



**LINGUISTIC LANDSCAPE OF OPEN SPACE NAMING
IN PANTAI INDAH KAPUK**

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

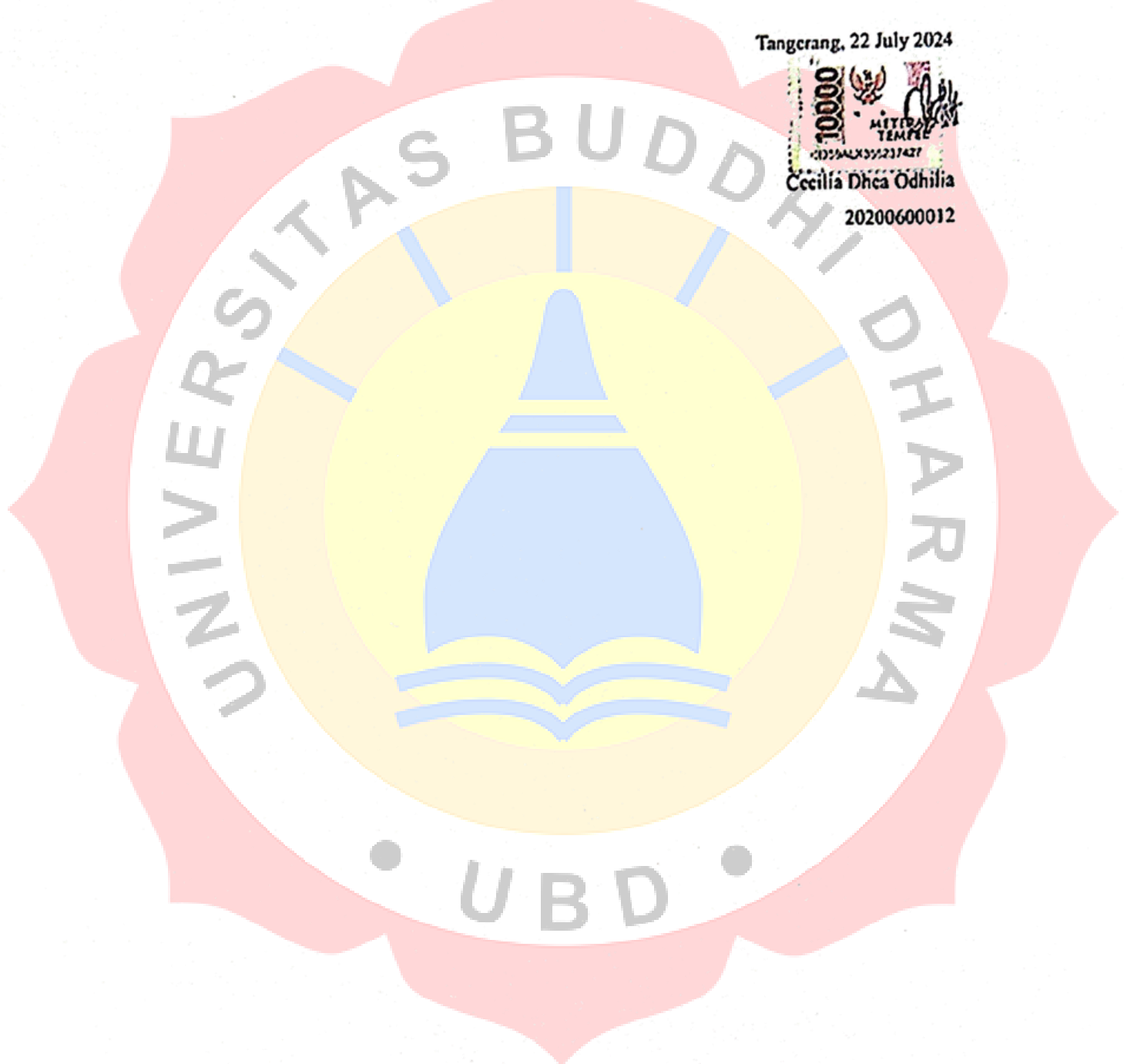
I honestly declare that this thesis is my own writing and it is true that I did not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code of academic writing.

Tangerang, 22 July 2024



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20200600012



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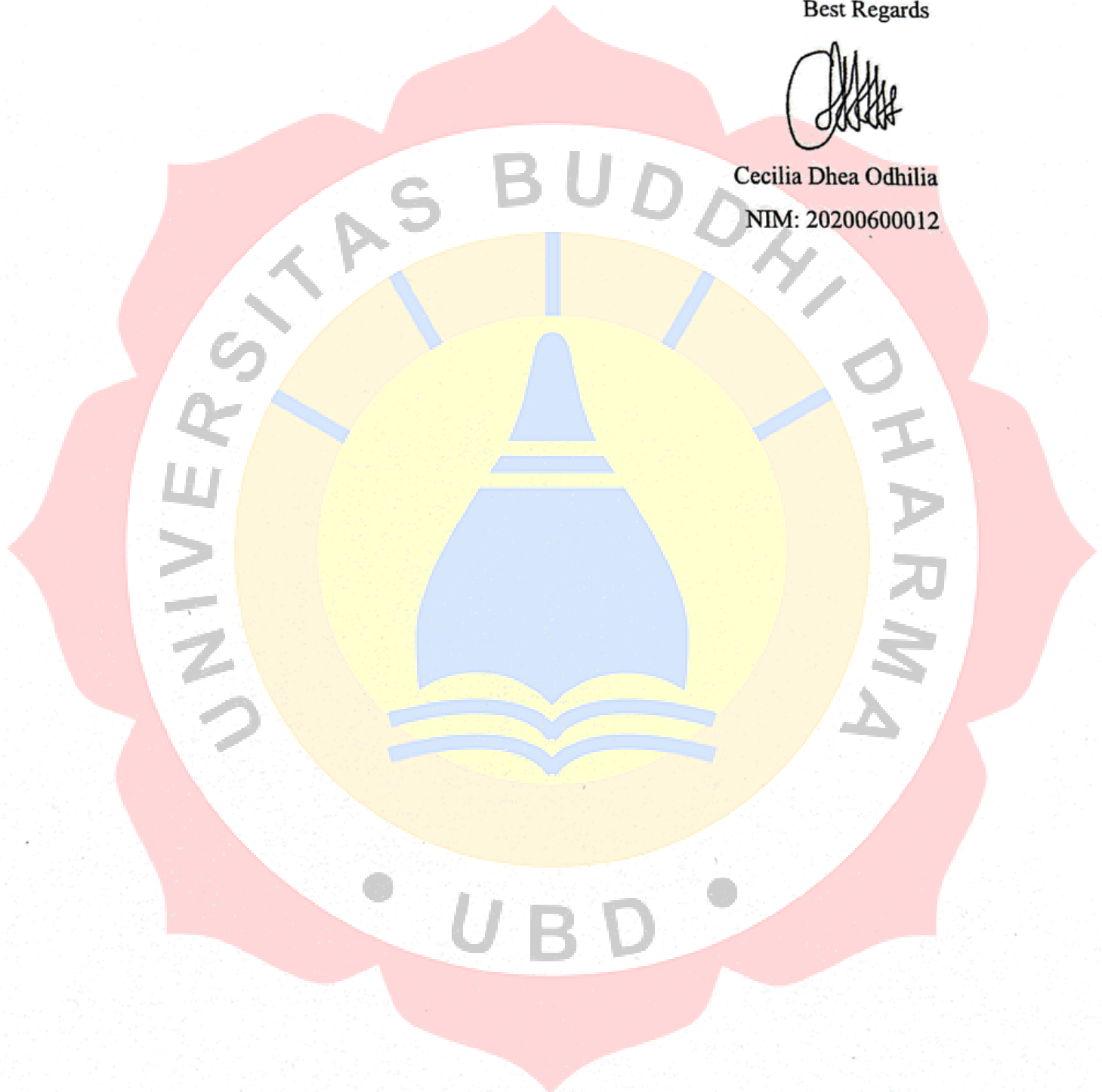
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Cecilia Dhea Odhilia

