LINGUISTIC LANDSCAPE IN MALL RESTAURANTS IN SURABAYA

THESIS



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ABSTRACT

Elsakinah, A.N. (2020). *Linguistic Landscape in Mall Restaurants in Surabaya*. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Keywords: linguistic landscape, mall, restaurant, signboard and ethnic.

This research aims at analyzing the linguistic landscape in Surabaya restaurants signboards. There are three problems to solve in this research: (1) what languages are used for restaurants sign in four Surabaya malls, and the weight for each language, (2) how varied are Indonesian loanwords in four Surabaya malls restaurants, and (3) how do Surabaya malls restaurants represent the ethnic groups.

This research analyzes the use of languages in restaurant signboards, Indonesian loan words, and ethnic representation. It is qualitative-quantitative research. Qualitative is needed because the data of the present study are from the observation, and a Quantitative approach is needed to count the percentage from the data found in each area. The data were collected through observation. The words were then analyzed by grouping the types of languages. Then looking for the Indonesian loan words. Finally, searching for things that represent ethnicity in restaurants.

The researcher has found 260 photos of restaurant. There are nine languages, English becomes the most languages used by restaurants. There are three types of loanwords found: loanwords without phonetic substitution, loanwords with partially phonetic substitution and loanwords with complete phonetic substitution, and from them there are 25 words. Finally, there are two ways in representing the ethnic groups: ethnic design and ornaments.

ABSTRAK

Elsakinah, A.N. (2020). *Lanskap Bahasa di Restoran-restoran Pusat Perbelanjaan di Surabaya*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Kata kunci: lanskap bahasa, pusat perbelanjaan, restoran, papan nama, dan etnik.

Penelitian ini bertujuan menganalisis lanskap bahasa pada papan nama restoran di Surabaya. Ada tiga masalah yang harus dipecahkan dalam penelitian ini: (1) bahasa apa yang digunakan oleh restoran di empat pusat perbelanjaan Surabaya, dan bobot untuk masing-masing bahasa, (2) seberapa beragamnya kata pinjaman bahasa Indonesia pada restoran di empat pusat perbelanjaan Surabaya, dan (3) bagaimana restoran di pusat perbelanjaan Surabaya me representasikan kelompok etnik.

Penelitian ini menganalisis penggunaan bahasa di papan nama restoran, kata-kata pinjaman bahasa Indonesia, dan representasi etnis. Ini adalah penelitian kualitatif-kuantitatif. Kualitatif dibutuhkan karena data penelitian ini berasal dari observasi, dan pendekatan kuantitatif diperlukan untuk menghitung persentase dari data yang ditemukan di setiap tempat. Data dikumpulkan melalui observasi. Kata-kata yang ditemukan kemudian dianalisis dengan mengelompokkan jenisjenis bahasa. Kemudian mencari kata-kata pinjaman bahasa Indonesia. Akhirnya, mencari hal-hal yang bisa me representasikan etnik di restoran.

Peneliti telah menemukan 260 foto dari papan nama. Ada sembilan bahasa, bahasa Inggris menjadi bahasa yang paling banyak digunakan oleh restoran. Ada tiga jenis kata pinjaman yang ditemukan: kata pinjaman tanpa substitusi fonetik, kata pinjaman dengan sebagian substitusi fonetik dan kata pinjaman dengan substitusi fonetik lengkap, dan dari kata-kata tersebut terdapat 25 kata pinjaman. Yang terakhir, ada dua cara untuk merepresentasikan kelompok etnik: desain etnik dan ornamen.

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CHAPTER I

INTRODUCTION

This part discusses the background of the study, the problems of the study, the objectives of the study, the significance of the study, the scope and limitation of the study, and the definition of key terms that used in this research.

1.1 Background of the Study

Research that is widespread to be researched recently or in the last 30 years is research that examines space. For instance, spaces that are in a public area because numerous components can be analyzed. One of them is research on language. Hereabouts, the language supporting the study is the language contained in the sign. Instead of doing linguistic landscape studies in rural areas where fewer signs are found, researchers mostly researched urban areas with more signs. Many researchers also refer to linguistic landscape as "linguistic cityscape", because most studies tend to focus on signs in city centers, where more eye-catching signboards are found and keep changing, as a symbol to reflect the economic, social, historical, political and cultural development of those areas, and possible influences from outside world. For instance, signs on roads, signs on shops, signs on public places, and many more signs. This linguistic cityscape also brought the attention of researchers from different departments of study such a sociolinguists, sociologists, psychologists, cultural geographers, and various other types of studies.

