

**LINGUISTIC LANDSCAPE IN MALL RESTAURANTS IN  
SURABAYA**

**THESIS**



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Linguistic Landscape is the study of a language in a certain place. Landry and Bourhis (1997, p. 23) states “linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region”. Their definition of linguistic landscape is much more commonly used:

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. (Landry and Bourhis, 1997, p. 25).

From the definition above we can say that linguistic landscape is about language used in the urban space such as road signs, public signs or advertising billboards and the language used will give it territory to the language and it also shows how the agglomeration of a language.

Through applying linguistic landscape, we can identify what languages are in an area, and the language can express the social status of the language used in various sociolinguistic contexts (Cenoz & Gorter, 2006). English language, for instance, represents modernism and sophisticated language. Therefore, various stores prefer to use English to build this perception in the customer’s consciousness. Even though not all costumers understand and are willing to discover the meaning, the signs are created to influence customer’s minds that the products sold represent modernity, pleasure, and international image.

Knowledge of the linguistic landscape has great importance for many researchers to find out what language is used in a particular area, and we can know how the effect or role of the language in that area. The role of English in the business cannot be denied because the language has an essential role in marketing

market products. Cenoz and Gorter (2009) stated that doing business in English can cover a broader market and attract more extensive customers for the products and services they sell. Based on the above statement, it can be concluded that in economic prosperity, the use of English is more widely used than other languages and also increases the discovery of English found in the linguistic landscape.

Many studies on the linguistic landscape (Bianca, 2018; Friedrich, 2002; Jingjing, 2013; Prayitno, 2015; Rafsanjani, 2019) are focused on linguistic landscape in shop signboards, but none of them combined loan words and ethnicity in the linguistic landscape. Bianco (2018) proved the undeniable relationship between the visibility of language in urban areas and the sociolinguistic composition that lies in society. Friedrich (2002) provided examples of motivation and local creativity in the use of English in advertising in Brazil. Although English is commonly used, Brazilians still use native and other languages such as French and Italian. Jingjing (2013) examined signs from a multilingual perspective and found that the existence of McDonalds and KFC marked Western consumerism widespread presence. This research shows that English is the most dominant foreign language used on shop signs in China. Prayitno (2015) conducted a comparative study between the mall with upper-middle and middle-lower targeted customers; she found that multilingualism was common in malls with middle-upper target consumers. Rafsanjani (2019) examined the language that appears on the billboard between shopping malls and traditional markets. He found that English was found more in shopping malls while Indonesian was more widely used in traditional markets.

From the five research above, none of them linked the linguistic landscape with loan words. Because there are no studies that discuss loan words with the linguistic landscape, so here the researcher wants to make it possible. Before that, the researcher presents research that has been conducted concerning loan words. These four pieces of research use loan words as the topic of research. Two of them are research conducted by Pontoh (2018) and Sengkey (2016). Both researcher use the theory of Haugen (1950) to distinguish loan words according to the phonemic level of substitution and Baugh's (1993) theory to analyze changes in the meaning of loan words. The third is a research conducted by Ariyati (2014), she researched about English loan words written by IT writers in their abstract writing. She used the theory put forward by Sadtono (2004). The fourth is a research conducted by Ginanjar (2018), he examined the loanwords in football terms and from the three types of loanwords he only found two of them: loanwords without phonetic substitution and loanwords with partially phonetic substitution.

This research creates to develop previous research that mentioned by the researcher. Furthermore, because in linguistic landscape, there is no research on ethnic representation, the researcher examines it. Ethnic representation in this study is important because linguistic landscape is done in space (restaurants). The researcher put herself as restaurant visitor, and it turns out that in addition to language we can also examine ethnicity in the space. The researcher research the four biggest malls in Surabaya. The four malls are divide into two categories, namely strip / open malls (Food Junction Surabaya and Pakuwon Food Festival













### **2.3.1 Strip Mall/Open Mall**

Strip mall or shopping plaza is an open shopping center with rows of retail units, in general consist of 1-2 floors that are aligned in parallel (lined up straight or form a U or L configuration) with an open pedestrian area in the middle that connects between retail units facing each other. The lack of land, especially in urban areas, the strip mall is transformed into retail units with vehicle parking located in front of it.