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ABSTRACT

The observation of languages in public spaces, including signboards and written text, falls under the concept of linguistic landscape (LL). The research aims to analyze language patterns and uncover the meanings embedded in the names of these public spaces. By applying the principles of linguistic landscape theory (Landry and Bourhis, 1997), which examine how public language reflects social identities and dynamics. This research adopts a descriptive and qualitative approach to investigate the linguistic landscape of open space naming in Pantai Indah Kapuk. Data were collected through observations and interviews with several informants. The main objective is to identify language patterns using the Kamus Besar Bahasa Indonesia (KBBI) and the Oxford English Dictionary (OED). Furthermore, to explain the meanings of the names, the author analyzed the presuppositional meanings according to Nystroom: categorial, associative, and emotive. The author using the UCREL Semantic Analysis System (USAS) to decode categorial meanings, while associative and emotive meanings were derived from interview data. The results of this study are as follows: Analyzing the names of eight open spaces in PIK revealed the language pattern where English is the most dominantly used language. Additionally, the author identified eight categorial meaning, USAS categories Z2, W3, and M7 being the most dominant. The categorial meanings that emerge from the names of open spaces are related to geography, natural features, and specific locations based on USAS categories. Furthermore, the most common associative meaning is positive, highlighting the identity, culture, history, and environment of PIK. Finally, the emotive meanings found indicate positive emotions such as joy and satisfaction, reflecting the ability of these locations to leave a deep and lasting impression on visitors.

Keywords: *Linguistic Landscape, PIK, Presuppositional meaning*

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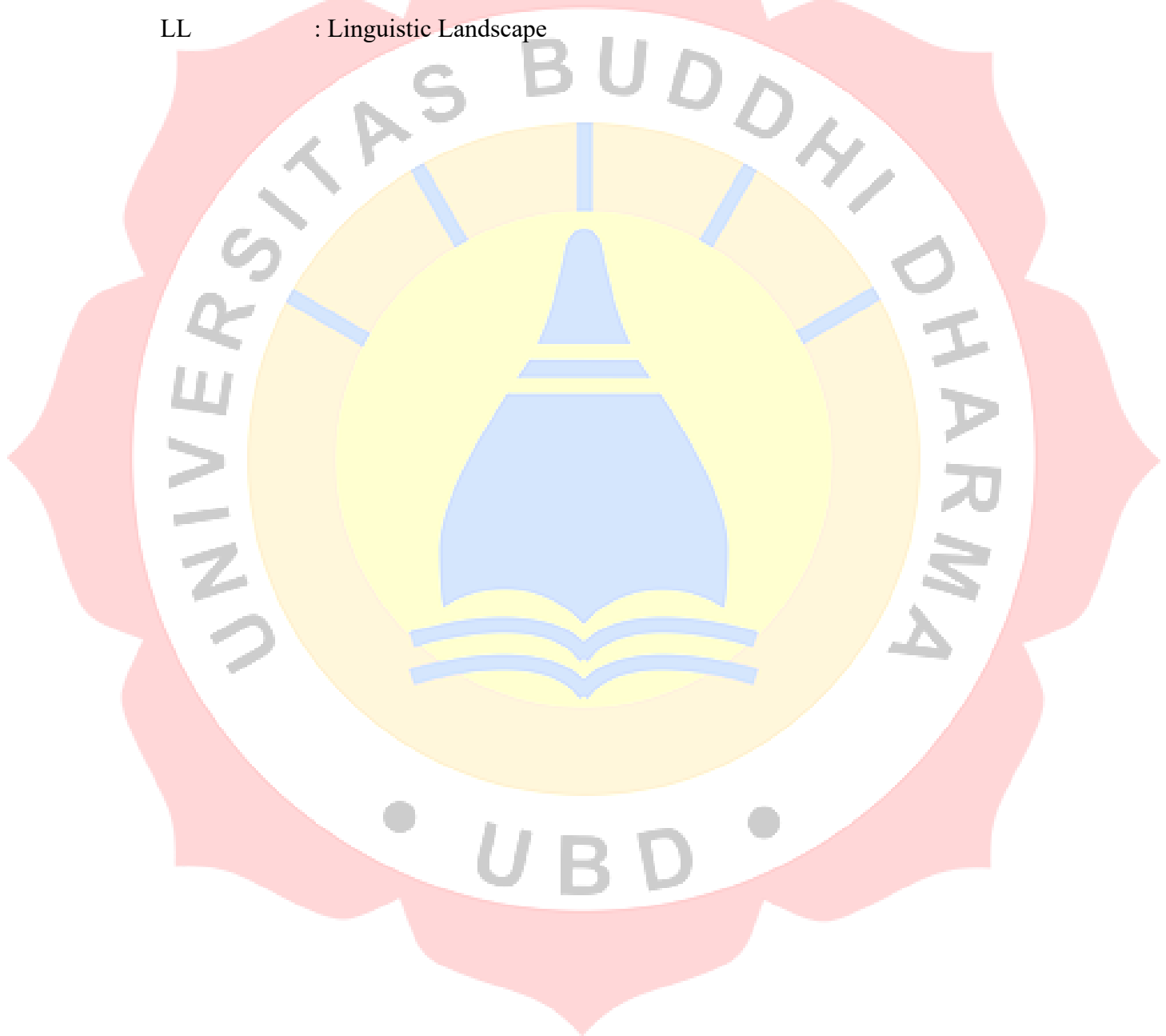
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LIST OF ACRONYMS

KBBI	: Kamus Besar Bahasa Indonesia
OED	: Oxford English Dictionary
USAS	: Ucrel Semantic Analysis Tagset
PIK	: Pantai Indah Kapuk
LL	: Linguistic Landscape



CHAPTER I

INTRODUCTION

1.1 Background of Study

Language in the environment are domains of the linguistic landscape. According to (Putra et al., 2024), language is a form of communication that has a profound impact on people's lives. The effectiveness of meaningful communication increases because people can understand what the speaker wants to say when using the language. Language as a tool or way for humans to communicate with each other. (Mailani et al., 2022) Communication between people takes place in different ways, including oral and written conversations. Beside words people can communicate through sign. We can find various sign in environment, such as in public spaces, sign on signage, restaurant, mall, open spaces, airport, station and many others places. Directions, traffic signs, and store names are some examples of important information or messages that can be communicated using signs. People use these signs to communicate. However, some people are unaware that the signs all around them can be used to communicate. The linguistic landscape encompasses everything that appears in the surrounding environment, including text, images, and signs.

