



Linguistic landscape on shop names around University of Jember, Indonesia

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Abstract

This study aims to describe the shop names in the campus area of the University of Jember related to student needs (including cellular counters, warungs, cafes, restaurants, photocopy shops, etc.). We recorded the shop names and then used the linguistic landscape approach developed by Gorter and Cenoz (2006)^[1] to analyse the data. The results show that the shop names were in Bahasa Indonesia (the Indonesian language), regional languages, English, and other foreign languages. English was widely used in the names of cafes, computer businesses, restaurants and cellular shops. The dominance of English over other foreign languages such as Arabic, Japanese, Chinese, and Korean occurred due to the globalisation of increasingly multilingual advertising and the consideration of profit if using a name in a foreign language. The shop names chosen by the owners have the following characteristics: without a particular name, only showing product offers; shop names with some humour, puns, and sound games; adjusted to the name of the local street; based on the origin of the product; names based on well-known products; with mixed of Indonesian and foreign languages; based on a person's name; borrowed from a well-known local name; based on slang; with the old Indonesian spelling; derived from local language; and based on the slang expression. Based on the analysis results, we found that the public spaces in the campus area of the University of Jember reflect a multilingual society with various lingual expressions.

Keywords: Linguistic landscape, shop names, campus area, multilingual

Introduction

Haugen (in Subiyanto, 2013) 1972 coined the term language ecology as a study of the interaction of language and its environment. The environment here is interpreted metaphorically, namely the environment as a language user community. Because language is in the speaker's mind, language only functions if it is used to connect speakers and speakers to their environment, both the social environment and the natural environment.

Three decades later, in 2001, Halliday (in Subiyanto, 2013) introduced the term ecolinguistics in his writing entitled "New Ways of Meaning: A Challenge to Applied Linguistics". According to Halliday, language and environment are two things that influence each other. Changes in the language, both in the field of lexicon and grammar, cannot be separated from changes in the natural and socio-cultural environment of the community. Language is a social product of human activity, and at the same time, language also changes and influences human activities.

This study discusses the use of language in the Linguistic Landscape (LL) of business names in the campus area in Jember, namely around the campus area of the University of Jember. The campus area is dominated by businesses to cater to student needs, including food stalls, photocopy shops, laundry, cellular counters, bookstores, grocery stores, stationery stores, coffee shops, warungs, cafes, restaurants, rentals and others. These businesses may use names with particular meanings, especially considering students are their target customers. The purposes of this research are threefold, namely:

1. Examining the shop names in the campus area of the University of Jember;
2. Describing what languages are used and how they are distributed;
3. Describing the configuration of the display of these languages on the shop names and what purpose the naming may have.

Theory

This study examines the existence and language use in the environment based on the Linguistics Landscapes (LL) study. LL examines the use of written language in public places, such as signs/place markers, directions/signposts, and announcements to business functions such as business signboards and billboards. LL studies are considered part of applied sociolinguistics and linguistics, which deals with written language forms in public spaces (Gorter & Cenoz, 2006, p. 2)^[1]. Landry and Bourhis (1997)^[4] introduced the term *paysage linguistique*, which later became more popular with the term Linguistic Landscape (LL).

LL research examines the use of written language in public spaces (Pavlenko, 2010)^[5]. LL refers to texts that are presented and spread out in public spaces, namely the language of public road signs, billboards, street and place names, signs of shops, stalls, cafes, shops, and other commercial businesses, as well as general signs of government-owned buildings, all of which form LL of an area, area or urban area.

In the LL study, a distinction is made between signs posted by government agencies and those posted by private parties. Shohamy and Gorter (2009)^[7] use a top-down and bottom-up taxonomy to distinguish them. Top-down means the public bureaucracy issues the sign, including public places, public announcements, and street names. Bottom-up means marks issued by individuals such as shop owners and companies, including store names, business signs, and personal notices. The business name or trademark is chosen by an entrepreneur to show the business's existence and to attract potential buyers or customers to come and buy the products in the form of goods or services they offer (Husen, 1999)^[3].

Research Methods

The research methods are divided into four, namely: data sources, data collection methods and techniques, and data analysis methods and techniques. This study utilized primary data sources which were collected directly from around the campus area of the University of Jember, especially on Jawa Street, Kalimantan Street, Sumatra Street, Mastrip Street, Riau Street, Tidar Street and Karimata Street. We collected the data by taking pictures of all shop names found in the area.

Data were collected through direct documentation techniques from the study area through camera shots. All shop names around the road in the study area were considered the research data population. All population photos were collected based on the area studied. We used qualitative methods to analyze the linguistic features of the data sample which includes the type of language used, the meaning, and the function of the entire data sample. Data were collected and analyzed based on (1) language name and distribution, (2) language display positional configuration, and (3) LL actor. Therefore, following Husen's (1999) ^[3] research, the business name boards selected in this study were grouped into: shop signs without a trade name but with a business activity indication; and shop names with names in the form of nouns, adjectives, verbs, phrases, sentences, abbreviations, names in foreign and regional languages, names which are playful or contain some humor, and names specifically created.

