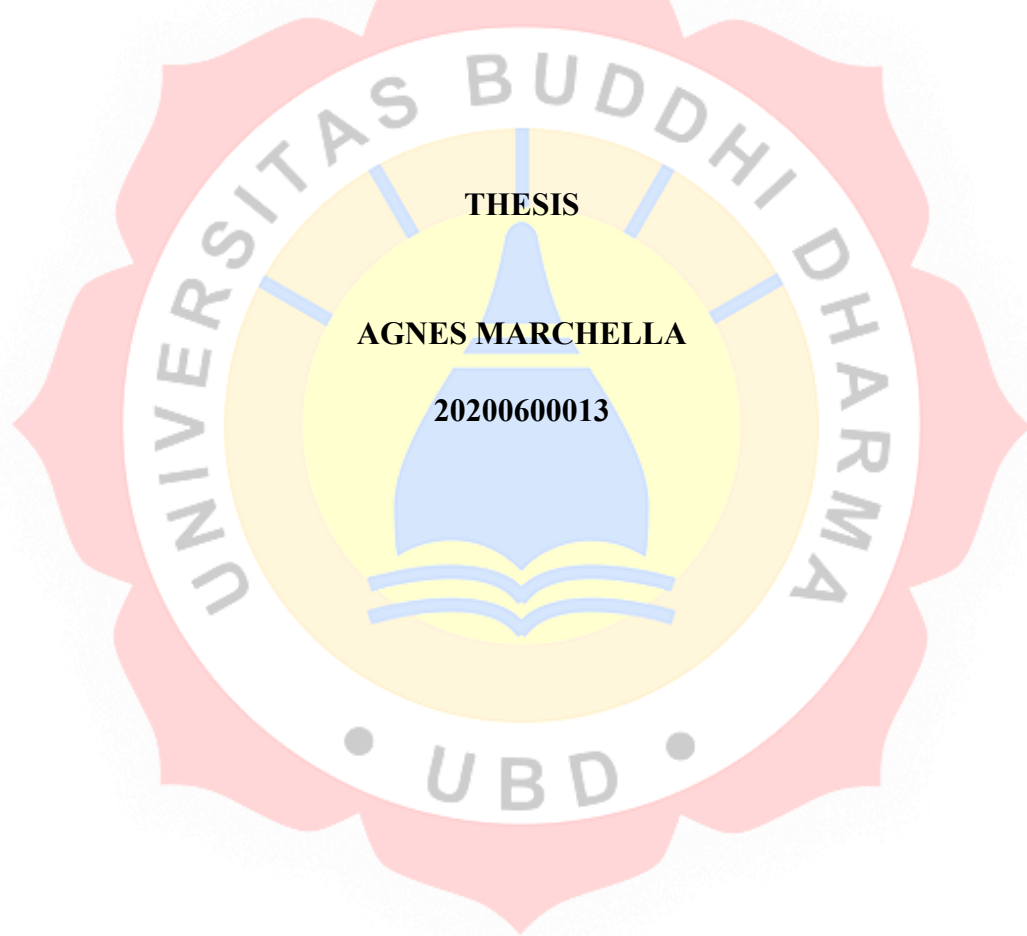




**NAMING LOCAL COFFEE SHOP IN CITRA RAYA,
TANGERANG: A LINGUISTIC LANDSCAPE STUDY**



THESIS

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**ENGLISH STUDIES
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
BUDDHI DHARMA UNIVERSITY
TANGERANG
2024**



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Presented as a partial fulfilment of the requirement for the Bachelor Degree

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STATEMENT OF AUTHENTICITY

I honestly declare that this thesis is my own writing and it is true that I do not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code of academic writing.

Tangerang, July 23th, 2024



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ACKNOWLEDGEMENT

First and foremost, I thank Allah S.W.T., the Most Merciful and Gracious, for making it possible to complete this research and for showing the light at the end of every tunnel. Allah has taught me the importance of Sabr, especially in moments of doubt. I also express sincere gratitude to all who supported and guided me throughout this journey. Their contributions were invaluable in helping the researcher reach this milestone, they are:

1. Dr. Limajatini, S.E., M.M., B.K.P, Rector of Buddhi Dharma University.
2. Ms. Dr. Sonya Ayu Kumala, S.Hum., M.Hum., Dean of the Faculty of Social and Humanities of Buddhi Dharma University and also my thesis supervisor, for always helping. Your advice and knowledge were like a flashlight in the dark, guiding me through every step of this thesis. From the very beginning when I was just starting out, to the final touches to support me. I'm so grateful to have learned from such a great lecturer.
3. Ms. Riris Mutiara Paulina Simamora, S.Pd., M.Hum., Head of English Department of Buddhi Dharma University.
4. All the lecturers at Buddhi Dharma University, their dedication to teaching has provided me with a wealth of knowledge and valuable insights over the past four years, from 2020 to 2024. The lessons and experiences gained in the classroom have been instrumental in my academic journey.
5. The informants in Citra Raya who volunteered their time and insights to participate in interviews for this thesis.
6. Myself, for all the hard work I put in, never giving up even when things were tough. This accomplishment shows how strong I can be when I keep pushing forward. It's a reminder that anything is possible if we set our minds to it.

7. My family, my mother and my father, whose always prayers and support me mentally and financially. Giving me anything they can in their best version. My sister, who almost always wants to hang out with me when I'm having a hard time working on my thesis.

8. My dearest supporter, Harry, my heartfelt gratitude extends beyond mere words. From the very first line of this thesis, your unwavering presence has been a guiding light. You were there through countless cups of coffee in countless cafes, fostering an environment conducive to research and exploration. In moments of self-doubt, you unfailingly brought forth a spark that rekindled my resolve.

9. My best friends, Veroland, Yolanda, and Vinda, for always being there for me, even from a distance. Your support has been amazing. Checked in on me regularly and your words of encouragement really helped me keep going, especially when things got tough. I'm so grateful to have friends who believe in me so much.

10. Those friends, whose names I can't mention here, thank you for the friendship we shared at the beginning of our studies. We started this journey together, full of joy and excitement as we worked on our proposals. Even though we ended up going our separate ways, I'll always treasure the memories we made and the help we gave each other during that time.

