysis, A Methods Sourcebook*, Edition 3. USA: Sage Publication
- Moleong, L., J. (2004). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Nazir. (2011). *Metode Penelitian*. Jakarta : Ghalia Indonesia
- Ladjamudin, Bin, Al-Bahra. 2005. *Analisis dan Desain Sistem Informasi*. Yogyakarta. Graha Ilmu
- Nurulia, L. (2017). Analisis Sikap Bahasa dan Motivasi Berbahasa Guru Bahasa Inggris MTS Peserta Diklat di Balai Diklat Keagamaan Semarang Tahun 2016. *Andragogi Jurnal Diklat Teknis*, V(2):56-74
- Octavianus. (2019). Lanskap Linguistik Nilai Budaya pada Rumah Makan Minang. *Mozaik Humainora*, 19(1): 90-108
- Pasert, K. (2019). A Linguistic Landscape Analysis of Pattaya, Thailand's in City. *Discourse and Interaction*, pp. 75-95
- Sabora, I. & Ardiyani, K.D. (2013). Sikap Bahasa Mahasiswa Laki-Laki dan Perempuan di Jurusan Sastra Jerman Universitas Negeri Malang. *Bahasa dan Seni*, 41(1):93-104
- Sahril. (2019). Lanskap Linguistik Kota Medan: Kajian Onomastika, Semiotika, dan Spasial. *Medan Makna*, XVII(2): 195-208
- Santosa, M.P.S.A. (2020). Analisis Penamaan Kedai Kopi di Surabaya: Kajian Etnolinguistik. *KREDO: Jurnal Ilmiah Bahasa dan Sastra*, 3(2):386-399
- Solikaturun., Drajat T K. & Argyo D. (2015) Perilaku Konsumsi Kopi Sebagai Budaya Masyarakat Konsumsi: Studi Fenomenologi Pada Penimun Kopi di Kedai Kopi Kota Semarang. *Jurnal Analisa Sosiologi*, 4(1):60-74
- Sulastriana, E. (2017). Sikap Bahasa dan Pemilihan Bahasa Mahasiswa Urban di IKIP PGRI Pontianak. *Jurnal Pendidikan Bahasa*, 6(2):258-270
- Sutopo. (2006). *Metodologi Penelitian Kualitatif*. Surakarta: UNS.
- Wafa, A. (2018). Signs of Multilingualism at Religious Places in Surabaya: A Linguistics Landscape Study. *International Conference on Language Phenomena in Multimodal Communication*, 228:34-40

- Wang, J. (2015). Linguistic Landscape on Campus in Japan— A Case Study of Signs in Kyushu University. *Intercultural Communication Studies*, XXIV(1):123-140
- Weinreich, U. (1979). *Language in Contact*. The Hague. Paris: Mouton
- Widiyanto, G. (2019). Lanskap Linguistik di Museum Radya Pustaka Surakarta. *Prosiding Seminar Nasional Linguistik dan Sastra (SEMANTIKS) 2019*. 255-262
- Wulansari, D.W. (2020). Linguistik Lanskap di Bali: Tanda Multilingual dalam Papan Nama Ruang Publik. *KREDO: Jurnal Ilmiah Bahasa dan Sastra*, 3(2):420-429