But why is the term "landscape" used in this linguistic study without giving a definition of the linguistic landscape. The word "landscape" essentially has two meanings. First, a more metaphorical meaning: it is part of a scene that can be observed at one point in time. Second, a photograph that portrays natural sceneries in land places is a form of image that is distinct from portraits or sea images. One can say that both meanings are also utilized in the analyses of the language environment that are offered here. On the one hand, the literal study of languages in signs; on the other, the representation of languages (Gorter, 2006). Furthermore, the landscape, or more precisely "the environment," is an intriguing area for categorizing and labeling people for a variety of purposes. The so-called landscape, a particularly fascinating aspect of linguistics, raises issue about linguistics in general. (Burenhult & Levinson, 2008). (Jaworski & Thurlow, 2011) define

landscape as a style of perceiving. That is, a landscape is a location or scenario where people interact, such as talking, playing, shopping, and so on.

According to the Oxford Dictionary, the word "landscape" can be used to describe two different things: all the visible elements of a piece of land and a printed text format that is wider than its height. "Language Landscape" can be defined in conjunction with the term "linguistic", which refers to the study of language, such as the studies of language on visible signs in an area or public space. According to (Landry & Bourhis, 1997) in their journal, linguistic landscape is *"the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration"*. In general, two concepts are associated with the use of the term "linguistic landscape", which is abbreviated in LL. First, in sociolinguistic studies, LL is a lexical term or operational term that refers to the use of language in public places. Secondly, (Landry & Bourhis, 1997) argued that LL is a study or area of study of sociolinguistic and ethnolinguistic development that concerns the use of visible written language in public or in specific contexts. This suggests the term "LL" is used by two different parties. The first is the group that actively develops LL elements in public space, thus creating LL as a subject. There are other groups who examine texts as part of LL, decode them, confront and discuss them in actual and virtual communication, and then either ignore or trash them. These groups are those who created LL as a research field.

According to (Landry & Bourhis, 1997), there are two primary purposes for which the landscape of linguistics might be used: informative and symbolic. Information about a region's linguistic diversity and degree of participation in the globalization process is said to be provided by the information function. Symbolic functions are connected to the language status, demographic strength, and institutions of ethnic group (Herlander, 2005). Public signage is associated with social functions, which may inspire readers to pick up the language. Social function conveys a social group's viewpoint on sign-related topics and is linked to both local and national identity. In society, language is a symbol for interethnic relationships and socioeconomic struggles. Each region's prevalence of LL is a characteristic of

that region and may indirectly reflect its physical and demographic features. Differences in LL within a region are influenced by various elements, such as the standard of living of individuals, the living patterns of communities, and, of course, the region's status.

The work of linguistic landscape has been done in various cities in Indonesia. Here are three previous studies that the author found, one of them is done by (Putra et al., 2024) "Linguistic landscape study: signs of public transportation places in Sidoarjo Regency". The study examined the linguistic landscape in public transportation areas in Sidoarjo Regency, revealing the presence of monolingual signs in Indonesian and English, as well as bilingual signs. Similar research was also found by the author, in the journal by (Denil et al., 2024): "Geographical Effect against Linguistic Landscape on Coffee Shop Signboard in West Padang Subdistrict." This research examines the language use on 60 coffee shop signboards in the West Sumatra Subdistrict, focusing on the dominance of language and the influence of circumstances and geographical conditions on the language's usage. And the last case was done by (Iye et al., 2023) in their journal entitled: "Language contextualization in public space in Maluku Province: A landscape linguistics study". The study reveals 40 signboards in the province contribute to the linguistic landscape, including local languages at tourist attractions and school names. However, religion has increased the use of foreign languages like English and Arabic in worship places. Indonesian is widely used as the country's official language in communication and academic settings.

These linguistic landscape studies have contributed significantly on giving understanding of linguistic landscape especially in Indonesia. However, the findings presented above only focused at the most dominant language used on signage. In this research, the author will investigate the meaning of the naming open spaces in PIK. So the focus of the research is not only on what language dominates but also on the meaning of the names of each open space in PIK. The naming of each location, tourist attraction, restaurant, and street name can reflect the linguistic landscape of a region, which also includes the region's culture, society, and environment.

In this study, the author was curious in the existence of Linguistic Landscapes in the Pantai Indah Kapuk area of North Jakarta. Pantai Indah Kapuk or commonly shortened to PIK (originally Pantai Indah Kapuk Waterfront City), is a planned development which could be found in the Tangerang Regency, Banten; Kapuk, Cengkareng, West Jakarta; and Penjaringan, North Jakarta. The construction of Pantai Indah Kapuk (PIK) occurred after the reclamation of the north coast of Jakarta to become Ancol in 1992. After being hampered between 1997 and 2002, the construction of PIK has been taken over by the development companies Agung Sedayu Group and Salim Group since 2003. Along with the success of PIK, Agung Sedayu Group and Salim Group continue to develop their business by building PIK 2. Pantai Indah Kapuk is often referred to as a “city within a city”. PIK is one of the most prestigious elite residential areas in Jakarta. Not only a residential area, but now the PIK area is becoming growth and developing rapidly into a tourist attraction. PIK has all the facilities and infrastructure that are very adequate with shopping centers, luxury restaurants, cafes, golf courses, white sand beach recreation facilities such as Aloha and White Sand, international schools, and various other public services. PIK creates a self-sustaining environment as a “city within a city”. PIK offers an exclusive and high-quality urban lifestyle for its citizens, making it one of the leading destinations in Jakarta. This diversity of facilities makes PIK an ideal place to spend time with family, friends or your partner. From young to old, from local tourists to foreign tourists, this diversity reflects the universal appeal of PIK. For this reason, The City of Pantai Indah Kapuk may be a suitable subject for research about its multilingual language environment.

Naming practices represent a lot of social issue, represent the community in a region as well as some previous research done by (Kumala, 2021a) in her research entitled *Linguistic Landscape Study: Examining the Existence of Chinese Benteng in Tangerang* this type of research is descriptive, using a qualitative approach. This study focuses on Pasar Lama, Tangerang. The author investigated the topography in the Pasar Lama as evidence of the presence of Cina Benteng from the colonial era to the present age. The findings revealed that the Pasar Lama area keeps on functioning as a cultural center, offering a variety of cultural experiences even in

the modern period. Languages discovered in the Pasar Lama environment include Chinese, Indonesian, Sundanese, Pali, and other foreign languages. Other studies of place naming also explore historical, social, ethnicity, and cultural issues in social context such as in the journal done by (Kumala, 2021b) entitled *Spatial Narrative Of Place Naming In Tangerang: Representation Of Cina's Benteng Cultural Identity*, next on journal written by (Kumala & Lauderer, 2021) *Makna Toponim di Tangerang sebagai Representasi Keberadaan Etnis Cina Benteng: Sebuah Kajian Linguistik Historis Komparatif*, another journal done by (Kumala et al., 2022) entitled *Aspek Sejarah dan Budaya Cina Benteng pada Variasi Toponim Sewan: Sebuah Kajian Linguistik*.

Following that, the author came across another study conducted by (Wijaya & Savitri, 2021) their journal entitled *The Cultivation of Coffee Shops in Trenggalek City: A Linguistic Landscape Study* found that, the study describes and demonstrates language contestation, naming patterns, and linguistic landscape functions in the naming of coffee shops in Trenggalek city. The research employed a qualitative descriptive methodology. The study effectively concluded that Indonesian dominates language contests. Second, it was discovered that 1) the word warkop is commonly used to refer to coffee shops; 2) the meaning field that appears pertains to coffee; and 3) the phrase pattern utilized is language-appropriate. Third, the majority of coffee shop names include the linguistic landscape of information, with the owner's symbolic function being the most common.