12. All of my cats, for always acting cheerful and making me laugh happily when working on my thesis at home.

Best Regards,

The Researcher,



Agnes Marchella

ABSTRACT

The linguistic landscape serves as a distinctive marker of the geographical territory inhabited by a given language community. Citra Raya, a comprehensive development by the Ciputra Group located in Tangerang Regency, embodies an urban culture centred around coffee, providing a quick and efficient caffeine boost suited to the fast-paced lifestyle. This study aims to identify the dominant language and analyse the meanings associated with the names of local coffee shops in Citra Raya. Using a qualitative research approach, it employs theories from Cenoz and Gorter (2006) on language types and naming patterns by Nyström (2016) to investigate the influence of monolingualism, bilingualism, and multilingualism on the language types and naming meanings of these coffee shops (Cenoz & Gorter, 2006; Hough, 2016). Primary data were collected through direct interviews with informants. The findings indicate that monolingual languages dominate the signboards of 25 local coffee shops, with Indonesian and English each accounting for 34% (18 out of 25 signs). Bilingual signs are rare, with only one example being Indonesian-Batak. Categorical meanings predominantly fall under the category of Social Actions, States, and Processes. Comfort emerged as a significant theme, represented by names in associative meanings. Most informants reported feelings of happiness and contentment with the atmosphere provided by these coffee shops in emotive meaning.

Keywords: *Linguistic Landscape, Coffee Shops, Language Patterns, Presuppositional Meaning*

TABLE OF CONTENTS

| | |
|---|-----|
| COVER | |
| INSIDE COVER | |
| FINAL PROJECT APPROVAL | i |
| THE BOARD OF EXAMINERS | ii |
| STATEMENT OF AUTHENTICITY | iii |
| ACKNOWLEDGEMENT | iv |
| ABSTRACT | vi |
| TABLE OF CONTENTS | vii |
| LIST OF FIGURES..... | x |
| LIST OF PICTURES | xi |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Background of the Study..... | 1 |
| 1.2 Statement of Problem..... | 5 |
| 1.3 Research Question..... | 5 |
| 1.4 Goal and Function | 6 |
| 1.4.1 Goal..... | 6 |
| 1.4.2 Function | 6 |
| 1.5 Scope and Limitation | 7 |
| 1.6 Conceptual Framework | 7 |
| CHAPTER II THEORETICAL BACKGROUND | 9 |
| 2.1 Review of Previous Studies | 9 |
| 2.2 Main Theory | 12 |
| 2.2.1 Multilingualism in Sociolinguistics | 12 |
| 2.2.2 Linguistics Landscape..... | 14 |
| 2.2.3 Semantic Meaning of Name..... | 16 |
| CHAPTER III RESEARCH METHODOLOGY | 18 |
| 3.1 Research Approach..... | 18 |

| | |
|---|----|
| 3.2 Data Types..... | 19 |
| 3.3 Data Sources..... | 19 |
| 3.4 Data Collection Method | 20 |
| 3.5 Data Analysis | 21 |
| CHAPTER IV DATA ANALYSIS | 24 |
| 4.1 Result and Discussion | 24 |
| 4.1.1 Monolingual | 24 |
| 4.1.1.1 Indonesia | 25 |
| 4.1.1.2 English | 27 |
| 4.1.1.3 Japan..... | 28 |
| 4.1.1.4 Italia..... | 29 |
| 4.1.1.5 Spanyol..... | 29 |
| 4.1.1.6 Czech..... | 29 |
| 4.1.1.7 Sanskrit..... | 29 |
| 4.1.2 Bilingual..... | 29 |
| 4.1.2.1 Indonesia-Batak..... | 30 |
| 4.1.3 Results on Monolingual and Bilingual..... | 30 |
| 4.2.2 Presuppositional Meaning..... | 31 |
| 4.2.2.1 Categorical Meaning..... | 32 |
| 4.2.2.1.1 Indonesia | 32 |
| 4.2.2.1.2 English | 34 |
| 4.2.2.1.3 Japan..... | 36 |
| 4.2.2.1.4 Italia..... | 36 |
| 4.2.2.1.5 Spanyol..... | 37 |
| 4.2.2.1.6 Czech..... | 37 |
| 4.2.2.1.7 Sanskrit..... | 37 |
| 4.2.2.1.8 Indonesia-Batak..... | 37 |
| 4.2.2.2 Association Meaning..... | 39 |
| 4.2.2.2.1 Indonesia | 40 |
| 4.2.2.2.2 English | 45 |
| 4.2.2.2.3 Japan..... | 51 |
| 4.2.2.2.4 Italia..... | 52 |
| 4.2.2.2.5 Spanyol..... | 53 |

| | |
|--|----|
| 4.2.2.2.6 Czech..... | 54 |
| 4.2.2.2.7 Sanskrit..... | 54 |
| 4.2.2.2.8 Indonesia-Batak..... | 55 |
| 4.2.2.3 Emotive Meaning..... | 57 |
| 4.2.2.3.1 Indonesia | 58 |
| 4.2.2.3.2 English | 59 |
| 4.2.2.3.3 Japan..... | 61 |
| 4.2.2.3.4 Italia..... | 61 |
| 4.2.2.3.5 Spanyol..... | 61 |
| 4.2.2.3.6 Czech..... | 62 |
| 4.2.2.3.7 Sanskrit..... | 62 |
| 4.2.2.3.8 Indonesia-Batak..... | 62 |
| CHAPTER V CONCLUSION AND SUGGESTIONS | 64 |
| 5.1 Conclusion | 64 |
| 5.2 Suggestions | 65 |
| REFERENCES..... | 66 |
| CV | 66 |
| APPENDIX | |

LIST OF FIGURES

| | |
|--|----|
| Figure 1. Conceptual Framework..... | 7 |
| Figure 2. Table of Interview To Informants..... | 21 |
| Figure 3. Table of Dictionaries..... | 22 |
| Figure 4. Table of Monolingual..... | 24 |
| Figure 5. Chart of Monolingual..... | 25 |
| Figure 6. Table of Bilingual..... | 29 |
| Figure 7. Table of Result on Monolingual & Bilingual..... | 30 |
| Figure 8. Chart of Results on Monolingual & Bilingual..... | 31 |
| Figure 9. Table of Categorial Dominant Category..... | 38 |
| Figure 10. Chart of Categorial Dominant Category..... | 39 |
| Figure 11. Table of Associations Dominant Category..... | 56 |
| Figure 12. Chart of Associations Dominant Category..... | 57 |
| Figure 13. Table of Emotive Dominant Category..... | 63 |
| Figure 14. Chart of Emotive Dominant Category..... | 63 |

