Linguistic Landscape Study of Culinary Signage on Palagan Street, Yogyakarta

[1]Bekti Nur Vitasari, [2]Agustinus Hary Setyawan
Universitas Mercu Buana Yogyakarta, Indonesia[1,2]
Email: bektinurvita11@gmail.com,[1] Email: agustinus@mercubuana-yogya.ac.id[2]

Abstract*

Yogyakarta is a multilingual centre with educational institutions, residential areas, workplaces, culinary establishments, and many more. Palagan Street is one of the busiest areas with various linguistic elements, especially on culinary signage. This study aims to examine the types of language patterns found on culinary signs that signify linguistic diversity and to describe the linguistic strategies used in the signage. The observation technique was conducted by photographing 69 signage on Palagan Street, which showed that most of the signs used Indonesian. A descriptive qualitative method was applied to analyze the linguistic strategies used. The findings show the dominance of bilingual signs (49%) in Indonesian-English, followed by monolingual signs (44%) in Indonesian, and multilingual signs (7%), which include Indonesian-Japanese-English. The linguistic strategies identified include code-mixing, symbols, speech acts, abbreviations, figurative language, lexical blends, schemes, and politeness strategies. This research contributes theoretically by providing insights into language use and strategies in culinary signage in the linguistic landscape of Yogyakarta and practically by providing information on design considerations for multicultural public spaces.

1. Introduction

Linguistic landscape (LL) studies are a sub-field of sociolinguistics and applied linguistics concerned with the "written form" of languages in public space (Gorter, 2006). Gorter (2006) states that "linguistic landscape" describes the social setting in which many languages are spoken or written. It also suggests multilingualism. Occasionally, the definition of "linguistic landscape" is broadened to include historical accounts of languages or linguistic proficiency levels. The definition of linguistic landscape given by Landry & Bourhis (1997) is followed by all authors in this issue: the language of public roadway signs, advertising billboards, address labels, names of places, commerce shop signs, and public signs on government-owned buildings combines to compose the linguistic landscape of a particular area, region, or urban agglomeration.

In Yogyakarta, most local people use Javanese as their local language. As in many other parts of Indonesia, the people of Yogyakarta also communicate in the national, foreign, and local languages (Fitriati et al., 2020). As one of the leading tourist destinations in Indonesia, the city attracts many visitors, both domestic and foreign, every day. Some non-native visitors even choose to settle in Yogyakarta. As many western tourists chose to stay within this particular area for a relatively longer period of time, they tend to import their culture and language to

communicate with the local residents, which typically is conducted in English (Setyawan & Setiawan, 2022). This condition enriches the city's linguistic and cultural diversity, seen in various aspects, including the naming of culinary places. Among the culinary-related research is a study by Tafrijiyah et al. (2024) that investigated bakery signage in Yogyakarta and showed that migrants and tourists have influenced the choice of languages used in bakery names, including Indonesian, local languages, and foreign languages. This is supported by research by Fadillah & Cholsy (2023), which states that a diverse population, including migrants and tourists, contributes to the diversity of languages used in shop names. Another study related to the LL in Yogyakarta was conducted by da Silva et al. (2021), which examined the language choice of signs and their informational effectiveness, clarity, and visibility for local and foreign visitors. The results show that Malioboro, Yogyakarta's main street, is dominated by Indonesian-language signs, at 73%, followed by English at 15%, and less than 5% using Javanese. LL have two main functions: informational and symbolic, based on Erikha (2018) research, informational function means that LL plays a role in providing information regarding the geographical location and social space of a place. Meanwhile, the symbolic function refers to the way LL depicts certain ethnic groups, which are represented orthographically through signs in public spaces.