In conclusion, previous research on linguistic landscape studies in Tangerang emphasized the relevance of descriptive and qualitative approaches to investigating naming practices in public spaces, particularly in the Cina Benteng community of Pasar Lama. This study demonstrates that the naming of shops, public sign, and billboard in the Pasar Lama area reflects not only administrative issues, but also social, cultural, and identity processes in the local community. Similarly, study on coffee shops in Trenggalek demonstrates that place name is crucial for conveying community identity and values.

On the other hand, the study's main focus is the linguistic landscape, in relation to the identification of open spaces in PIK. This study employs descriptive and qualitative methods similar to previous studies, but the locations and subjects

of study differ. This study's objective is to clarify how naming practices in open spaces in PIK reflect the community's unique identity, values, and social dynamics. Despite their differing frameworks and research topics, both studies emphasize the importance of language in reflecting on and shaping cultural and social identities in local communities. This study is expected to make new contributions to understanding naming practices in public areas and their consequences for cultural and social identities in PIK, while also complementing prior findings.

1.2 Statement of Problem

The author choose open spaces in PIK as a object for its rich cultural diversity, urban development context, tourism significance, and the potential educational and policy implications. Studying the linguistics landscape of PIK provides a valuable opportunity to explore the intersection of language, culture, and urban life in a complex and dynamic environment. Multilingualism is often intertwined with cultural diversity. Therefore, the author wants to research what languages utilized in public space signage and whether the usage of foreign languages dominates the linguistic landscape at Pantai Indah Kapuk.

1.3 Research Question

The following is the research question based on the problem statement that was previously stated:

1. How do the language pattern in the naming of open spaces in Pantai Indah Kapuk?
2. How do the meaning of naming on each name of open spaces in Pantai Indah Kapuk?

1.4 Goal and Function

The author has specific goal and function that proposed in this research as follows:

1.4.1 Goal

From the research question above this research has several goals, that listed below:

1. Investigate and analyze the language patterns within the linguistics landscape of Pantai Indah Kapuk, aiming to identify recurring linguistics elements and their significance.
2. Explore the meanings behind the naming of open spaces in Pantai Indah Kapuk, aiming to uncover the linguistic nuances and cultural connotations embedded in each name.

1.4.2 Function

This research serves two functions:

1.Practices

The practical execution of this research involves a thorough and varied approach to acquire valuable data from the linguistic setting of Pantai Indah Kapuk (PIK). This study dives into the linguistic landscape of PIK, focusing on the names of each open spaces in PIK. The research focuses on linguistic patterns, the motives behind the language used in signage at open space landscapes, and the meanings linked with the names of these facilities. The major purpose is to understand the language factors that shape PIK identity and culture, particularly in the setting of public recreation areas. The author expect that their findings will provide useful insights for the establishment of communication techniques and linguistic identity in this area.

2.Theoretical

The author believes that future researcher, particularly those from the University of Buddhi Dharma, who may be interested in a comparable and related topic to their own, may utilize this work as a reference. Practically, the benefits of this study's findings will be described as readers and students majoring in English Literature being well educated about the linguistic landscape, particularly the meaning of each place's name, which reflects a region's linguistic landscape. and is expected to increase understanding of categorial meaning, associative meaning, and emotive meaning. In this paper, the author investigates towards landscape linguistics in PIK. The naming of each place name, whether entertainment, cafe, or restaurant, can represent a region's linguistic background and cultural heritage.

1.5 Scope and Limitation of Discussion

This research explores how an area's linguistic landscape is influenced by sociolinguistic elements including culture, society, and geography. This research will be limited only one linguistics landscape analysis by utilizing the naming of open spaces in PIK. The open spaces that become the objective of this investigation is confined to the linguistics landscape in PIK. The author will do research and analyzed how is the language pattern in open spaces at PIK. Furthermore, the author believes that the language used in each name of open spaces contain a motives, each name of open spaces serves an important role in the context of landscape linguistics in PIK. Therefore, the author also want to analyzed the meaning of the naming each open spaces.

As a visual representation of linguistics landscape in PIK. Pantai Indah Kapuk as a modern and culturally rich new city, has signs that not only reflects the town's unique identity and cultural features through the design and style of writing, but also provides visitors and residents with practical information about the neighborhood's directions, facilities, and values. As a result, the naming of each open spaces in PIK reinforces the linguistic meaning of its landscape, resulting in a form of communication that offers a harmonic blend of language used purposes in portraying the city's modern and culturally rich identity.

1.6 Conceptual Framework

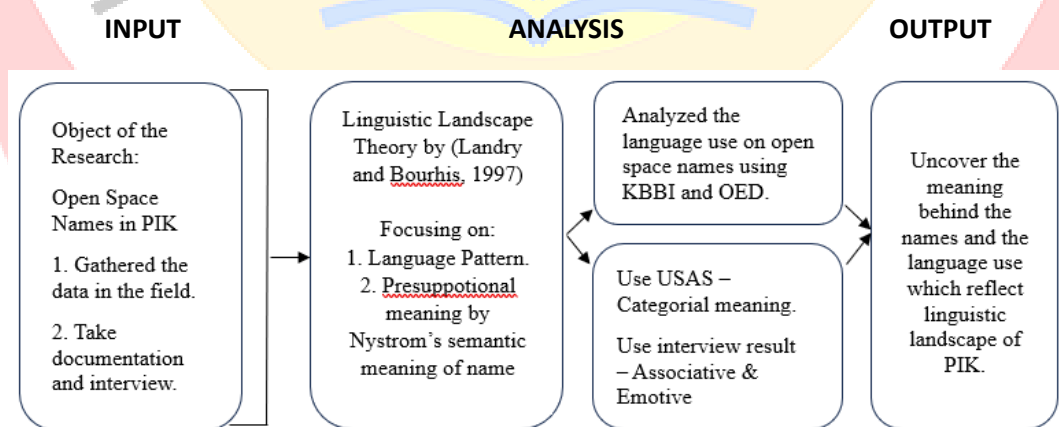


Figure 1.1 Conceptual Framework

The linguistic landscape of naming open spaces in Pantai Indah Kapuk (PIK) is explored in the conceptual framework of this research. This framework consists of

a number of key components that guide the research process. The aim of the research is to understand how languages are used to name public spaces in PIK and the significance of these names, given the changing commercial and tourism environment of the area, which provides a rich context for linguistic landscape research. The study is based on linguistic landscape theory (Landry and Bourhis, 1997). This serves as a central theoretical basis by analyzing how public signage and language use reflect social identities. The aim of the study is to identify and examine linguistic patterns in the naming of open spaces in PIK and to reveal the meanings of the names, focusing on their categorical, associative and emotional meanings.

The research, which employs a descriptive, qualitative approach, thoroughly describes and analyses language patterns and meaning. The Oxford English Dictionary (OED) and the Kamus Besar Bahasa Indonesia (KBBI) are used to study language structure. This study also examines meaning through Nyström's semantic theory of meaning presuppositions, which encompasses categorical, associative, and emotional meanings. Categorical meanings were determined using the UCREL Semantic Analysis System (USAS) semantic category system (Archer et al., 2002). In addition, the author conducted observations and interviews with informants to learn about the naming of open spaces in the PIK, as well as their associative and emotional meanings.

CHAPTER II

MAIN THEORY

In this chapter, the author addresses the theories that will be used to support the investigation. The theories are applied to the basic requirements of Pantai Indah Kapuk's linguistic landscape. The perspectives listed below are relevant to this study.