LIST OF PICTURES

| | |
|----------------------------------|----|
| Picture 1. Danau Teduh | 40 |
| Picture 2. Mulia | 40 |
| Picture 3. 3 Nuansa | 41 |
| Picture 4. Cerita Semesta | 42 |
| Picture 5. Sodara | 42 |
| Picture 6. Kumpul Rasa..... | 43 |
| Picture 7. Keboen Depan..... | 44 |
| Picture 8. MP Coffee | 44 |
| Picture 9. Bahtera | 45 |
| Picture 10. Cosy | 45 |
| Picture 11. Hazey | 46 |
| Picture 12. Awesome Me..... | 47 |
| Picture 13. Milligrams..... | 47 |
| Picture 14. After Hours | 48 |
| Picture 15. The 1997 | 49 |
| Picture 16. Pros Coffee | 49 |
| Picture 17. Boothcin..... | 50 |
| Picture 18. D'Buzz..... | 50 |
| Picture 19. Noboru | 51 |
| Picture 20. Sakura | 52 |
| Picture 21. Gocce..... | 52 |
| Picture 22. El Salvaje | 53 |
| Picture 23. Levhart | 54 |
| Picture 24. A2 Coffee | 54 |
| Picture 25. Om Hut Parkopi | 55 |

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Urban and rural areas display distinct lifestyles, with urban settings marked by high population density and a fast-paced environment, while rural areas offer a more tranquil and nature-connected way of life. Coffee consumption reflects these differences, serving as a symbol of efficiency in urban areas and as a more communal, contemplative activity in rural settings. In Indonesia, the growing trend of coffee consumption is tied to its integration into daily routines (Solikatun et al., 2018). Initially enjoyed by adults at specific times, coffee is now consumed by teenagers at various hours. In urban areas like Tangerang, coffee shops have become social hubs for gathering. This shift highlights the adaptability of coffee culture to different lifestyles.

In the competitive coffee shop industry, businesses are increasingly using unique names from diverse languages and cultures to create strong brand identities and attract a broad customer base (Fatikhudin P, 2018). These distinctive names are a crucial part of their strategy, helping coffee shops stand out in a crowded marketplace. Beyond just names, attention-grabbing signboards often draw on philosophy or culture to add depth to the brand, while others use their business experience to build trust. Some coffee shops choose names linked to local or foreign languages or even themes like love-life issues to resonate with younger customers. In today's connected world, the choice of a coffee shop's name is strategic, reflecting its personality and serving as a powerful marketing tool. Unique or creative names are easier for customers to remember, making them vital for business success.

In Tangerang Regency, Indonesia, urban culture revolves around coffee, offering a quick caffeine boost that aligns with the fast-paced lifestyle. Citra Raya, the largest integrated city development by Ciputra Group, spans 2,760 hectares and has rapidly grown since its development in 1994, becoming a strong Regional and Business Centre in Cikupa, Tangerang (Group, 2019). The area's diverse population

leads to the use of various languages, with Indonesian as the primary one, while international languages are also incorporated into business names due to modernization. Chosen for its uniqueness as a multicultural area with high linguistic diversity, Citra Raya is an ideal location to study the role of language and naming in local businesses. The rise in coffee shops in the area reflects the trend of coffee becoming an essential part of daily life, serving not only as places to drink coffee but also as hubs for socializing, studying, and working.

The analysis of name meanings reveals cultural, historical, and psychological dimensions, providing insights into personal identity and societal impacts. Naming systems highlight the relativity of language, which is central to human communication, facilitating the exchange of ideas, emotions, and desires (Sapir, 1921). The debate over whether names have semantic significance adds complexity to this study, with some scholars arguing they lack meaning while others believe names carry specific semantic importance. Nyström (2016) categorizes name meanings into three types: categorial, associative, and emotive meanings (Hough, 2016). This underscores the deep connection between names and words within the mental lexicon, reflecting their role in cognitive processes. Ultimately, names play a crucial part in shaping our communication and understanding of the world.

In the emerging field of Linguistic Landscape (LL), the focus is on studying how language appears in public spaces, including road signs, billboards, street names, and shop signs, shaping the linguistic identity of urban areas. This multidisciplinary field attracts scholars from diverse backgrounds, exploring language diversity and its interaction with society. LL serves as a marker of the geographical territory inhabited by a specific language community, helping to define the territorial boundaries and linguistic traits of the area (Bourhis, 1992). Additionally, it informs both locals and outsiders about the linguistic characteristics and borders of the region (Landry & Bourhis, 1997). Through this, LL studies offer insights into how language contributes to the social and cultural identity of urban conglomerations.

Linguistics extends beyond language structure, emphasizing its function in reflecting social and cultural phenomena. Naming studies explore social, cultural, and ethnic issues, with names symbolizing ownership, identity, and societal values (Kumala, 2021, 2022; Kumala et al., 2022; Kumala & Lauder, 2021). Linguistic landscape research examines language diversity in specific regions, analysing how languages are used in various contexts, including public signage. This field highlights the influence of linguistic landscapes on language acquisition and societal interactions, contributing to identity formation. By integrating insights from sociolinguistics and related disciplines, it underscores the impact of linguistic diversity on social, cultural, and cognitive dimensions (Darmawan et al., 2018).

The importance attributed to languages can be gleaned from the way they are presented (Cenoz & Gorter, 2006). To achieve a comprehensive understanding, this analysis will commence with an examination of the language featured on the sign. Subsequently, the researcher will assess the font size allocated to each language, providing additional insights into their perceived significance. Following this, the researcher will delve into an examination of the font style employed, further elucidating the nuanced presentation of languages. Researchers can effectively delineate the distinguishing traits of monolingual, bilingual, and multilingual contexts (Cenoz & Gorter, 2006). By employing these criteria, a more nuanced understanding of the language dynamics in various contexts can be achieved, contributing to a richer exploration of linguistic diversity and significance.