Various studies on linguistic landscapes abroad are also similar in some aspects such as topic, discussion, focus, etc. One of the studies is by Takhtarova et al. (2015) examined the role of English in the linguistic landscape of Paris, Berlin and Kazan, finding that its use in advertising, business and everyday life in the region is significant. This is particularly noticeable in meeting the needs of young audiences who are accustomed to English as a means of international communication. The next research that focused on multilingualism was research in Tokyo that had already been analyzed by Backhaus (2006); research on multilingualism in Tokyo looked at the differences between official and unofficial multilingual signs and their relationship to power and solidarity. The study also noted the high use of foreign languages, especially on unofficial signs, to create a foreign atmosphere.

This research has similarities with previous studies related to language choice. However, this study is different because it focuses on observing the linguistic strategies used in culinary signage on Palagan Street, Yogyakarta. In addition, this study not only highlights English or Indonesian but also includes regional and other foreign languages. This confirms that many of the signage on Palagan Street are written in multiple languages, which do not necessarily follow a monolingual pattern. Therefore, the purpose of this study is to investigate the language patterns and linguistic strategies applied in culinary signage on Palagan Street in the expectation of creating a multilingual space in the current society. The more specific research questions are:
1. What are the language patterns used in culinary signage on Palagan Street?
2. What linguistic strategies are applied in creating culinary signage on Palagan Street?

2. Research Methods
This analysis uses descriptive qualitative methods to explore linguistic strategies and multilingual dynamics in Yogyakarta. Descriptive research aims to describe the unique characteristics of a particular group or context (Creswell, 2018). This method aligns with Gorter & Cenoz (2008) approach that focuses on observing linguistic trends in the environment. Data collecting techniques through observation and direct photographs were used in this study. Data was collected along Palagan Street, starting from the southern end near the ring road and going to the curve towards Pulowatu. The focus of the study was culinary signage located along the main road for approximately 5 kilometres. Signage in front of eateries and beverage establishments on both sides of the street were photographed, resulting in a total of 69 signs that were then

analyzed. The purpose of this analysis was to examine the language strategies used by restaurant and drinking establishment owners.

3. Results and Discussions
This section presents findings and discussions on language patterns, including language choices and linguistic strategies used, as represented through culinary signage in the Linguistic Landscape (LL).

3.1 Language Pattern
Three language patterns can be identified based on the use of language in culinary signage: monolingual, bilingual, and multilingual. Table 1 presents the frequency of data relating to these sign patterns. The monolingual language pattern showed the highest frequency, while the multilingual pattern recorded the lowest frequency (see Table 1). Table 2 reveals that the total number of monolinguals is 30 (44%), with Indonesian as the most widely used, followed by English. Meanwhile, Table 3 shows a total of 34 (49%) for bilingual patterns, with the combination of Indonesian-English being the most commonly used, followed by Indonesian–Javanese. Table 4 indicates that there are 5 (7%) signs reflecting a multilingual pattern, with the most frequent combination being Indonesian-Japanese-English.

Table 1
Total Language Pattern

NO	FINDING	TOTAL	%
1	Monolingual	30	44
2	Bilingual	34	49
3	Multilingual	5	7
	TOTAL	**69**	

Table 2
Languages in Monolingual Pattern

NO	LANGUAGE	FREQUENCY
1	Indonesian	23
2	English	7
	TOTAL	**30**

Table 3
Languages in Bilingual Pattern

NO	LANGUAGE	FREQUENCY
1	Indonesian – English	13
2	Indonesian – Javanese	11
3	Javanese – English	2
4	French – English	2
5	Indonesian – Chinese	1
6	Sanskrit – English	1
7	Sanskrit – Indonesian	1
8	Spanish – English	1
9	Chinese – English	1
10	Lembak - English	1

	TOTAL	34

Table 4
Languages in Multilingual Pattern

NO	LANGUAGE	FREQUENCY
1	Indonesian – Japanese – English	2
2	Indonesian – Chinese – English	2
3	Indonesian – English – Sundanese	1
	TOTAL	**5**

3.2 Linguistic Strategies

Linguistic, literary, and rhetorical strategies are used in the making of signage on Palagan Street to attract customers or tourists to culinary places, including code mixing, figurative language, schemes, speech acts, politeness strategies, etc. The number of linguistic strategies is presented in the table below. It is important to note that a single sign can employ two linguistic strategies, which means that the total number can differ from the language patterns.