2.1 Review of Previous Studies

The author has located the following few previous studies: The first one is written by (Pertiwi & Mulyono, 2021) on their journal: *Language Used in Public Spaces, Kota Jombang as a Kota Santri*. This study focuses on how language is used in Jombang City's public areas, specifically examining the naming of shops, buildings, community groups, streets, alleys, institutions, information tailored for Islamic students, promotions for Islamic boarding school-based schools, and other objects. The primary goal of this study is to uncover the extent to which a city's identity is reflected through the language used in public places. The results of the study identify five patterns of language use that reflect Jombang's identity as a city of Islamic students. The use of Arabic language written in Latin script for the naming of shops, buildings, and community groups, as well as the use of family names or founders of Islamic boarding schools for streets, alleys, and institutions, is one form of language representation found.

The second previous research was done by (Devina et al., 2023) on their journal : *The Existence of Japanese Language in Public Spaces Kota Batu Jawa Timur: A Linguistics Landscape Study*. The utilization of is the main topic of this study is Japanese language in Linguistics Landscape and its relation to the perspective of the people of Batu City towards the use of the Japanese language itself. The writers use the theory of (Landry & Bourhis, 1997) and (Cenoz & Gorter, 2006) about linguistics landscape. Result of the research shown that the use of Japanese language in Batu City's linguistics landscape serves both symbolic and informational functions. The linguistics influence spreads across various sectors, including the public sectors, evident in Japanese characters on gate ornaments, the

tourism and hospitality sector, and the culinary sector where Japanese-named businesses thrive. Aside from that, there is evidence from society's point of view that the use of Japanese language in the culinary industry is becoming more sophisticated, fashionable, and profitable.

The third previous study was done by (Jem et al., 2023) *Public Sign in Komodo National Park, Flores-NTT*. The aim of this journal is to examine the language used in public signs in Taman Nasional Komodo (TNK), Labuan Bajo, Flores-NTT. In this research, the writers use a linguistics landscape theory by (Landry & Bourhis, 1997) and The outcome notes that there are two categories of public signage in TNK: multilingual and monolingual signs. The public signs in TNK only utilize one language, either English or Indonesian, as confirmed by the monolingual signs. On the other hand, bilingual refers to TNK public signs that are posted in both Indonesian and English. TNK public signs use nine different kinds of signs. These signs serve as symbols for the name, the head of the place, the description of the place, the map, the history, the hint, the warning, the appeal and the aesthetics of the place. Additionally, the signs have been used for educational purposes, informational purposes, and symbol representation.

And the final previous study is done by (Helty et al., 2023) entitled *The Concept of Naming Public Spaces in Jambi: A Linguistics Landscape Study*. The purpose of this study is to identify the Jambi province's public space naming concept, which is examined through linguistics and landscape studies. Object of this research are public sign in Jambi, naming of café, street, office, and local warung. The study's findings reveal that the naming ideas was categorized based on historical considerations, expectations, and agreements. On street signboards, language imperialization, language status, and power relations were the symbolic foundations for the naming concept, whereas on shop signboards, language imperialization, language status, and language policy applied to office signage, which still uses the official language.

As a result, the study that the author conducts is distinct from the four earlier investigations. The first study explained that a city's identity is reflected through the language used in its public spaces. The second one explained that the use of Japanese language in Batu City's linguistics landscape serves both symbolic and

informational functions. Meanwhile, the third study discussed about public signs in TNK divided into two types; they are monolingual and bilingual signs. The last study analyzed linguistics landscape in Jambi and the naming concept of public sign itself which classified to informationally based on historical factors and symbolically based on the existence of power and cultural relations.

However, previous studies, as well as my current research, have similarities. Both previous and current research are share a common concentrate on the use of language as indicators or names for various locations, such as schools, coffee shops, and tourist attractions. The goal of these four previous studies, as well as my own, is to identify the most dominant language in these contexts. Both previous and current research contribute to a better understanding of language preferences in place naming, as well as the implications for cultural perceptions and local identity. Meanwhile the different between previous study and current study is the object that being analyzed, Pantai Indah Kapuk is a urban development context and rich for diversity. So that, the author assume the linguistics landscape in PIK is different from other because the culture itself that come from the people who lived in PIK and also the people from outside the area that bring acculturation.

In this current study, the author will investigate the linguistic landscape of Pantai Indah Kapuk (PIK). The author intends to examine the presuppositional meaning of each open space's name, believing that every name has a meaning or message to convey. The audience's role has a significant impact on this meaning because everyone has a unique perspective. The author hopes to discover the meanings behind open space names by examining the language patterns used in their naming. This analysis will shed light on how language use in place names reflects cultural and social dynamics in PIK. Finally, the study seeks to improve our understanding of the relationship between language, meaning, and audience perception in the context of open space naming in this area.

2.2 Main Theory

The theories discussed in this chapter are purposed to support the understanding of the problem that are formulated in Chapter 1. This review is presented in some subheadings.

2.2.1 Sociolinguistics

In the book of (Holmes, 2013) *An Introduction To Sociolinguistics*, the definition of sociolinguistics is the study of the relationship between language and society. The investigation focused on why people speak differently in different social contexts. Sociolinguistics also identifies social functions which provide a language's social meaning. A speaker's use of various language in different social circumstances demonstrates how language functions, the speaker's relationship in a community, and their social identity. (Chaer & Agustina, 2004) in their book *Sosiolinguistik: Perkenalan Awal* stated sociolinguistics is related to the details of language use such as the patterns of language or dialect in particular culture

The listeners and the location where a speaker speaks, as well as how they are feeling, all influence the way a speaker speaks. A speaker is able to express and deliver the same message to various persons using diverse linguistic styles. Language can be used to ask or give information, express feelings (indignation/annoyance), or show respect and admiration. The connection between sociolinguistics and multilingualism provides insight into the practice of utilizing two or more languages within a community. Sociolinguistics investigates how language usage is shaped by social elements, encompassing factors like social groups, communication contexts, and social status. Considering the diverse ways individuals speak different languages based on social situations, multilingualism emerges as a consequence of these diverse social influences.

2.2.2 Multilingualism

Multilingualism is described as a situation in which a society has or speaks more than two languages. Because many people from different backgrounds, such as countries, cultures, and so on, have the ability to relocate to whatever country they choose and therefore stay, nowadays, this term is more appropriate than "monolingual," which refers to the existence of only one language in a community. Speaking multiple languages is essential for daily living, according to (Wardhaugh, 2006) this includes speaking one language at home, one in the village, and another for a variety of purposes like trade and commerce, as well as for interacting with larger society through social or political organizations. He continues by saying that

this ability is not learned through intense effort but rather unintentionally and naturally. Because most of the globe is rejecting monolingualism and one-language society, it follows that this phenomenon is not unusual. In the explanation that follows, we will discuss a number of points that support this.

We may now investigate the various aspects of the multilingualism phenomenon that are contributing to its current rapid growth. If we go back in time, we can observe that there has been a change that has led to the immersion of multiple languages into a single political entity since the invasions and conquests by different tribes with variable capacities to speak different languages; the loss of some Celtic languages due to multilingualism brought about by the expansion of English power over the British Isles; the union of France with Brittany, Alsace, and Provence; a multilingual nation that resulted from the Russian empire under the Czars and persisted under Soviet rule; and so forth (Spolsky, 1998). This demonstrates how much multilingualism has advanced since the arrival of indigenous communities seeking for permanent residence. By then, migration had taken the role of the word conquest. The objective is less difficult than growth since it demonstrates that people relocate either willingly (self-motivated) or unwillingly (forced), not to claim a place as their own. Because it is a well-liked travel destination, Spolsky (2006, p.53) highlights the United States as an important example of voluntary migration. As cultures become more diverse, multilingualism is expanding quickly. Some of these immigrants entered the nation illegally, which has led to the assimilation of immigrants through the application of a melting-pot policy.