Sociolinguists delve into the intricate connection between language and society (Holmes, 2013). Their primary focus is unravelling the reasons behind the variations in our speech across diverse social situations. This branch of linguistics is dedicated to the comprehensive examination of how a wide array of social factors, including but not limited to ethnicity, gender, age, socioeconomic class, occupation, educational background, and geographical location, exert influence over language usage patterns and contribute to the preservation of distinct social roles within a community. It seeks to uncover the complex mechanisms by which these social factors shape our language choices, impacting the way we communicate, interact, and identify within our societies. In essence, sociolinguistics offers profound

insights into the social dimensions of language, elucidating the intricate interplay between linguistic elements and the intricate web of social structures and dynamics.

As the growing of coffee shop, naming coffee shop becomes an interesting issue in language field. Culture and community influence the naming of a business, from a linguistic point of view. The name and its significance for a place or location demonstrate a highly interconnected relationship with both linguistic and cultural studies on a broader scale. An illustrative example of a linguistic landscape study in Sidoarjo City by Rizky Novita Sari in 2021, the primary focus was on store naming, as reflected in the title “*Penamaan Toko di Sidoarjo Kota: Kajian Lanskap Linguistik*” (Sari & Savitri, 2021). Within this landscape, six distinct naming patterns have been identified, with particular prominence given to the JT+N and P+N patterns. Bilingual stores, especially those using Indonesian-Javanese, often display DM phrase patterns. Additionally, an intriguing linguistic contestation emerges between Bahasa Indonesia and English, leading to a curious reversal of language use patterns, such as MD phrase patterns in Indonesian language store landscapes and DM phrase patterns in English language store landscapes. In terms of their function, store names play a dual role. They primarily function as vehicles for conveying information related to products, services, and store locations.

The profound connection between language and the diverse facets of human society is vividly illuminated. It elucidates how language, both in everyday communication and in the naming of businesses and public spaces, acts as a mirror reflecting the distinct lifestyles, values, and cultural identities of urban and rural areas. The text underscores the evolving role of language in shaping our interactions, identities, and experiences, offering a lens into the complex interplay of social factors that influence language usage. Furthermore, it emphasizes the importance of linguistic landscape studies and sociolinguistics in unravelling the rich tapestry of language’s influence on our lives, ultimately highlighting the essential role that language plays in defining and enhancing our understanding of the world and its diverse societies.

In accordance with the background information and the insights drawn from previous research, the present study aims to conduct a comprehensive analysis of

the signboards utilized within the locale of Citra Raya, Tangerang. Specifically, this research centres its attention on a specific type of signboard, namely, those featured by local coffee shops. The primary objectives of this research encompass an in-depth examination of the linguistic aspects associated with these signboards, with a particular focus on distinguishing between monolingual, bilingual, and multilingual usage. Furthermore, the study intends to delve into the underlying motivations and rationale governing the selection of names for these local coffee shops.

1.2 Statement of Problem

In the context of Citra Raya, where a vibrant local coffee shop culture thrives, there exists a dearth of academic exploration regarding the linguistic and sociocultural factors that influence the names of local coffee shops. This research gap is noteworthy as local coffee shops play a pivotal role in shaping the linguistic landscape of the community and serve as key cultural markers. Furthermore, understanding the intricacies of local coffee shop naming practices has the potential to shed light on the dynamics of language use and identity construction within this specific urban setting. Therefore, this thesis aims to understand how the use of language using mono-lingual or multiple language sources influences the depth and comprehensiveness of research findings within linguistic studies, while simultaneously delving into the significance of names within diverse cultural and linguistic contexts and their role in shaping our comprehension of identity and communication.

1.3 Research Question

As the background and statement of problem above, the research question of this study is formulated below,

1. How does the influence of monolingualism, bilingualism, and multilingualism on language types vary in accordance with the theoretical framework of language types?

2. How do the naming meaning of local coffee shop based on Nyström (2016) theory?

1.4 Goal and Function

The researcher has articulated goal and function outlined in this study as follows:

1.4.1 Goal

In this study, the research objective is elucidated as follows:

- a. To examine and analyse the naming patterns within the linguistic landscape of local coffee shop signboards in Citra Raya, with a particular focus on understanding the variations related to monolingual, bilingual, and multilingual forms.
- b. To investigate and analyse the meanings associated with the names of local coffee shops, utilizing Staffan Nyström's (2016) in theoretical framework, in order to gain a deeper understanding of how naming practices in the local coffee shop industry (Hough, 2016).

1.4.2 Function

This study encompasses two fundamental functions:

- a. Theoretical

The researcher envisions that this study will be a valuable resource for future researchers interested in similar topics. This is especially pertinent to scholars affiliated with the University of Buddhi Dharma, where this research area is not extensively explored.

- b. Practical

The practical aspect of this function involves the application of linguistic theories and concepts to real-world local coffee shop signboards in Citra Raya. This practical exploration will offer readers a tangible example of how theoretical linguistic principles manifest in the naming patterns of local coffee shops. It aims to provide

readers with analytical insights into the impact of language diversity and sociocultural influences on local coffee shop names.

1.5 Scope and Limitation

The scope of this research lies within the realm of Sociolinguistics, a specialized subfield of linguistic studies. The researcher also incorporates the theory of linguistic landscape, which offers a comprehensive set of criteria for distinguishing between monolingual, bilingual, and multilingual contexts in linguistic signs (Cenoz & Gorter, 2006). The researcher incorporates Nyström's (2016) theory, which addresses three facets of meaning: categorial, associative, and emotive (Hough, 2016). This inclusion enriches the depth of the study's analysis, offering a more comprehensive understanding of the subject. It provides valuable insights into the layers of significance associated with the topic. The object of this research is limited to the naming signboard in local coffee shop based on linguistic landscape (Landry & Bourhis, 1997). From the Linguistic Landscape this research will research the explores of language diversity that given in area local coffee shops around Citra Raya, Tangerang.