Table 4
Linguistic Strategies Employed

NO	LANGUAGE	FREQUENCY
1	Code Mixing	31
2	Symbol	9
3	Abbreviation	9
4	Speech Act	6
5	Figurative Language	6
6	Lexical Blends	5
7	Scheme	3
8	Transliteration	2
9	Acronym	2
10	Politeness Strategies	1
	TOTAL	**74**

Scheme

Scheme is a rhetorical technique that involves organizing or repeating language structures to create a certain effect. As shown in Picture 1, the signage "TIP TAP TOE" is made up of three distinct but phonetically similar elements. The repetition of the initial consonant sound "T" in "TIP," "TAP," and "TOE," along with the distinctive rhythm of the phrase, results in an interesting and memorable pattern. As mentioned by AL-Muslimawi (2024), repetition is one of the most empowering tools, and is considered a stylistic device that has various functions.

Picture 1. Monolingual – Scheme Strategies

Figurative Language

Some signage display the usage of figurative language, Picture 2 show one of the example of this strategy. The phrase '*Janji Jiwa*' (soul promise) in the sign *"Kopi Janji Jiwa"* implies a promise of a soulful experience, which can resonate strongly with customers looking for more than just a drink. Highlight that coffee can be a medium for connection or even an emotional journey. This sign align with figurative language that serves as a way to grab readers' attention, helping them explore emotional writing with a more creative approach, (Lai & Nissim, 2024).

Picture 2. Monolingual – Figurative Language Strategies

Code Mixing

Code mixing addresses the practice of combining elements from two or more languages. The sign "MIXUE, SINCE 1997 * ICE CREAM & TEA" (see Picture 3) is one of the examples. MIXUE (蜜雪) is a Chinese term meaning "honey snow". The name reflects the brand's identity and emphasizes its origins in China. Additionally, the phrase "SINCE 1997 * ICE CREAM & TEA" is English. This language choice emphasizes a language's important role in maintaining ethnic identity (Mishra, 2022). The phrase "since 1997 * ice cream & tea" in English, which is understandable globally, aims to appeal to a broader customer.

Picture 3. Bilingual – Code Mixing Strategies

Symbol

One of the example of symbol strategies is the sign "Indochine Bistro" (see Picture 4). As "Indochine" represents a cultural concept that refers to the Indochina region, which is a peninsular region that includes several countries in Southeast Asia. This is in line with the theory of symbolism, which regards symbolism as a field of literature and art rooted in the development of ideology to make improvements in linguistic provision (Hasyim & Reyes, 2022). By representing cultural significance, "Indochine" not only highlights the richness of Asian heritage, but also enriches language procurement, deepening the connection between language, culture and identity.

Picture 4. Bilingual – Symbol Strategies

Abbreviation

Abbreviation refers to various types of shortened forms (Crystal, 2003). In the sign "nasgor 212" (Picture 5), the word nasgor basically abbreviates from "nasi goreng" or in English fried rice, it is a famous food in Indonesia. The use of this abbreviation changes conventional linguistic patterns, breaking the stereotype that requires two whole words to be used in a familiar combination (Minyar-Beloroucheva et al., 2019). Using the abbreviation "nasgor" creates a more concise and practical structure.

Picture 5. Monolingual – Abbreviation Strategies

Politeness Strategy

Brown & Levinson (1987) explain that as social beings, we try to maintain a "positive face," which is the desire to show a good image to others, and a "negative face," which is the desire not to be imposed, this is called politeness strategy. This politeness strategy can also be applied in store names. For example, as can be seen in Picture 6, the phrase *"Rumah Makan Rata Rata, Dapur Rumah Anda,"* by using these phrases, the owner attempts to create a sense of equality and shared experience with potential customers, implying that the restaurant is not superior, but rather a humble dining option, much like a home kitchen *"Dapur Rumah Anda"*.