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 Mcdonals 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 uppermiddle 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

Surabaya) and shopping / closed malls (Ciputra World Mall and Grand City Mall).

1.2 Objectives of the Study

Based on the problems that be the main discussion of this research, the objectives of this study are:

- 1. To know the language used and the weight of each in the restaurant's signboard in four Surabaya malls restaurants.
- 2. To know how varied are Indonesian loanwords in four Surabaya malls restaurants.
- 3. To know how restaurants in four Surabaya malls represent the ethnic.

1.3 Significance of the Study

After reading this research, the researcher expects that the reader can get the benefit from this research, theoretically and practically. Theoretically, this research might be a reference for other researchers in studying linguistic landscape studies. This research can be a reference for researchers who will examine language changes that occur in an area because this research documents the language located on the sign. Practically the researcher hopes that later readers will quickly understand how language can be intimately tied to everyday life.

1.4 Scope and Limitation

To understand this research, emphasizing the scope and limitations of this research need to be done. This study focuses on linguistic and limited to the language exist on restaurants signboards in four Surabaya malls including 1) Food

Junction which located in Grand Banjar Boulevard Street, Tandes 2) Pakuwon Food Festival Surabaya, Kejawan Putih Mutiara Street, Mulyorejo 3) Ciputra World Surabaya which located in Mayjend Sungkono Street, Dukuh Pakis 4) Grand City Surabaya which located in Walikota Mustajab Street, Ketabang, Genteng.

1.5 Definition of Key Terms

To avoid various kinds of perceptions about the research to be discussed, it is essential to provide essential definitions that often found in reading this research. Here are the key terms explained:

- Linguistic landscape: is a language located on a sign. The sign can be found on the street name, shop name, and others (Landry and Bourhis, 1997, p. 25).
- 2. Mall: is a place to shop, and inside there are shop tenants whose function is to attract the attention of visitors (Maitland, 1985).
- Restaurant: is a place where people can buy and sell various kinds of food, drinks, and snacks that serve to meet our food needs (Atmodjo, 2005).
- 4. Signboard: is a board displaying the name or logo of a business or product.
- 5. Loanwords: are words adopted by speaker of one language from different language (Kemmer, 2015).
- 6. Ethnic: is a set human set because of the similarity of race, religion, national origin, and many more (Barth, 1969).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter writes the statements of any literature that have something to do with this research.

2.1 Linguistic Landscape

According to Cenoz & Gorter (2008), the Linguistic landscape is a new study that is currently rife for research by researchers and is a study that will continue to grow. Landry and Bourhis (1997, p. 25) establish what linguistic landscape means, which until now becomes a reference for researchers in this field as "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."

Based on the understanding of the linguistic landscape above, this linguistic landscape study is usually carried out in commercial or urban areas because the city area is a more orderly arrangement and has many signs and other linguistic information. Because linguistic landscape research is usually conducted in urban and multilingual areas, some scientists suggest the terms "linguistic cityscape" (Coulmas, 2009, p. 14) or "multilingual cityscape" (Cenoz & Gorter, 2008, p. 268) will be more appropriate to use.

On knowing the linguistic landscape in an area, we automatically know the identity of the language, the relationships between languages, messages on signs,

or information to the reader in some way. It is essential to know that the language most widely used in the linguistic landscape will become a language that has power status, importance, and vitality in the area. For example, now English becomes an international language used by people in the world as a lingua franca. It shows that English has reliable power and influences the language used in the linguistic landscape, such as in brand shops, restaurant names, street signs, and other.

One of the essential things after understanding a linguistic landscape is knowing the sign's definition because the linguistic landscape cannot be separated from the sign. Most earlier and recent studies obey the definition of the sign proposed by Backhaus (2006):

A sign was considered to be any piece of the written text within a definable spatial frame. The underlying definition is rather aboard, including anything from handwritten stickers to huge commercial billboards. Also, such items as 'push' and 'pull' stickers at entrance doors, lettered foot mats, or botanic explanation plates on trees were considered signs. Each sign was counted as one item, irrespective of its size.