1.6 Conceptual Framework

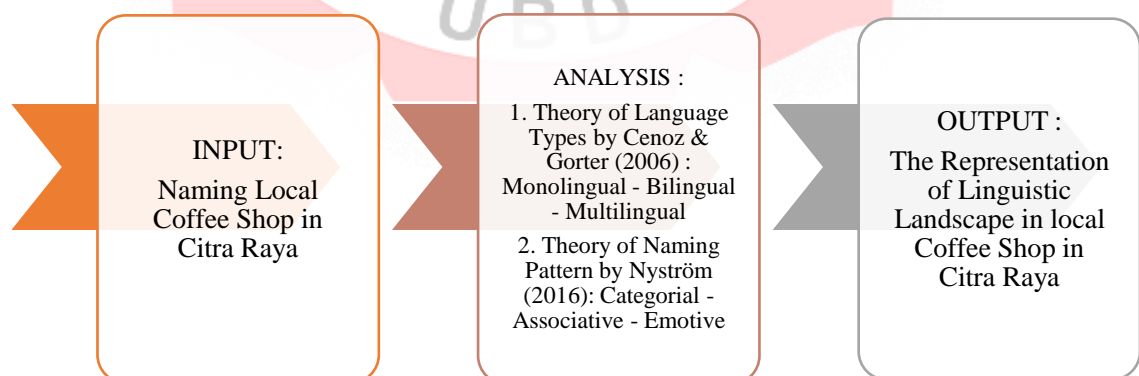


Figure 1. Conceptual Framework
Source: The Researcher's Illustration

The framework of this study clearly outlines the specific focus chosen by the researcher, which is centred on the examination of local coffee shop naming signboards situated in Citra Raya, Tangerang. To understand the languages used, the researcher will observe these signs and interviewing the local coffee shop workers (barista). After gathering all the data, the researcher will carefully study the results. The main goal here is to learn about the different languages and rules used in naming local coffee shops that are seen by the public.

Subsequently, the researcher will analyse the collected data using the Language Types, categorizing language usage as “Monolingual,” “Bilingual,” and “Multilingual,” enabling a comprehensive investigation of language types and their variations in diverse linguistic environments (Cenoz & Gorter, 2006). Additionally, the researcher employs Staffan Nyström’s (2016) Theory of Naming Patterns, encompassing “Categorical”, “Association” and “Emotive” to explore the structure, associations, and emotional embedded in names within our research context (Hough, 2016). This combined framework provides a robust foundation for our analysis, offering insights into the complex interplay between naming patterns and language types, enriching our understanding of language and communication dynamics in the context of our study. These analyses will provide valuable insights into the language types observed on local coffee shop signs in Citra Raya, Tangerang.

CHAPTER II

THEORETICAL BACKGROUND

The researcher in this chapter delves into relevant theories that support the analysis. These theories are instrumental in meeting the essential need to uncover insights about language use in naming local coffee shops in Citra Raya, Tangerang. The theories examined below are directly pertinent to this study.

2.1 Review of Previous Studies

The researcher has identified five earlier investigations, with the initial article authored by Adinda Rizki Ramadhani in 2018 (Ramadhani, 2018). Titled “*Lingua Franca the Linguistic Landscape of Gresik Kota Baru*,” the study explores the presence of a lingua franca in Gresik Kota Baru (GKB), a bustling multilingual business centre. Using a qualitative approach, the research analyses 48 restaurant names as linguistic elements reflecting language patterns in GKB. The findings reveal that Bahasa Indonesia dominates, appearing in 27 restaurant names, while English is present in 21, suggesting Bahasa Indonesia serves as the lingua franca within GKB’s linguistic landscape.

The study just prior to the one discussed earlier is as follows. Published in 2021 and authored by Soraya Tsamara Zahra, Eddy Setia, and Thyrhaya Zein, the study “*Linguistic Landscape on Coffee Shop Signboards in Medan*” explores linguistic landscape with a focus on language usage in public spaces, considering the multilingual context (Zahra et al., 2021). The research investigates language use, signboard characteristics, and motivations behind language selection by coffee shop owners. Employing qualitative methods, the analysis identified 12 languages, with English and Indonesian dominating. Common characteristics were observed in the 89 nameplates, and the language choice was influenced by factors like coffee type, culture, and location. This study provides valuable insights into language dynamics in public spaces and language selection motivations, contributing to the field of linguistic landscape studies.

Kindly refer to the third previous study. In their 2021 publication, authored by Tubagus Wijaya and Agusniar Dian Savitri, the study focuses on the linguistic landscape of coffee shops in Trenggalek Kota. Titled “*Penamaan Kedai Kopi di Trenggalek Kota: Kajian Lanskap Linguistik*,” the research employs a descriptive qualitative method, gathering data through photographing coffee shop nameplates (Wijaya & Savitri, 2021). The analysis reveals language contestation involving monolingual, bilingual, and multilingual patterns, with Indonesian prevailing. Naming patterns emphasize the consistent use of “warkop” to denote coffee shops, aligning with language-appropriate phrase patterns. The study also highlights both informational and symbolic functions in coffee shop names, notably emphasizing the symbolic function of ownership.

The previous study preceding the fourth authored by Hardianto Rahardjo, Ningrum Tresnasari, Nurza Ariestafuri, Raden Novitasari, and Uning Kuraesin, the study titled “*Plant Shops Naming Pattern at Cihideung Village, Bandung: A Linguistic Landscape Approach*” explores the linguistic landscape of plant shops in Cihideung Village (Rahardjo et al., 2022). Using the Linguistic Landscape (LL) framework, the research focuses on describing the form and functions, both informative and symbolic, in the naming patterns of these shops. Employing a descriptive qualitative methodology with photographic data collection, the analysis follows a linguistic landscape theory, examining various levels (Landry & Bourhis, 1997). The findings reveal that plant shops often incorporate terms like “florist” or “flower stall” in Indonesian language (monolingual) to explicitly convey their product type. For shops without a specific product type, names typically derive from the owner’s identity, also in Indonesian (monolingual) and phrase form.

The last previous study, authored by Helty, Julisah Izar, and Anggi Triandana and published in 2023 under the title “*Konsep Penamaan pada Ruang Publik di Provinsi Jambi: Kajian Lanskap Linguistik*,” focuses on naming public spaces in Jambi Province using a linguistic landscape perspective (Helty et al., 2023). The research employs a qualitative descriptive approach, involving a direct exploration of naming practices within Jambi City, Jambi Province, guided by the Linguistic Landscape theory. The data collection methodology includes observation and interviews, with the analysis presenting informationally and symbolically

classified naming concepts. Symbolically, these concepts are influenced by power dynamics, cultural associations on street signboards, language prevalence on cafe signage, language status on shop signboards, and language policy and status on office signage, with the official language continuing to be prevalent.