#### **2.3.1.1 Food Junction Surabaya**

Grand Pakuwon develops the largest and most complete commercial area, namely 6 hectares with toy rides and well-known tenants from Surabaya residents. Food Junction is one place that has an impeccable and good order, which includes providing a variety of culinary choices to taste—range from typical Indonesian cuisine to international cuisine. There are around 100 places to eat that we can taste. Facilities at the food junction are also complete. One of them is a non-smoking area, Lagoon Lake, playground, photo spot, and many more.

Food Junction is located in the Margomulyo Tandes area, specifically in the Grand Pakuwon Elite Housing area, Surabaya. The location is placed not far from the Banjarsugihan highway crossroad, Manukan Kulon highway, and the Grand Pakuwon Road. The range is approximately 350-400 meters from Kandangan Station.

### **2.3.1.2 Pakuwon Food Festival Surabaya**

The next strip / open mall is the Pakuwon Food Festival, located in East Surabaya. This open mall area has an area of around 5 hectares, is an attractive place, and suitable for gathering together. This place was built using the concept of a food court semi-outdoor and had more than 60 retails small restaurant retailers that sell a variety of local and international food. This semi-outdoor food court starts to open at 5 pm and closes at 11 pm. this hour is proper for those who want to spend time at night. There are various kinds of activities that can be done here besides culinary tourism: XFUN games such as *mandi bola*, flying fox, mini car racing, mini pedicab, and many more.

### **2.3.2 Shopping Mall/Closed Mall**

Shopping malls, usually called malls, are typical indoor shopping centers that contain retail units and are generally leased. Usually, the mall is a multi-stores building or consists of more than two floors, because the mall is built in the middle of the city where the land is minimal, but the demands of its function remain, so the mall construction must be done vertically. Moreover, to add the convenience of visitors, the mall has used technology assistance such as air conditioning, suitable materials to look at, and others.

#### **2.3.2.1 Ciputra World Mall Surabaya**

Ciputra World Surabaya is ranked first in the biggest mall in Surabaya. It reaches 7.7 hectares, and there is even the longest escalator in Southeast Asia in it.





## 2.4 Loan Words

Every country has different language. Nonetheless, there are some similar words used in their language. This is because language has a limit so they have the same words with the same meaning in their language. The similarity of the words can happen because some country borrowed some word from another country and it called as loan words process. As Kemmer (2015) stated “loanwords are words adopted by speaker of one language from different language (the source language). A loanword can also be called a borrowing”. Adding to Kemmer’s theory, Jendra (2010, p. 88-89) said there are two types of loanword; they are necessary and unnecessary loanwords:

Necessary loanwords, also named importations, are words borrowed from foreign language by bilinguals into their utterance because they find there is no exact word in their own language that can express what they mean and unnecessary loanwords are the words from a foreign language that are borrowed although there are actually corresponding words in the receiver language that may be used to substitute them (substitution).

Based on the theories above, people borrowed words commonly because they found no words that appropriate to express what they mean. When they borrowed words from another language, sometimes they changed the word in writing or in utterance. The researcher analyze the loanwords from English into Indonesia. The researcher uses the theory from Haugen (1972). The theory is used to analyze the data for seeking the type of loanwords. Haugen said there are three basic of loanwords, they are:















### **3.2.3 Instrument**

This research use the human instrument in analyzing the data because there was no other instrument that could analyze the data in order to make the research process done quickly, systematically, and completely. The researcher collected and analyzed the data by observation. The researcher collected and selected the data from restaurants in Food Junction, Pakuwon Food Festival, Ciputra World Mall, and Grand City Mall Surabaya. The data that the researcher collected were restaurant signboards and the restaurant's appearance. The researcher took photos of the data during the observation.

### **3.2.4 Data Collection Techniques**

Data collection is done to achieve the research objectives. The researcher has observed specific areas that were used as data sources. The researcher observed four areas to collect the data. On Friday, September 20<sup>th</sup> 2019, the researcher visited Food Junction for observation. On Tuesday, September 23<sup>rd</sup> 2019, the researcher went to the Pakuwon Food Festival to make observations, and two days later, on Thursday, September 26<sup>th</sup> 2019, the researcher visited Ciputra World Mall at lunchtime and Grand City Mall in the evening to make observations. During the observation, the researcher took photos of restaurants signboard and the restaurant's appearance. The steps of observation were:

1. The researcher visited the four areas for observation. On Friday, September 20<sup>th</sup> 2019, the researcher visited Food Junction for observation. On Tuesday, September 23<sup>rd</sup> 2019, the researcher went to the Pakuwon Food Festival, and two days later, on Thursday,











small-town cities buy goods from big cities then sell them again in their cities. In terms of food, to make it famous and to attract customers, many large tenants are opening a subsidiary in Surabaya. This research discusses the linguistic landscape in Surabaya malls by scanning through the sign found in the restaurants. Now, the researcher wants to describe as clearly as possible concerning the linguistic landscape in the four biggest malls in Surabaya.