We can observe that this phenomena is widespread throughout the world when considering purposes in a broader framework. Furthermore, technical innovation has significantly increased the influence of globalization. The boundaries of communication and information technologies have expanded since ancient times. All countries or socioeconomic classes can use it as a great means of introducing the rest of the globe to their cultures and languages. We might conclude by saying that in the future, multilingualism will win out over monolingualism in countries and cultures.

Landscape linguistics and multilingualism have a tight connect because landscape linguistics reflects and analyzes multilingualism in public settings. Multilingualism, defined as the use of two or more languages, is represented in observable language patterns in landscape linguistic elements such as signs, signage, and other visual materials. The study of landscape linguistics allows for an in-depth examination of how multilingualism's code-switching or code-mixing is mirrored in textual materials in public areas. Visual representations and language utilization in landscape linguistic aspects can be used to monitor language contact in multilingualism, where multiple languages interact. Furthermore, social characteristics that affect multilingualism, such as social group, communication environment, and status in society, are reflected in the selection and distribution of languages in public areas, which can be examined using a landscape linguistic method. As a result, landscape linguistics can help people understand and describe the varied and rich visual expressions of multilingualism in their daily lives.

2.2.3 Linguistics Landscape

The focal point of the rapidly expanding field called linguistic landscape (LL) revolves around the consideration of language in the environment - words and images visibly presented in public spaces. While language serves the purpose of communication through speech and listening, it is also exposed and presented, often with utilitarian or symbolic intentions. The manifestation of language in public spaces, including advertising signals, signs, advertisements and similar elements, is recognized as the linguistic landscape. This concept is in line with (Gorter, 2006) concept that linguistic landscape involves the application of written language in the public sphere. The integration of written language into public road signs, advertising signals, street and place names, trade signals in shops, and signals from government buildings constitutes the linguistic landscape in a specific territory, region, or urban conglomerate, as explained by (Landry & Bourhis, 1997) whose definition of linguistic country is often cited.

LL draws scholars from a variety of disciplines, including geography, linguistics, education, sociology, politics, environmental research, semiotics, communications, architecture, urban planning, literacy, applied linguistics, and

economics. These scholars share an interest in unraveling the underlying meanings and messages conveyed by language in various places and spaces. The study of linguistic landscape, within the realm of linguistics, serves a specific purpose. As articulated by (Landry & Bourhis, 1997), it is attributed with two primary functions: symbolic and informative. Non-commercial signs, originating from governmental or specific agencies, aim to provide information without profit motives. Commercial signs, on the other hand, include both governmental and individual/group-provided information. The functional aspect of linguistic landscape extends to representing particular groups or ethnicities, exemplified by the symbolic role of language signs in public spaces associated with groups having affiliations to existing language signs.

Linguistic landscapes are commonly categorized in two ways. According to (Landry & Bourhis, 1997), they are divided into government signs and private signs. However, in the work of (Artawa & Mulyawan, 2015) the classification differentiates linguistic landscape into non-commercial and commercial signs. Commercial signs function as advertisements aimed at promoting sales, while non-commercial signs include notifications or regulatory signage. Additionally, introduced another perspective, classifying linguistic landscape into top-down and bottom-up categories in their book *linguistic landscape a new approach to multilingualism* divided linguistic landscape into top-down and bottom-up.

Top-down linguistic landscape elements encompass items originating from national and public bureaucracies, including street names, public announcements, signs on public property, and those associated with public institutions. On the other hand, bottom-up linguistic landscape components consist of items issued by individual social actors, such as store owners and companies, including shop names, business signs, and personal announcements. To illustrate the distinction between top-down and bottom-up in the linguistic landscape, consider the following examples:

Category	Type of Item
Top-Down	<ol style="list-style-type: none"> 1. Public Institutions: religious, governmental, municipal, cultural, educational and medical. 2. Public sign of general interest. 3. Public announcement. 4. Signs of street names.

Bottom-Up	<ol style="list-style-type: none"> 1. Shops sign: e.g. clothing, food and beverages, beauty, etc. 2. Private business sign: offices, factories, agencies. 3. Private announcements: 'wanted' ads, sale or rentals of flats or cars.
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Table 2.1 Types of Linguistic Landscape

Source: Landry & Bourhis, 1997

2.2.4 Semantics Meaning of Name

In the process of identifying objects in terms of semantics, naming is a key step that involves selecting words or labels that reflect the meaning or concepts associated with the object. This involves using words that describe important characteristics, functions or properties of the object. For example, when we say "desk", the word gives a description of an object that is used to place items or do work. This process of giving meaningful names helps in effective communication, allowing us to describe, identify and understand objects more clearly and consistently. By giving proper names, we can avoid confusion and facilitate better understanding in everyday interactions and communication.

According to Nyström (2016) in *The Oxford Handbook of Names and Naming* (Hough, 2016) regarding names and their meaning, "using a name means starting a process in the brain, a process that then activates our memories, fantasies, language skills, feelings, and many other things." This statement emphasizes that if names had no meaning and were simply considered as references, the outcome would be very different. Names emerge as a result of complex mental processes within the brain that activate linguistic abilities for sound sequences, letters, and verbalization of thoughts, according to Nyström. Nyström divides the meaning of names into various categories. These include denotational and connotational meanings; lexical and proprietary meanings; and presuppositional meanings, which include categorial, associative, and emotive meanings.

First, the definitions of denotation and connotation. Typically, "denotation" refers to the relationship between a name and its referent (Nyström, 2016) "Denotative meaning" is another common term for "denotation meaning." According to (Chaer, 2013), denotative meaning is nearly identical to referential meaning because it typically provides a description that matches the outcome of

sensing. Nyström illustrates denotative meaning with the name Oxford. Oxford is the name of a well-known university and city that can be used as the name's object or referent. Conversely, consequence is defined as the part of a word's meaning that derives from the speaker's or listener's feelings or thoughts.

The second point to note when discussing names is the distinction between lexical meaning and proportional meaning. Nystrom sees lexical meaning as the general or standard interpretation associated with a word or phrase, encompassing the meaning recorded in sources such as dictionaries, which explains the overall significance of the word. Proportional meaning, on the other hand, refers to interpretations that are more specialized or related to specific situations, cultures, or uses that are appropriated by particular language users or social groups. In the context of name usage or semantic analysis, Nystrom considers it important to consider both the prevalent general meaning of a name, as well as the specific meaning that can be related to the situation or environment in which the name is used.

An example of lexical meaning is the word "cat". Its lexical meaning is a mammal animal with certain characteristics, such as having fur, claws, and is usually used as a pet. This meaning can be found in dictionaries and is used generally to refer to certain types of animals. For proportional meaning, an example of a word that can be used is "Whiskers" which is used as a name for a cat. While lexically "cat" is a mammal, in the context of this cat name, "Whiskers" may have a more specific proportional meaning that refers to the cat's physical features, such as having long, prominent whiskers. The proportional meaning in this case is more related to the use of a specific name to refer to a unique characteristic or special feature of the cat in question.

Although the lexical and proprietary meanings mentioned above, every name has one or more presuppositional meanings, which are different for each individual and group. Therefore, Nyström (2016) creates three ways of understanding name meanings that are encapsulated in presuppositional meaning: categorial meaning, associative meaning, and emotive meaning. All of these fall under the Semantic Theory of Presuppositional Meaning.