These five studies investigate linguistic landscapes and naming practices in various locations. They share a common approach and objective despite differences in settings. The first study in Gresik Kota Baru highlights Bahasa Indonesia's role as a lingua franca in restaurant names. The second study in Medan explores multilingual coffee shop signboards influenced by local culture and geography. The third study in Trenggalek Kota emphasizes the dominance of the Indonesian language in coffee shop names across different language patterns. The fourth study in Cihideung Village, Bandung, focuses on monolingual naming patterns, mainly describing the product type. The last study in Jambi Province reveals how symbolic and informational naming concepts are shaped by power dynamics and culture. These studies collectively enrich our understanding of linguistic landscapes and naming traditions in diverse contexts.

Compared to prior research, this current study shares similarities as it also explores the meaning of names, specifically within the context of local coffee shops. However, it differentiates itself by focusing on the distinctive coffee shop culture in Citra Raya, Tangerang, a setting not previously studied. This research delves into the linguistic and sociocultural factors influencing coffee shop naming practices in this specific community, shedding light on language diversity's impact and the role of names in shaping identity and communication dynamics. Ultimately, this study offers fresh insights into linguistic landscapes, emphasizing the interplay between language, identity, and communication within this unique urban backdrop.

Similarly, to the third study, the current research places a significant focus on the concept of language contestation within its scope. It delves deeply into the dynamic interplay of languages in the local linguistic landscape, meticulously examining the naming patterns, whether they are monolingual, bilingual, or multilingual, thus offering an extensive sociocultural exploration of this urban environment. Through this comprehensive linguistic analysis, the study endeavours

to shed light on the intricacies of language use and how they reflect the unique cultural and social characteristics that shape the presentation of local coffee shop signboards in this specific area.

In the two previous studies, researchers focused on the dual roles of Linguistic Landscape providing information and conveying symbols through signboards. Information includes the language on signs, indicating the spoken language in a community, while the symbolic aspect influences people's sense of belonging and ethnic identity. Linguistic Landscape serves as a marker, delineating community territory (Landry & Bourhis, 1997). The choice of a store's name is crucial for creating a lasting and unique identity, influencing how people identify and discuss a product or business.

The recent linguistic landscape study of Citra Raya, Tangerang, delves into language types, providing insights into linguistic diversity in this urban development. Examining the cultural implications of language use, the research analyses local coffee shop signboards, revealing a blend of monolingual, bilingual, and multilingual expressions. Within Citra Raya's integrated community, catering to the upper-middle-class, linguistic nuances mirror a harmonious coexistence. The well-planned infrastructure of this self-contained township serves as a canvas for nuanced linguistic analysis, uncovering the interplay between language and culture. Citra Raya's tagline, "*The largest integrated township development by Ciputra Group*" underscores the significance of this linguistic landscape (Group, 2019).

2.2 Main Theory

The theories presented in this chapter serve the purpose of providing a foundation for comprehending the issues formulated in Chapter 1. This review is structured with various subheadings.

2.2.1 Multilingualism in Sociolinguistics

According to Sridhar & Wardhaugh (2002), individuals who possess knowledge of even a few terms in more than one or two languages, such as greetings, technical vocabulary, or basic grammatical structures, can be classified

as multilingual (Ferdianti, 2016). Therefore, it is reasonable to assert that the linguistic landscape, encompassing various public signs, is intricately linked with multilingualism. This connection arises because public signs, in some instances, are composed in more than one or two languages, aligning with the inclusive understanding of multilingualism. In essence, the acknowledgment of even a limited linguistic repertoire qualifies individuals as multilingual, thereby establishing a connection between multilingualism and the linguistic landscape, particularly evident when signs incorporate multiple languages.

Multilingualism pertains to societies where multiple languages, often more than two, are spoken. It represents a widespread occurrence, open to examination through various lenses, including the exploration of language utilization within the sociolinguistic framework. One avenue for research involves the scrutiny of languages in their respective settings, with a specific emphasis on written signboards containing linguistic elements within a particular locale. In the book of “Linguistic Landscape and Minority Languages,” pointed out that multilingualism is connected to the specific aspects of language usage, such as the ways languages are displayed on signs or in public areas (Cenoz & Gorter, 2006).

These theories provide useful criteria to distinguish between signs that use one language, two languages, or multiple languages. When examining signs with multiple languages, the order of the languages and the usage of translations should be considered. Checking the order of languages helps us understand which one is more important or prominent. To answer Research Question No. 2, the researcher will use the ideas from Cenoz and Gorter’s framework to analyse multilingual signs in a systematic way (Cenoz & Gorter, 2006). This will help us understand how these signs are structured and what it tells us about the languages used.

The way people use different languages in their surroundings has changed a lot over time. In the past, smaller communities with strong connections used multiple languages in their daily life. Signs, messages, and public communication were influenced by the need for individuals to understand and use several languages because of trade, local interactions, and cultural sharing. Nowadays, the

multilingual landscape looks different as compared to history. It reflects how languages are used in larger and more diverse communities.

In the contemporary era, the linguistic landscape has evolved to mirror the complexities of a globalized world. Urban centres, particularly, exhibit a diverse array of languages not just out of local necessity but also as a reflection of international migration, globalization, and multicultural policies. Public spaces, signs, advertisements, and digital platforms often showcase multiple languages, emphasizing the cultural diversity and interconnectedness of today's societies. In many cosmopolitan areas, linguistic diversity is a common experience, with languages from different regions coexisting in daily life. Technological advancements and the rise of the internet have played a crucial role in shaping this modern linguistic landscape, making multilingualism a global phenomenon.

2.2.2 Linguistics Landscape

The study of the linguistic landscape has attracted many scholars with a great deal of attention (Cenoz & Gorter, 2006; Landry & Bourhis, 1997). Linguistic Landscape or LL, investigates the languages used on public road signs, advertising billboards, street names, place names, commercial shop signs, and government building signage. This concept centres on the idea that the linguistic landscape primarily serves as a means to offer important information to both local residents and visitors in a particular area. Its key role involves conveying information about language characteristics, defining geographical borders, and highlighting the linguistic differences specific to the region being studied.

The concept of linguistic landscape serves two main purposes: providing information and conveying symbolism (Landry & Bourhis, 1997). In terms of information, signage in various languages reflects the prevalent languages used in communication within a region, indicating the extent of language diversity in that area. Additionally, the use of different languages in the linguistic landscape carries a symbolic function, especially when language holds significant cultural importance. Bourhis suggests that specific languages play a crucial role in shaping

the positive social identity of ethnolinguistic groups, emphasizing the cultural significance of linguistic diversity in society.