#### **4.1.1.1 Linguistic Landscape in Food Junction Surabaya**

Food Junction is chosen because it is the first 6 hectares complete business area in Surabaya. Food Junction Grand Pakuwon is a food court with an insignificantly modified concept. Various tenants are accessible here, such as French fries, meatballs, Japanese food, and Chinese food. Numerous drinks are presented, we can choose according to taste, such as tea, coffee, chocolate, and milkshakes. Food and beverage which becomes customer's favorites are *Ayam Bakar Wong Solo*, *Solaria*, *Cincau Station*, and *Limun Factory*. There is also food that customers might not know or not famous, such as *Molen Surabaya*, *Leker Mania*, and *Teapresso*. All the languages used in Food Junction is in the pie chart below.







is only 7 %, while a significant difference found in Ciputra World Mall is up to 30%. The Thai has 1 % (*Dum dum*=drink), which means the language has small role in the area of Ciputra World Mall Surabaya. Languages that have an essential role after English and Indonesian are Chinese (11%) then followed by Japanese (7%). It cannot be denied that many Chinese live in this country. Many restaurants use Chinese, for example, *Cha (Tea) Time*, *Huang Hou* (Empress/Imperial Consort), *Lao Pan* (Boss), and *Ta Wan* (Large Bowl) and Japanese, for instance, *Yoshinoya* (Home of Fortune), *Hakata Ikkousha* (Hakata is First Happy Home), and *Bentoya* (House of Packed Meal).

#### **4.1.1.4 Linguistic Landscape in Grand City Mall Surabaya**

Grand City Mall Surabaya is the fourth subject for this research. Grand City Mall is a shopping center placed in Gubeng, Surabaya. The mall, established in 2009, has a variety of tenants that must be visited. Like at other shopping centers, Grand City Mall also has complete facilities, one of them is a food court. The mall provides a variety of food, including Japanese restaurants, Indonesian restaurants, Italian restaurants, and cafes. The most recommended restaurants that customers can taste are *Banana Leaf Bistro*, *X.O. Cuisine*, *Cabe Rawit*, *Anomali Coffee*, and *Peco Peco Sushi*. Figure 4.5 displays the Linguistic Landscape in Grand City Mall Surabaya, and eight languages found.













































basic batik motifs, *Parang Batik* has the meaning of advice to never give up, like the waves of the sea that never stops moving. *Parang Batik* also illustrates a never-ending relationship, in terms of efforts to improve themselves, efforts to fight for prosperity, and a form of family ties. Inside this restaurant, there are Javanese masks on the wall. The mask is the *Malangan Mask* or *Puppet Mask*, which is the original tradition and culture of Malang. One characteristic of this *Malangan Mask* is the carving of a person's face on wood that seems more real. Besides, the colour is also more diverse than masks from other regions. The colours are red, white, yellow, green, and black, which sequentially symbolize courage, purity, pleasure, peace, and wisdom. Regarding the many characters, there are only six characters that famous in the *Malangan Mask*: Panji Asmoro Bangun, Dewi Sekartaji, Gunung Sari, Dewi Ragil Kuning, Klana Sewandana and Bapang. As an example, from the six masks above, the green mask is a mask from Panji Asmoro Bangun.

Now we will continue to discuss the other ornaments: painting. Painting is a work of art whose manufacturing process is done by daubing paint with a paintbrush—for example, someone's face painting or painting about a culture that will have its meaning. Hereabouts the researcher presents paintings which can represent ethnicity. *Bentoya Restaurant* presents a view that can strengthen the impression of Japanese ethnicity. In Figure 4.13 A, there are various components: *Kokeshi Ningyo*, *Daruma Ningyo*, and *Maneki Neko*, which are typical of Japanese.