Discussion

To illustrate, there were about 52,289 students residing in the areas who are the target market of the shops (based on DIKTI, Directorate General of Higher Education Database of 2019/2020 reporting period). The students attended five universities around the area, namely: University of Jember (35,817 students), Muhammadiyah University (9,615 students), Jember State Polytechnic (9,136 students), IKIP PGRI Jember (3,907 students), STIE Mandala (2,014 students). Thus, the majority of money circulating in the campus area derives from those students who come from various regions in Indonesia.

The LL research findings show that there are sign boards installed by government agencies or agencies and signs posted by private parties. Signs issued by the public bureaucracy are ignored and are excluded from the data corpus. Signs issued by individuals such as shop owners, stalls, cafes, and others are recorded. The names chosen by the business owners are intended to show the identity and existence of their business and to attract potential buyers or customers to come and buy the products they offer, either goods or services.

The results show that the food stalls, coffee shops, cafes, photocopy shops, printing, and street vendors use the following languages: Indonesian, regional languages, English, and other foreign languages. English is widely used in the names of cafes, computer businesses, restaurants and mobile shops, for example: Zest Fried Chicken. The dominance of English over other foreign languages occurred as a result of the process of globalization of advertising that is increasingly multilingual and that the owners may consider it more profitable when using a foreign language in their shop names. Based on the data analyzed, the shop names that have been observed in this research can be divided into five categories: shops with no name; shops with

the product they offer as a name (e.g. *Rujak Cingur*, *Nasi Ayam Hainan*, Laptop Gallery, *Cilok*, *Gorengan*); Shops combining their product and a particular name as their shop names (e.g. Terang Bulan Mini and Lekker Amira, Finsa Restaurant, Tahu Tek DPRD Cak Hasan). Shops with a combination of place name and a word, shops names with the combination of person's name and word, shop names with the combination of abbreviation and word, and those with the combination of phrases. There are shops using the names of the street where they are located: Es Degan Jawa, Toko Buah Jaa, Kedai Jowo cafe, Pojok Bangka, Pujasera Kalimantan. Beside that there are shop names from the area of origin of the product: Bakso Solo Sidodadi, Serabi Solo Kraton, Warung Pecel Madiun, Warung Emak Glenmore, Warung Banyuwangi. The shop names borrow the name of a well-known product: Warung Rujak RCTI OK, Warung Bank One, and Bakmi JKT 38.

Shop names which are a mixture of Indonesian and foreign languages, such as: Neka Prima Copy Center, Everyday Coffee Station, Ratu Cosmetics, Seafood Melarat, Warung Master Wings, Bunda Juice, Raya Printing. In this case, to name their stores, shop owners first need to make a code choice from their language repertoire. Three types of signs can be identified: monolingual, bilingual and multilingual signs. Multilingual signs refer to those signs presented in three or more languages. Some of the owners of phone shops, electronic shops, coffee shops, clothes shops and computer shops tend to use English in their shop signs.

The use of language in store names is divided into four groups, namely 1) Indonesian; 2) English; 3) regional languages (Javanese and Madurese); 4) combination of different languages. Bahasa Indonesia is often found in shop names, especially in local food vendors (food stalls, street vendors); English is widely used in the names of restaurants, computer shops, mobile counters, and cafes. Meanwhile, the combination of languages was dominated by the combination of English-Indonesian and several combinations of English, Indonesian, regional languages, Japanese and Chinese. The combination of English-Indonesian was often found in shop and restaurant names; and the combination of multiple languages found only in the name of cafes.

The shop names with Bahasa Indonesia, English lexicon and English syntax are Utama Kost Daily, Main Motor Variations, Tualang Organizer, Ratu Cosmetic, Sinar Optical, V-Three Collection, and Djember Barber, all of which are combinations of the proper names and the English words showing the merchandise sold or the service provided. There are three reasons for shop owners to use English in their shop signs, namely to be easily remembered, to follow the trend, and to be unique. The printer and computer shop owners that sell all brands of printers use English in their shop names to make their shop easily remembered by many people and to enhance their shop prestige, so it can attract potential customers.

Most Jember people are of Madurese and Javanese ethnic backgrounds. Madurese migrants worked as plantation laborers who stayed in the south of Jember. Now some of them have moved to the city center of Jember then the assimilation process is created (Sutarto 2006). Therefore, shop names from the regional language or local language such as Warung Pojok Asepsap, Warung SanRasan, Kopi Kesuwon, Ayam Bebek Gobyos, Mie Bledog, Skala Sekul Bungkus. *Asepsap* is a Madurese word meaning quick

action. When traditional Javanese or Indonesian food is on offer, Indonesian or local language is used. However, when non-traditional food is offered, for instance, donuts, burgers, and fried chicken, English is used. This seems to be related to the language policy of global establishments such as Starbucks and Dunkin' Donuts, which require the use of English (Da Silva 2014). Besides advertising clothing, signs which contain words related to technology are more likely to use English or a combination of English and Indonesian.