The prominence of a specific language on public signs can signify the influence and standing of different language communities (Landry & Bourhis, 1997). In such cases, the dominant language group often dominates public markers, with only a few signs appearing in other languages. Weaker languages, however, may still be present alongside the dominant language in state and private buildings. The concept of linguistic landscape not only explores language usage in public spaces but also reflects the language's status in a particular region, shedding light on the social and cultural conditions of its people (Cenoz & Gorter, 2006).

The linguistic landscape approach emerges as a valuable avenue for studying multilingualism, with a particular focus on observing language signs in public spaces (Cenoz & Gorter, 2006). This methodology, designed to be comprehensive, encompasses all forms of written language in public areas, such as posters and graffiti, avoiding constraints associated with concentrating on a specific type of signboard. The approach proves versatile and provides a broad viewpoint for exploring the intricate dynamics of multilingualism.

The concept of linguistic landscape is integral to understanding language features within specific locations, significantly influencing language utilization (Barni & Bagna, 2010). Introduced in the early 21st century, this concept emphasizes the importance of comprehending, documenting, and scrutinizing language's observable presence in social communication contexts. It underscores the investigation of how language is visibly present in various settings, contributing to a thorough examination of language dynamics in diverse environments. Essentially, linguistic landscape plays a pivotal role in shaping and reflecting linguistic uses within social communication contexts.

Linguistic landscape investigation goes beyond mere sign recording; it explores the intricacies of initiating, creating, placing, and reading linguistic expressions. Additionally, the examination of linguistic landscapes, as discussed in this work, scrutinizes how the linguistic environment is intentionally or unintentionally manipulated to either bolster or challenge perceived language

prestige patterns and hierarchies (Gorter, 2012). This nuanced methodology not only captures the visual essence of language in public spaces but also unveils the socio-cultural complexities surrounding language use, providing a valuable tool for comprehending the broader context of multilingualism.

2.2.3 Semantic Meaning of Name

Semantics delves into the exploration of linguistic meaning, encompassing the interpretation of words, phrases, and sentences. It also involves the identification of defining attributes of names. Staffan Nyström (2016) addresses the subject of meaning, expanding on the various facets of meaning ascribed to names by diverse scholars, while presenting the principal arguments associated with this contentious domain within the field of name theory (Hough, 2016).

Nyström (2016) effectively elaborates on the various presuppositional meanings, which encompass fundamental categorial meaning, connotative associative meaning, and emotional affective meaning (Hough, 2016). The explanation is provided below:

1. **Categorial Meaning** in names is debated, suggesting that individuals mentally categorize objects into broader groups. For example, in the hierarchy *animal—dog—basset*, “dog” represents the basic level concept, the most conceptually and perceptually available term. This implies that when we hear a name, we make assumptions about associated categories, which may prove right or wrong. Another example is the street name “Jalan Daan Mogot,” indicating that the name is adapted from a hero’s name in Indonesia.

2. **Associative Meaning**, or connotative meaning, implies that when people hear a name, they often associate it with additional thoughts or emotions beyond its primary function. For example, the name “Adolf” remains uncommon in Sweden due to negative historical associations. This highlights that names are not without meaning, carrying symbolic value and evoking diverse associations in individuals. Regarding “Jalan Daan Mogot,” people might associate the street with “frequent traffic jams”.

3. **Emotive Meaning** in names encompasses the emotional character linked to a name. For instance, place-names like “Jämmerdalen” (*vale of tears*) and “Eländet” (*misery*) demonstrate the emotional connotations tied to certain locations. The evolution of the urban area named “Guldkusten” (*gold coast*), from a symbol of innovation to a deteriorating neighbourhood, illustrates how emotive meanings can shift over time, reflecting changing sentiments associated with a place. With “Jalan Daan Mogot,” people may form a negative perception or experience an “*inconvenient feeling*”.

In aligning with Van Langendonck and Van de Velde’s ‘cline of name worthiness,’ the researcher argues against isolating names and words. Instead, they emphasize viewing them as interconnected elements in the broader mental lexicon, creating a cohesive network where their significance is contextually interrelated.

Upon encountering a name, whether in oral or written form, it activates our cognitive network, facilitating the identification of the specific entity it represents, be it a location, individual, animal, company, or vehicle. Simultaneously, this experience possesses the potential to evoke personal memories and elicit a plethora of diverse associations. Moreover, the individual words comprising the name command attention, contributing their lexical meanings to enhance the overall significance of the name within our mental framework.

CHAPTER III

RESEARCH METHODOLOGY

Throughout this chapter, the researcher aims to clarify how the research was conducted. The discussion in this research covers the research approach, data types, data sources, techniques of data collection method, and techniques of data analysis.

3.1 Research Approach

Quantitative research involves the utilization of numbers and statistics to collect and analyse measurable data. In contrast, qualitative research is more exploratory, seeking to generate data that goes beyond what can be obtained through statistical procedures. In the linguistic landscape of local coffee shops in Citra Raya, the aim is to investigate and analyse the meanings associated with the names of these establishments and to scrutinize the naming patterns on coffee shop signboards. The researcher employs qualitative research methods, emphasizing detailed examination to provide a thorough description of conditions and symptoms, especially when the available quantity of data is insufficient. In this context, deriving meaning from the names of local coffee shops is crucial, aligning with qualitative methodology's focus on producing descriptive data in the form of words or verbal expressions, as articulated by Bogdan and Taylor (1975) (Moleong, 2004).

Within qualitative methodology, a detailed examination is essential to understanding specific individuals' or groups' conditions and symptoms when quantitative data may be lacking. This approach is particularly valuable in the linguistic landscape study of coffee shop names in Citra Raya, where meanings associated with these names and naming patterns on signboards are under scrutiny. Bogdan and Taylor (1975), highlight qualitative research's capacity to produce descriptive data derived from individuals and observable behaviours (Moleong, 2004). In this research, the emphasis is on exploring the nuances and subtleties of the coffee shop names, recognizing that meaning can be extracted from these linguistic elements. This qualitative approach allows for a richer understanding of

the cultural and social aspects embedded in the naming practices within the coffee shop landscape.