painting from the *Gayo* tribe. Typically, this dance consists of dozens of male dancers by presenting the beauty of the movement and the rousing applause of the dancers while hitting the chest and groin. The second is the *Gambuh Dance* painting. *Gambuh* is a Balinese drama theatre that is considered the highest quality and the wealthiest dance drama. The third is a painting of a man with a *Flores* background. The fourth is a painting of men dancing in traditional Javanese clothes and *Kawung-patterned batik* as their pants. The fifth painting is *Luwak*, which symbolizes *Kopi Luwak*. *Kopi Luwak* is original coffee from Indonesia and is among the most expensive coffee with delicious flavours. The sixth is a painting of Papua New Guinea people who are wearing war hats and coloured their faces in yellow and red, the characteristic of the *Huli* when they want to fight. The seventh is a painting of a man wearing a *Mandailing Batak* traditional dress. The last painting is a picture of a woman wearing *Toraja* traditional clothes: the *Pokko* shirt. The headband worn is *Pasa'pi'* and the necklace worn is *Passura*. The eight paintings are found in Anomaly Café. All paintings show different tribes but still illustrate that all the paintings are intended to highlight the Indonesian culture. After discussing paintings, we will move to discuss motives or patterns on an object which can represent ethnicity: motifs on wall wallpaper, floors, windows, curtains, and wall divider.







Figure 4.19 A is taken from the *Kuliner Aneka Rujak Restaurant* kitchen located in Grand City Mall. The kitchen wall uses tiles, and the motif used is the patchwork motif. Patchwork is a craft that combines pieces of objects and has a motif or various colour and then made into a new style. Figure 4.19 A shows that the wall uses a combination of brown tiles and uses classic patterned tiles. The second picture (Figure 4.19 B) is a dividing wall made of fabric. The fabric is a Tribal batik fabric. Tribal in English has 'clannish' meaning. Tribal batik is almost similar to Indian Style. The difference is that Tribal emphasizes more parallel lines and a variety of colours, while Indian Style tends to be dark and brown. The Tribal batik theme above is monochrome (black and white), to show a modern impression. Figure 4.19 A uses the Patchwork motif, and Figure 4.19 B uses Tribal batik. Although the two motifs did not originate from Indonesia, for laypeople who not so experienced in motifs, they must remember that both motifs are batik motifs. Also, the two motifs are in restaurants that sell a variety of authentic Indonesian dishes.

The researcher has explained how restaurants represent the ethnicity they want to show to the customers. We can see it from two sides, namely the ethnic design and the ornaments in the restaurant. Of the many restaurants photos taken from four biggest malls in Surabaya, the most ethnically representative restaurants are found in closed malls: Grand City Mall and Ciputra World Mall. In the open malls, only two items found aimed at ethnicity: Chinese lanterns in front of the door and the temple paintings that are mounted on the walls in the room. Both items are found at the Pakuwon Food Festival, while at the Food Junction, the

researcher could not find anything that shows ethnicity. The lack of ethnic representation in open malls is since restaurants do not have private spaces.

## 4.2 Discussions

In this section, the researcher discusses the findings of this research. This linguistic landscape study is done at the four biggest malls in Surabaya. To simplify the process of data retrieval, the researcher divided the four malls into two groups: strip / open mall and shopping / closed mall. Malls included in the open mall category are Food Junction and Pakuwon Food Festival Surabaya, while for closed malls are Ciputra World Mall and Grand City Mall. For the first result, is looking for the languages used in the restaurant's signboards and the weight for each language. In these four malls, the researcher found 513 words and nine languages: English, Indonesian, Thai, Japanese, Chinese, French, Korean, Dutch, and others. Those 513 words and nine languages are taken from 260 pictures of restaurants signboards. 154 Indonesian words (30%) are found in restaurant signboards, and this is the second-highest after English with 183 words (36%). In addition to the indigenous population, the population of Chinese descent in Indonesia is also a lot. It makes the use of language in the business world also change. As found in this research, the Chinese language has 43 words (8%). Although this research is carried out in areas where the majority of the population used Indonesian, the highest percentage is not Indonesian (30%) but English (36%) because English plays an essential role in product marketing and can attract the customer's attention.