Picture 6. Monolingual – Politeness Strategies

Speech Act

Shop signage can be discussed in terms of speech acts that reflect the speaker's intention when making the utterance. For example, the sign *"belikopi."* (as shown in Picture 7) can be considered a persuasive invitation or command. The sign maker wants to encourage readers or viewers to buy coffee at the shop by using the word *"beli"* (buy). This is an aspect of illocutionary acts, as mentioned by Mardian & Suhardianto (2019), where an illocutionary act is defined as the act of conveying something through an utterance. The second example is the sign *"kiriminkopi"*, This sign can be considered an illocutionary speech act that functions as an invitation or request. The word *"kirim"* (send) indicates the act of sending, while *"kopi"* refers to the object to be sent. Thus, the sign-maker wants to invite the reader to perform the act of sending coffee.

Picture 7. Monolingual – Speech Act Strategies

Acronyms

Some stores use acronyms as names, which are the initials of multiple words (Fromkin et al., 2007). For instance, a restaurant is named "SS" (Picture 8). The acronym "SS" represents the words *"Spesial"* and *"Sambal"*. In this context, the use of acronyms creates a concise and memorable impression for consumers.

Picture 8. Monolingual – Acronyms Strategies

Transliteration

Transliteration is the process of changing the visual representation of a word or phrase in one language into the corresponding characters of another language's writing system (Grami, 2019). For the case in point, the name of a Japanese shop can be written in Latin letters as "Nagoya" (名古屋), see Picture 9. The shop owner can transliterate the Japanese letter (kana) into Latin letters so that foreign visitors and local people can recognize the shop's name.

Picture 9. Bilingual – Transliteration Strategies

Lexical Blends

The "Peacockoffie" sign can be classified as a lexical blend (Picture 10). According to Bauer (1983), lexical blends are a type of word formation process that involves combining two or more words to create a new word that is different from its parts. In the case of "Peacockoffie", the words "Peacock" and "coffee" are combined to create a new term.

Picture 10. Monolingual – Lexical Blends Strategies

Discussion

This study aims to investigate language patterns and linguistic strategies on culinary signage on Palagan Street with a linguistic landscape (LL) approach. This analysis was conducted to understand the position of different languages, including regional, national, and foreign languages. According to Kayam et al. (2012), language reflects the identity and culture of the community, so it has a major influence on social identity. The results of this study show a shift in the use of Javanese among the people of Yogyakarta, which is reflected in the existing language patterns.

The three language patterns found in this study are monolingual, bilingual, and multilingual, where Indonesian is most commonly used. The use of Indonesian as the national language is regulated in the constitution and dominates the linguistic landscape as the country's identity to foster a sense of belonging to the nation (Cahyono et al., 2021). In addition, English is second only to Indonesian on culinary signage, serving as an international language that attracts tourists to Yogyakarta (Tafrijiyah et al., 2024). This is due to the authority of English among

other languages (Sariah et al., 2023). Moreover, the multiple languages used on the signs of culinary establishments in Yogyakarta show a contestation between Indonesian, local, and foreign languages (Tafrijiyah et al., 2024).

The existence of multilingualism in Palagan Street reflects various linguistic strategies seen in writing in public spaces. This study found that code-mixing strategies are the most widely used, as the merging of two languages is effective in showing identity and culture. Symbols and abbreviations have the same frequency, where symbols highlight cultural richness, while abbreviations create a concise structure. In addition, speech acts and figurative language are equal; speech acts serve to convey messages through utterances, while figurative language creatively draws the reader's attention. Other strategies, such as transliteration and acronyms, are used to facilitate the recognition of the shop name as the identity of the maker, and acronyms create concise and memorable writing for visitors. On the other hand, politeness strategies aim to create equality and a positive experience for customers.