Next are shops with abbreviations or acronyms as their names such as: SEP, STMJ Warles Jowo, DM Cell, G Vape Jember, Pangku Bread (baked/steamed bread), JAF Perfume. SEP is the abbreviation of *Setengah Enam Pagi*, which means that this photocopy shop is open at half past five in the morning. STMJ is an abbreviation of *susu telur madu jahe* (milk, egg, honey, ginger), a kind of wellknown drink name in Indonesia that the shop sold besides foods. There are also shops named after the person's name. They use their own name means bringing a wish together with the name of the owner of the shops. Wildan Store, Bu Mingan's Warung, Warung Mbak Yana, Eddys English, Christian Salon, d'Hijab of Mey, Gepok P. Giek Chicken. Some people believe that good names definitely have good meaning or wish. There are also shops with names borrowed from the name of the area where they do their business, for example *Tahu Tek* DPRD Cak Hasan, *Warung SMAMGA*, and *Warnet SMU Negeri 2*. *Tahu Tek* DPRD Cak Hasan is named DPRD as it is near DPRD (Local house of representative). *Warung SMAMGA* is located in front of SMAMGA (Muhammadiyah 3 Senior High School). Meanwhile, *Warnet SMU Negeri 2* is an internet rental shop near State Senior High School 2.

Shop names with the style of the campus world such as *Foodepedia*, *Jember Appreciation Zone* Coffee shop, *Micro Room*, *Vapology*, *Pisang Skripsi*, *Bursa Mahasiswa*. *Foodpedia* borrows the famous name of *ensiklopedia* or *Wikipedia*. *Vapology* is from *favor* and *logic*, is like a kind of a name of a subject in lecture, and it names an electric cigarette shop. *Pisang Skripsi* is from Indonesian word 'pisang' means banana and 'skripsi' means thesis. *Bursa Mahasiswa* is a shop name for offset printing, photocopying & stationery, *bursa* means market, and *mahasiswa* means university students.

As an advertisement to attract young people as customers the owners name their shops with words with some sense of humor, puns, and language sound games, like *Swiwing*, *Shoetrisno*, *Kapok Lombok*, *Kamerakulaku* (camera store), *FatiMart*, *Songolas* stall. *Swiwing* is a mixture of Javanese and English, i.e. *swiwi* a Javanese word means wings. This shop offers chicken wings as the main menu. Also 'shoetrisno' is from the word 'shoe' and Javanese 'trisno' means love, so this shop name is for shoe laundry.

Besides that, slang words are used for naming a shop. Slang words refer to words or idioms that were used in groups or for a period of time, and they were not accepted as correct words or idioms. From the shop names in Jember, there was a shop called *Mager Bowl*, *Seblak Cubitters*, *Kuy vape* store, and *Blink Blink* (Fashion accessories store). The shop owner used "Mager" as a slang word meaning *males gerak*, a word that represents the condition during the pandemic era that people only stay at home and go nowhere. Moreover, some words that were recently used in slang were used; for example, "Kuy vape store" that was the name of an electric

cigarette "kuy" was mostly used in the business and social science fields referring to Indonesian word "ku" which means my. Slang is used to attract consumers young people and university students

The rebellious spirit toward establishment at young people is also reflected in the name of the store that makes them potential customers. The shop name use the old spelling or whatever they like, for example *Djember* barbershop, *Warunk Babe*, *Waroeng Bu Kole'k*, *Tahu teck Cak Jibud*, *IDOL@ Cafe & Resto*, and *Pentol Depele*. The spelling *j* for *Jember* was *dj*. *Depele* is the slang pronunciation of 'dipilih' which means the chosen one. However, there is a new approach of young people to be aware of using Indonesian language on the right track, they name their shop with simple but catchy diction, for example *Sini Kopi* (Here Coffee), *Temen Kopi* (Friend Coffee), *Belikopi* (Buy Coffee), *Es Teh Indonesia* (Indonesian ice tea), *Nyoklat Klasik* (Classic Chocolate), *Bakol Kopi* (Coffee Seller), and *Go Kopi* (Go Coffee).

Conclusion

From examining the shop names, we found that the public space in the campus area around the University of Jember reflects a multilingual society with various lingual expressions. The influence of the linguistic landscape is evident in making a shop name: campus environment in a geographical and social sense. The students and all their needs dominate the reason for the opening line of business along with giving the name of the business field.

Shop names in the campus area around the University of Jember were influenced by globalization. Naming shops in English reflects the universality and modernity. They describe a multicultural society's distinctiveness consisting of people of diverse races, languages, and cultures. Some shop names had mixed languages between the Indonesian or vernacular languages and other languages. The mixed language was considered a localization phenomenon that was promoted and internationalized. Also, the language changes occur, the intention was to modify shop names, incorrect spelling, or naming shops with slang words.

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