Of the nine languages used in restaurants signboards, the researcher chooses to examine Indonesian loan words. To examine Indonesian loan words, the researcher used the theory proposed by Haugen (1972). He divided the loanwords category into three essential parts: (1) loanwords without phonetic substitution, (2) loan words with partial phonetic substitution, and (3) loan words with complete phonetic substitution. From the four biggest malls in Surabaya, the researcher found there are 25 Indonesian loanwords which came from English words. Those are five words in loanwords without phonetics substitution, fourteen words in loanwords with partial phonetic substitution, and six words in loanwords with complete phonetic substitution. The loanwords found in open malls and closed malls is almost the same. Open malls: five words Indonesian loan words found in Food Junction Surabaya, and only three words of Indonesian loanwords are found in Pakuwon Food Festival Surabaya. While for the closed mall: eight Indonesian loanwords are found in Ciputra World Mall Surabaya, and nine Indonesian loanwords are found in the Grand City Mall Surabaya.

Ethnics found in restaurants can be seen or valued in two ways: ethnic design and the ornament found in the restaurant. The use of fake plants, paintings, lampions, and motifs found on floors, walls, and windows in a restaurant can represent ethnicity. The researcher found that Chinese ethnicity, Japanese, Thailand, and Indonesian are the most prominent ethnicities. At the open malls, the researcher struggles to find ethnic designs and ornaments that can show ethnicity. It might be due to the restaurant's lack of private space; they use the same shared seating and room. In the closed malls, many restaurants represent

ethnicity through ethnic interior design and by placing ornaments in the restaurant.

If related to previous research, the first result shows that there are nine languages used in restaurant signboards that show a difference with the results of Prayitno (2015). She categorized the languages into four categories: Indonesian, English, Javanese, and others. Both of these studies have similarities and differences. Both results show that English is the most dominant language to use because English is a global language and has an international image in business. This current research is the development of research conducted by Prayitno because the researcher categorized it into nine languages.

The second result shows the difference in research conducted by Ariyati (2014). She found three patterns: total borrowing, partial borrowing, and total modification of loan words. The total borrowing is the pattern with the most number (111 words) followed by partial borrowing with 32 words, and the last is the total modification of loan words (2 words). Ariyati's research was conducted in the IT thesis abstracts. It differs in research data, and the results of this current research are also different from Ariyati's. Whereas this current research found three types of loanwords. Loanwords with partial phonetic substitution (fourteen words) is the most dominant pattern in this research, while Ariyati's has the total borrowing as her dominant.

Furthermore, the third result is the result of the development of the first and second results. What distinguishes this research from others is the third result, which discusses ethnic representation. The third result shows that in representing



ethnicity, the restaurant has two ways, namely through ethnic design and ornaments in the restaurant.

This research results give essential information to the reader about the advantages of learning the linguistic landscape. Learning languages has many benefits. One of them is that we can find out the language contained in the signs we encounter on the streets. If we study the language more in-depth, we can know that the language located in public space has a specific meaning. In addition to providing information about the linguistic landscape, this current research also provides information about ethnicity. It is a benefit that we can take in our daily lives. We often eat in restaurants, but often forget that maybe the restaurant has its ethnicity that wants to be shown to its customers. Not knowing the use of a unique restaurant name and attractive restaurant appearance is one of the factors that make us visit the restaurant.

In short, this present study identifies three essential findings. First, the language most used in the Surabaya malls restaurants is English (36%) and then followed by Indonesian (30%). Second, there are three types of loanwords and 25 Indonesian loanwords are discovered. Finally, a restaurant can represent ethnicity in two ways: using appropriate ethnic design and placing ornaments inside the restaurant.



Furthermore, for further researchers are suggested to investigate in-depth the language displayed and conduct interviews with restaurant owners so they can develop the findings that have been found in this research. The language used in restaurants needs to be explained more clearly about how monolingual, bilingual, and multilingual are in restaurant signboards. All in all, linguistic landscape research is fundamental because we can examine various aspects. It is suggested to other researcher revisit its restaurants, especially on how they represent the ethnicity in various ways since the results show that some linguistic landscape researchers still focus on theoretical. In contrast, as customers of a restaurant (ordinary people), we need more practical knowledge.

## **5.2 Suggestions**

Based on the limitation of this research, there are some suggestions for future researchers to close the gap or fix the imperfections of this research. Since this research is conducted in open malls, and closed malls and it is limited to the restaurant, the future researchers should compare the data from different categories. For example, the next researcher can take the data from two different categories of the malls in Surabaya, then compare the signs and find the similarities and the differences between them.

The first result shows the language used in restaurant signboards and found 12 languages. Twelve of these languages are many numbers, but this current research is lacking in revealing all factors. Maybe for future researchers can develop it by trying to uncover why restaurant owners use that language and why combining one language with another. The third result shows that restaurants







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