4. Novelties

This research on the linguistic landscape of Palagan Street, Yogyakarta, has presented a novel study on the interplay between language patterns and linguistic strategies used in culinary signage. While previous research has mainly focused on the presence of different languages in urban environments, this study makes a unique contribution to the field by analyzing how these languages are used strategically to convey cultural identity, attract diverse customers, and enhance the overall dining experience. By integrating a comprehensive literature review with empirical data collected from the field, this research identifies specific linguistic features and strategies that reflect the dynamic relationship between local traditions and global influences. This research not only fills a gap in the existing literature on linguistic landscapes, but also offers practical insights for business owners and policy makers aiming to optimize communication in multicultural urban environments.

5. Conclusion

This study has identified the language patterns and linguistic strategies used on culinary signage in Palagan Street, Yogyakarta, highlighting the dominance of Indonesian and the role of English as an international language. The findings show a shift in the use of Javanese, as well as diversity in the use of monolingual, bilingual, and multilingual, which reflects the identity and culture of the local community. The linguistic strategies applied, such as code-mixing, symbols, abbreviations, and figurative language, show efforts to attract attention and create a positive experience for customers. However, this study has limitations, especially in terms of an in-depth understanding of the motivations behind the choice of language used on culinary signage.

For future research, it is recommended that researchers conduct interviews with restaurant owners or workers to dig deeper into the reasons and context of language use in signage. This approach can provide a more comprehensive insight into the linguistic strategies applied, as well as how language functions in building business identity and attracting customers. By involving the perspectives of industry players, future research can provide a more rounded overview of the dynamics of language in the culinary context in Yogyakarta.

References

AL-Muslimawi, Asst. Prof. I. A. J. (2024). Repetition as a Persuasive Tool in Stylistics and Rhetoric. *International Journal of Social Science and Human Research*, *7*(09). https://doi.org/10.47191/ijsshr/v7-i09-40

Backhaus, P. (2006). Multilingualism in tokyo: A look into the linguistic landscape. *International Journal of Multilingualism*, *3*(1), 52–66. https://doi.org/10.1080/14790710608668385

Bauer, L. (1983). *English Word-Formation*. Cambridge University Press. https://doi.org/10.1017/CBO9781139165846

Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge University Press.

Cahyono, H., Bahri, S., Salim, A., Mualimah, N., Fauzi, R., Tirta Bayu, J., Purwanti, S., & Eka. (2021). Language as National Identity. *Advances in Social Science, Education and Humanities Research*, *584*.

Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches: Vol. fifth edition*. https://spada.uns.ac.id/pluginfile.php/510378/mod_resource/content/1/creswell.pdf

Crystal, D. (2003). *English as a global language, Second edition*.

da Silva, A. M., Tjung, Y. N., Wijayanti, S. H., & Suwartono, C. (2021). Language use and tourism in Yogyakarta: The linguistic landscape of Malioboro. In *Wacana* (Vol. 22, Issue 2, pp. 295–318). Faculty of Humanities, University of Indonesia. https://doi.org/10.17510/WACANA.V22I2.721

Erikha, F. (2018). Konsep Lanskap Linguistik pada Papan Nama Jalan Kerajaan (Râjamârga): Studi Kasus Kota Yogyakarta. *Paradigma Jurnal Kajian Budaya*, *8*(1), 38–52. https://doi.org/https://doi.org/10.17510/paradigma.v8i1.231

Fadillah, A., & Cholsy, H. (2023). *The Linguistic Landscape of The Eatery Names in The City of Bandar Lampung* (pp. 200–210). https://doi.org/10.2991/978-2-38476-186-9_21

Fitriati, A., Magdalena, M., & Wardani, S. (2020). Language Attitudes and Language Choice among Students in Yogyakarta: A Case Study at Universitas Sanata Dharma. *International Journal of Humanity Studies*, *3*(2), 239–250. https://doi.org/10.24071/ijhs.2020.030209

Fromkin, V., Rodman, R., & Hyams, N. (2007). *An Introduction to Language* (J. M. Flaherty, Ed.; 9th ed.). Michael Rosenberg. https://ces.wu.ac.th/news/03/n25967.pdf

Gorter, D. (2006). *Introduction: The Study of the Linguistic Landscape as a New Approach to Multilingualism*.