1. **Categorial Meaning**, the fundamental idea of categorial semantic meaning formation is that people mentally classify objects and other phenomena into various categories (e.g., animals, horses, humans, city fruit, or cars). Because humans acquire elementary knowledge about the objects they classify, these categories are comprehensible (Nyström, 2016). When they hear a name, like Labrador, people have a tendency to assume certain things about certain categories (a categorial presupposition). This word instantly makes us assume that it is the name of a dog-related creature.
2. **Associative Meaning**, sometimes referred to as connotative meaning, is what a person understands when they hear a word. According to Nyström, associative meaning is the meaning one derives from a word by connecting it to an external context outside of the text. The extraneous element that emerges from the text may have a relationship to an individual, moment in time, setting, emotion, or occasion. According to one's attitudes or point of view about a place, person, company, etc., associative meanings can vary from person to person, said Nyström. These connections are frequently intimate. But sometimes, when the brain is faced with a location, person, business, etc., connections in thoughts, expectations, emotions, and recollections frequently surface. For instance, neither in spelling nor pronunciation are boys in Sweden named Adolf (Hitler) since the Second World War. This is due to the name's strong negative connotations, which for the majority of people evoke unpleasant memories of an unpleasant event (World War II).
3. **Emotive Meaning**, a name that has an emotional connotation can be associated with or cause emotional meanings to arise. A neutral feeling, hope, anger, value, sadness, dream, desire, or hard work can all be experienced. For example "Ellis Island", because of its historical significance as an immigration processing center, the name "Ellis Island" has sentimental connotations in the United States. Ellis Island served as the initial port of entry for a large number of immigrants who arrived in the United States between 1892 and 1954. This place name evokes strong feelings and connotations of optimism, dreams, and aspirations for starting over in a foreign country. It symbolizes tenacity, bravery, and the pursuit of the American Dream. It also represents the emotional journey of

millions of immigrants who came to the country in search of opportunities and a fresh start.

As a result, a name's meaning is more complicated than one may imagine. Numerous perspectives can be used to examine names, including presuppositional meaning (categorical, associative, and emotive), lexical meaning, proprietary meaning, and denotation connotation meaning. It is irrelevant to debate whether or not names have any meaning. Without a doubt, names have some significance. Names are significant associative meanings that convey significant symbolic meaning in language. When debating the meaning of names, lexical meaning is crucial and cannot be disregarded. Names typically have presuppositional meaning, which includes categorical, associative, and emotive meanings, even in the absence of an established lexical or etymological meaning.

2.2.5 Category System *USAS*

The first classification of the word came in Tom McArthur's Longman Lexicon of Contemporary English (McArthur1981). He used this classification to categorize words in various semantic categories and analysis models. Tom McArthur wrote the Longman Lexicon of Contemporary English Thematic Dictionary, which was released by Longman in 1981. It varies from common dictionaries in that it organizes words according to topics and concepts instead of alphabetically. Later, McArthur's classification was modified by¹ (Archer et al., 2002) due to problems with word classification markers. *USAS* or *Ucrl Semantic Analysis System* is an analytical system and semantic tagset. The objective is to classify words in a text according to the semantic categories to which they belong. Lancaster University scientists and professors began working on the Uclrel Semantic Analysis System in the late 1990s. *USAS*'s core development and early publications took place between 1997 and 2002.

The new tagset is organized in a hierarchical structure, with 21 main discourse areas that expand into 232 category labels. The following table displays the 21 labels at the top of the hierarchy. A word's category label defines its semantic domain. For example, A1.3. The letter A represents the semantic category "Abstract

¹ Dawn Archer, Andrew Wilson, Paul Rayson.2002. Introduction To The *USAS* Category System

and General Terms," then 1 represents the first, first-order subdivision in semantic category A, "General," and 3 represents the second, third-order subdivision in semantic category A, namely "Warning." The semantic tagset used in this study is a table that displays 21 labels at the top of the hierarchy and the main domain subcategories.

A general and abstract terms	B the body and the individual	C arts and crafts	E emotion
F food and farming	G government and public	H architecture, housing and the home	I money and commerce in industry
K entertainment, sports and games	L life and living things	M movement, location, travel and transport	N numbers and measurement
O substances, materials, objects and equipment	P education	Q language and communication	S social actions, states and processes
T Time	W world and environment	X psychological actions, states and processes	Y science and technology
Z names and grammar			

Table 2.2 USAS Semantic Tagset
Source: Internet, The UCREL Semantic Analysis System

CHAPTER III

RESEARCH METHODOLOGY

The author wants to explain the methodology of this research in this chapter. The research approach, data type, data source, data collection method, and data analysis are all discussed in this study.

3.1 Research Approach

This study takes a descriptive and qualitative approach to the Linguistics Landscape in Pantai Indah Kapuk. This study attempts to characterize and assess the diversity of languages found in the environment through in-depth data collection. Various linguistic signals such as writing, symbols, and spoken language will be thoroughly examined utilizing descriptive approaches. This qualitative study will investigate the social, cultural, and linguistic meanings of the linguistic scene in Pantai Indah Kapuk, providing profound insights into language use in public areas or open spaces.

This work of linguistics landscape is to investigate the language situation in Pantai Indah Kapuk, Jakarta. In terms of to know the language patterns exhibited in the naming of open spaces. This work confines the extent of studied area as Pantai Indah Kapuk is considered to be a large scaled area, selecting only on location to represent various language activities. The author will analyzed and select the naming of open spaces as a public areas for this study.

The analysis of the data employs a qualitative approach, where the author gathers information through observation and the examination of text and images. According to (Creswell, 2014) qualitative research is defined as comprehending social or human issues by constructing intricate, holistic depictions using words and details within a natural setting. Qualitative method involves an interpretative and naturalistic approach, this means that qualitative method study things in their natural environment and try to understand or interpret phenomena in terms of meaning that people bring to them (Denzin & Lincoln, 2000). The aim of qualitative research is to form a comprehensive understanding of the problem from the human

perspective being studied, focusing on ideas, perceptions, or opinions that resist quantification.

3.2 Data Types

There are two types, primary data and secondary data. Information obtained directly from primary sources through techniques like surveys, interviews, experiments, or observations is referred to as primary data. Information obtained from previously published sources, such as books, papers, databases, or earlier study, is referred to as secondary data. In this study, the key data types used by the author are applied. First-hand information or raw data are other terms for primary data (Sugiyono, 2012)

In using primary data, the author usually identifies the target population before choosing and collecting data sources. In this case, identifying the specific group of people interacting with or affected by public signs in public spaces may be necessary. For example, the target population could include pedestrians, commuters, tourists, or residents who frequent areas where public signs are displayed. Primary data can be gathered through observation, interviews, online surveys, offline surveys, physical testing, questionnaires, case studies, and other methods.

3.3 Data Sources

As qualitative method expressed in terms of feelings rather than numerical values that dealing with problem that can't be measured and counted such as tastes, colors and smells. The author will observe and interview to collect the primary data as the data source. The data obtained is directly acquired by the author from the field, The author took the data from Pantai Indah Kapuk, Jakarta, the author will collect the data in a recently time which is most up-to-date data.