3.2 Data Types

There are two primary types of data: primary data and secondary data. Primary data involves researchers collecting information firsthand, either through direct observation of specific areas or active participation in relevant events and conversations related to their study. In contrast, secondary data refers to pre-existing information that is documented and accessible, such as resources in libraries or digitized data available to researchers. Essentially, primary data is gathered directly by researchers, while secondary data is comprised of information already recorded and ready for use, such as in libraries or digital databases.

In this study, the researcher focuses on using primary data by reporting conversations that take place in local coffee shops. Collecting primary data means researchers actively involve themselves in the research context, while secondary data refers to existing information that's accessible to researchers in traditional libraries or digital databases for general use (Hox & Boeije, 2005). This choice of primary data allows for a more direct and personal interaction with the subject matter, specifically conversations in local coffee shops. It highlights the distinction between actively engaging with the research context through primary data collection and relying on pre-existing information through secondary data sources.

3.3 Data Sources

The researcher adopts a dual approach of observation and interviews to gather primary data, focusing on the most recent and up-to-date information. This primary data is meticulously collected in Tangerang, specifically within the locale of Citra Raya, with a specialized emphasis on the distinctive signboards of various local coffee shops. Through on-site visits, the researcher captures visual data by photographing these signboards and engages in conversations with pivotal figures, the baristas, to unravel the unique background of each coffee shop. The primary

goal is to decipher this collected information in the context of each coffee shop's nomenclature, delving into the nuances of how names connect with the identity and character of these establishments.

In addition to visual data, in-depth interviews are conducted with one representative from each coffee shop to gain insights into their individual perspectives on the establishment. These interviews are deliberately constrained to individuals aged 17 to 30, providing a targeted demographic that adds specificity and depth to the data collected. The entire data collection process spans a defined period, extending from months to months, ensuring a comprehensive exploration of the linguistic landscape of coffee shop signboards in Citra Raya and capturing the dynamic and evolving nature of this cultural phenomenon.

3.4 Data Collection Method

In this research, the data collection method is qualitative, involving techniques like emerging methods, open-ended questions, interviews, observations, document and audio-visual data, as well as text and image analysis, themes, and pattern interpretation (Cresswell, 2008). However, the researcher will focus only on interview data and image analysis for this study. Interviewing is the process of asking questions and obtaining answers. There are three types of interviews: structured, semi-structured, and unstructured (Mathers et al., 1998). Structured interviews involve asking each respondent the same set of questions without adding the interviewer's opinion. Semi-structured interviews are similar, but multiple interviewers are sent into the field to gather data. Unstructured interviews have no set guide, allowing individuals to express themselves, enhancing data validity.

In this study, the researcher employs a semi-structured interview approach, indicating that they have a written interview guide that will be utilized during the interviews. The data collection involves several steps:

1. Observing all the local coffee shops in Citra Raya.
2. Taking pictures of local coffee shop signboards in Citra Raya.
3. Interviewing both the worker (barista) and the customers.

Interview questions to explore the meaning behind the local coffee shop's name in Citra Raya with workers (baristas) and customers. These questions will be utilized for analysis during the interviews, including:

| No. | To Whom | Questions |
|-----|---------------|--|
| 1. | The Worker | <ol style="list-style-type: none"> 1. What language does the owner use for the coffee shop? Why did they choose that language? 2. What does the owner hope to achieve by using that language? 3. What reasons do store owners have when they pick names for their businesses? |
| 2. | The Customers | <ol style="list-style-type: none"> 1. When you hear or see the name of this local coffee shop, what comes to your mind? 2. What emotional response do you typically experience? Do you sense a positive or negative vibe? 3. What expectations do you have when you visit this coffee shop? |

Figure 2. Table of Interview to Informants
Source: The Researcher's Formulated Questions

The researcher follows certain steps to collect the data, and these steps are outlined below.

1. The researcher takes records and notes during conversations.
2. The researcher summarizes the results of interviews with both worker and customers.

3.5 Data Analysis

The researcher uses the theory of Cenoz & Gorter's and Nyström's to analyse naming patterns and examine the meanings associated with the names of local coffee shops in Citra Raya (Cenoz & Gorter, 2006; Hough, 2016). The process involves several steps:

1. Upon receiving the data, the researcher reads through the notes results.

The researcher reviewed the results of the interviews, which had been thoroughly summarized.

2. Identify data based on Cenoz & Gorter's theory regarding language types (Cenoz & Gorter, 2006).

The researcher analyses the various languages used in the names of coffee shops.

3. Classify data into each language type (monolingual, bilingual, and multilingual) utilizing some dictionaries.

The researcher explained in detail word-by-word explanation of the names of coffee shops using dictionaries corresponding to the languages in which the names are written. Below is a table listing the names of the dictionaries and their respective websites.

| No. | Dictionaries | Website |
|-----|------------------------------|---|
| 1. | Kamus Besar Bahasa Indonesia | https://kbbi.kemdikbud.go.id/ |
| 2. | Czech Dictionary | https://www.lexilogos.com/english/czech_dictionary.htm |
| 3. | Oxford English Dictionary | https://www.oed.com/ |
| 4. | Collins Italian Dictionary | https://www.collinsdictionary.com/dictionary/english-italian |
| 5. | Spanish Dictionary | https://www.spanishdict.com/dictionary |
| 6. | Japan Dictionary | https://www.japandict.com/ |
| 7. | Sanskrit Dictionary | https://www.learnsanskrit.cc/ |
| 8. | Batak Dictionary | https://id.glosbe.com/id/bbc |

Figure 3. Table of Dictionaries

Source: The Researcher's Compilation of Online Dictionaries

4. Identify data based on Nyström's theory of presuppositional (Hough, 2016), regarding naming patterns into three naming pattern types (categorical meaning, associative meaning and emotive meaning) utilizing the USAS Semantic Tagset for English (Archer et al., 2002).

The researcher analyses the meanings of coffee shop names based on the assumptions held by both customers and workers. And then the researcher analyses data by examining categorical meaning using the USAS Tagset Semantic for English

and dictionaries, associative meaning through informants' perceptions about the names of coffee shops, and emotive meaning based on the emotional responses from the informants, concluding the findings for each type accordingly (Archer et al., 2002).

5. Draw conclusions to each finding.

The researcher explains the conclusions drawn from each of the results obtained during data analysis.