Gorter, D., & Cenoz, J. (2008). Knowledge about Language and Linguistic Landscape. In *Encyclopedia of Language and Education*. https://doi.org/10.1007/978-0-387-30424-3_160

Grami, G. M. A. (2019). Translation vs. Transliteration: Arabization in Scientific Texts. *Journal of English Language Teaching and Linguistics) e-ISSN*, *4*(3), 2019. www.jeltl.org

Hasyim, M., & Reyes, A. C. (2022). An In-Depth Understanding of Signs and Symbols in English Language. *Technoarete Transactions on Language and Linguistics*, *1*(2).

Kayam, O., Hirsch, T., & Galily, Y. (2012). Linguistic Landscape: Investigation of Linguistic Representations of Cape Town. *International Journal of Linguistics*, *4*(3). https://doi.org/10.5296/ijl.v4i3.2197

Lai, H., & Nissim, M. (2024). A Survey on Automatic Generation of Figurative Language: From Rule-based Systems to Large Language Models. *ACM Computing Surveys*, *56*(10). https://doi.org/10.1145/3654795

Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, *16*(1), 23–49. https://doi.org/10.1177/0261927X970161002

Mardian, F., & Suhardianto. (2019). An Analysis of Illocutionary Speech Act Types and Context of Used in Cinderella Movie; A Pragmatic Approach. *SCIENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*, *1*(2). http://ejournal.upbatam.ac.id/index.php/scientia_journal/article/view/2618

Minyar-Beloroucheva, A. P., Sergienko, P. I., Vishnyakova, E. A., & Vishnyakova, O. D. (2019). Semantic and Cognitive Communicative Aspects of Abbreviation in the Modern English Discourse

156

Varieties. *International Journal of English Linguistics*, *10*(1), 26. https://doi.org/10.5539/ijel.v10n1p26

Mishra, G. (2022). The Relationship between Language and Ethnicity. *Journal of Contemporary Issues in Business and Government*, *28*(04). https://doi.org/10.47750/cibg.2022.28.04.129

Sariah, S., Widiastuti, R., Mulyanah, A., Kurniati, A., Riani, R., & Budihastuti, E. (2023). Language, Identity, and Modernity: A Case of Hotel Images in Karawang City, Indonesia. *International Journal of Society, Culture and Language*, *11*(2), 103–118. https://doi.org/10.22034/ijscl.2023.2003223.3051

Setyawan, A. H., & Setiawan, A. (2022). An Analysis of Slang Used on Prawirotaman Street, Yogyakarta. *Lingua Didaktika: Jurnal Bahasa Dan Pembelajaran Bahasa*, *16*(1), 94–107. https://doi.org/10.24036/ld.v16i2.116932

Tafrijiyah, K., Chasanah, L. N., Syaifudin, N., & Andriani, C. (2024). *A Linguistic Landscape Study into Bakery Signs: A Case of Yogyakarta*. https://doi.org/10.22034/ijscl.2024.2035703.3571

Takhtarova, S. S., Kalegina, T. E., & Yarullina, F. I. (2015). The Role of English in Shaping the Linguistic Landscape of Paris, Berlin and Kazan. *Procedia - Social and Behavioral Sciences*, *199*. https://doi.org/10.1016/j.sbspro.2015.07.531

Biography of Authors

	Bekti Nur Vitasari is a bachelor's student of English Language Education, Faculty of Teacher Training and Education in Universitas Mercu Buana Yogyakarta. *Email: bektinurvita11@gmail.com*
	Agustinus Hary Setyawan, S.Pd., M.A. is a lecturer of English Language Education, Faculty of Teacher Training and Education in Universitas Mercu Buana Yogyakarta. *Email: agustinus@mercubuana-yogya.ac.id*