To gathered the data, the author wants to captured all the sign from the naming of each open spaces in PIK area. The author also uses record and note-taking techniques in obtaining the data. As a result, the author owns the data, and all obtained data must be unique and original. The author conducted direct interviews with informants in each open space. With the criteria, informants are visitors and

staff or workers in the open space. With an age range of 17 to 60 years old. The author assumes that the more mature the age of the informant, the more information will be obtained. The author chose informants randomly through observation first, then approached and asked permission to conduct interviews with pre-prepared questions. The open space here is an entertainment center in PIK, it is divided into eight different entertainment centers. The following will describe the entertainment center that is the object of research:

A. Batavia PIK

Batavia PIK provides a wide range of entertainment and dining alternatives for people of all ages. The restaurants, cafes, bars, and entertainment venues here provide a pleasant eating experience with their distinctive interior designs and exotic seaside views. Visitors can also enjoy a variety of recreational activities at Batavia PIK, including renting electric bikes, antique automobiles, and scooters.

B. Pantjoran

Pantjoran embodies the Chinatown notion through its uniquely Chinese buildings as well as the Dwi Kwan Im monument and a pagoda directly behind it. Pantjoran is also a popular destination for travelers from Jakarta and other parts of the region, as well as overseas tourists. Pantjoran has been a popular site for tourists visiting Jakarta, because of the concept of Chinatown, the majority of the culinary pleasures sold here are Asian specialties.

C. By The Sea

By The Sea is a tropical-style shopping center in PIK that houses local products of excellent quality. Visitors can explore various shops with a wide selection of products, ranging from clothing, adult to children's wear, as well as shops selling accessories, facial, body, and hair care, bag and shoe stores and many more.

D. Aloha

Aloha PIK 2 is a tourist attraction in PIK. Aloha is designed with the concept of Hawaiian vibes, offering beautiful views of the seafront and white sand. There's

several restaurant and food stall inside Aloha. Aloha has become the most popular entertainment place lately because the place is designed as a family and kids-friendly place. Various exciting activities that can be done in Aloha include hunting beautiful photos, enjoying sunsets, and chill.

E. Land's End

Land's End is a seaside tourist destination that has rustic coastal style architecture with various interesting facilities such as restaurants, retail and entertainment spots. Land's End offers views of clean white sand with spectacular views from the iconic lighthouse and several restaurants such as Pier 2 or Buttermen that visitors can try, there is also a stylish beach bar like in Bali's beach club, Kingsman Beach Bar.

F. Orange Groves

Orange Groves is an open space of 1.1 hectares. It is a concept like a park with a beautiful landscape; there are many seats in the garden area, and it is decorated with an artificial lake in the middle of the location. Inside the Orange Groves area is also equipped with tenants such as restaurants, clothing stores, fitness, beauty, and there are also tenant fun art activities such as painting and pottery. Orange Groves is suitable for all ages, from children to the elderly.

G. Taman Doa Our Lady Of Akita

Taman Doa Our Lady of Akita is a spiritual tourist spot that exists in PIK 2. This holy park is not only a place of worship, but also used as a place of pilgrimage or spiritual tourism of Catholics. This prayer garden commemorates the Divine event, the Statue of Our Lady shed tears up to 101 that occurred in Akita, Japan. It is currently the only tearful replica of Our Lady Akita in the world. The purpose of the Prayer Garden of Our Lady Of Akita is to make it easier for Catholics to make pilgrimages.

H. Indonesia Design District (IDD)

IDD is a one-stop shopping solution to meet home living and lifestyle needs. IDD also not only sells home living equipment but there are also electronic tenants, and

F&B to playgrounds for children. Building on the objective to enhance design awareness and provide a full look at the craftsmanship behind each product, the complex includes homewares, furniture, lighting, kitchen appliances, tiles, and wood paneling. Therefore, IDD is also crowded because what is sold here is varied and meets customer needs.

This study was carried out at eight distinct places in the Pantai Indah Kapuk region of North Jakarta. These locations include Batavia PIK, Pantjoran, By The Sea, Aloha, Land's End, Orange Groves, Taman Doa Our Lady of Akita, and Indonesia Design District. Each area was picked because it was unique and had different characteristics. These sites are open spaces functioning as tourist attractions or entertainment centers for visitors to PIK. These locations have been successful in attracting visitors and boosting public awareness of PIK. As a result, the author chose this location as the subject of the research and examined several features and dynamics of these open spaces, with a particular focus on the naming of each place.

3.4 Data Collection Method

This study employs qualitative data collection techniques such as emerging methods, open-ended questions, interviews, observations, and analysis of various types of data including documents, audio-visual materials, text, and images, alongside interpretation of themes and patterns (Cresswell, 2008:15). The data were collected from the recording interview and note taking from the informants, which is the visitors and staff at the open spaces area. The author took observation, captured the data, interview and note-taking to collect the data by coming to the informants directly and asking the question listed.

Nigel and colleagues (1998) outline three interview formats: structured, semi-structured, and unstructured. Structured interviews use a fixed set of questions with no interviewer bias. Semi-structured interviews involve multiple interviewers collecting data in the field. Unstructured interviews lack a predefined format, encouraging participants to freely express themselves and thereby improving data accuracy. In this research, the author utilizes a semi-structured interview method,

signifying the use of a prepared interview guide during the interviews. The data gathering process comprises multiple stages:

1. Observing, the observation was carried out as a step in data collection by going down to the field to observe the object of this research, which is naming of open spaces which represent the linguistic landscape of Pantai Indah Kapuk.
2. Selecting and captured open space's name that correspond to the research.
3. Interview: A sample of informants for the author's interviews included visitors and employees of a open spaces.

The meaning of naming open spaces at Pantai Indah Kapuk was investigated through interviews with informants who included staff members and visitors. The following questions will be asked of the informants during the interview:

1. What are the characteristics or associations that come to your mind when you hear the name of this place?
2. Is this place name associated with a particular identity, history, ethnicity or culture?
3. What feelings or emotions do you feel when you are in this place? Mentioned the negative or positive feelings

The following are the steps the author takes to collect data, as below:

1. The author determines and finds the informants by coming to them directly.
2. The author conducted interviews with several visitors and workers in open spaces in PIK.
3. The author records, note-taking and interviews the informants, by asked some pre-prepared questions related to the naming of the open space itself.
4. Last, the author will analyzed, classify and select the data to find the results.

3.5 Data Analysis

There are two stages of research: identification and classification. First, each name of an open space is identified by its naming pattern, which specifies the type of language used to create a language pattern. Second, identify formation patterns that have categorial, associative, or emotive meanings. The following step is to classify and interpret the dominance of the identification results obtained. The author explains the following steps:

1. The data was collected by the author through observation in the field.
2. Investigating the language pattern using KBBI and OED to examine the lexical meaning of each name. The author use KBBI to analyzed the basic form and word classes of names in Indonesian language. Meanwhile, the names in English the author use OED to examine the basic form and word classes.
3. In the next step, the author concludes what is the most dominant language used in naming public spaces in PIK to form a language pattern. The author presents the percentage in the form of a table.
4. After identifying the language pattern, the next step is to analyze the meaning of presuppositions including categorial, associative, and emotive meanings.
5. The author identified the data using the USAS semantic tagset to find out the categorial meaning.
6. Furthermore, based on the results of the earlier data analysis, the author concludes which USAS category is the most dominant.
7. At this point, the author will use interview data to determine the associative meaning of naming open spaces in PIK.
8. Following that, the author summarizes the findings of the associative meaning analysis by identifying the most dominant associative meaning. Positive or negative associational meaning.
9. The last step is to analyze the emotive meaning based on the interview data.
10. After analyzing the emotive meanings, the author concludes which ones are most dominant.