From the above understanding, we know that the sign is all the writing that can be found in the frames in space. It means that all the writing on the boards can be categorized as a sign. In this case, the researcher collected the data from the restaurants and needs to be confirmed that the signs which the researcher took is only the restaurant name boards or restaurant signboards.

2.2 Restaurant

A Restaurant is a place that is identical with the qualities of neatly arranged tables, with the presence of people, the arising of fragrance from the

kitchen and waiters, the clinking of small sounds due to the contact of glass, porcelain, causing the atmosphere of life in it. The development of the advanced and modern world coupled with the higher level of economic improvement accompanied by the increasing number of people who leave the house for a variety of activities causing the restaurant industry to overgrowing as it is now (Sugiarto, 2001). According to Atmodjo (2005), the restaurant is an organized commercial place or building that organizes excellent service to all customers in the form of food and drink. The operational goal of the restaurant is to seek profit and satisfy the customers.

2.3 Mall

According to Maitland (1985), a mall is a shopping center with at least one or more large department stores. In a mall, there are not only large department stores but also small stores. Here, large department stores have a function as an attraction for this small store. Mall has a building typology concept; a shop that handles the main component of a shopping center with a function as circulation and communal space between visitors and buyers to interact. As we know, a shopping mall is enclosed with shopping centers with large structures managed by a single company. Mall nowadays becomes the living standard for people all over the world.

According to the International Council of Shopping Center (1999), a shopping mall divided into two based on the physical appearance:

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.

The mall was built in 2009 and opened to the public in 2011. The building consists of 6 floors with 275 tenants in it.

Carrying the concept of elegant and luxurious building design makes the interesting and inviting characteristics of the visitors. When we enter it, we will find various tenants with well-known brands, such as Louis Vuitton, Armani, Salvatore Ferragamo, and others. We can also shop for daily needs at Hypermart, eat culinary at Food Wave, or buy books and writing equipment at Gramedia Book Store. Visitors will also be spoiled by the facilities provided. There are Executive Musholla, baby's room, baby stroller, wheelchair, and cellphone charging room.

2.3.2.2 Grand City Mall Surabaya

The next big mall in Surabaya is Grand City Surabaya. The building stands on an area of 4.5 hectares, consisting of 8 floors, and can accommodate up to 2500 vehicles. Not only as one-stop shopping, but also a one-stop MICE (Meeting, Incentive, Convention, and Exhibition). In addition to malls, there are also office areas, five-star hotels, and apartments in one complex. So we can hold meetings, exhibitions and other events here.

The grandeur and luxury are immediately seen from the building design that carries a modern theme. Hundreds of well-known tenants, both national and international, have come to offer a variety of quality products for loyal visitors. Only in one location, we can get culinary, fashion, entertainment, and groceries.

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:

1. Loanwords without phonetic substitution

Is the process of absorbing the foreign languages into Indonesian by taking the whole word. Foreign languages taken are words that have the same meaning. There is no change in writing and pronouncing.

For example: Bar \rightarrow Bar Hotel

2. Loanwords with partial phonetic substitution

The recipient language only take the meaning of the foreign word, while the spelling or writing is adjusted to the Indonesian spelling. This type borrowed words with changing in spelling and pronouncing partially. Usually it is changed in the end of the words.

For example: Pastry → Pastri

Cookie → Kukis

3. Loanwords with complete phonetic substitution

This type borrowed words with changing the spelling and the pronouncing.

For example: Carnival → Karnaval

Pancake → Panekuk

2.5 Design and Ethnic

Design is no longer limited by narrow definitions. Design can be interpreted as science by designing activities to produce a concept or idea, "design is to design a design to produce a design" (Hesket, 2005, p. 3). The design has also fused with various fields of science, making it possible to touch all aspects of

life in society. Ethnic, according to Barth (1969), is a social unit because ethnic have a main essential characteristic that is the ability to share the same cultural traits. He also said that each ethnic has its cultural characteristics. The two statements above show that between design and ethnic do have continuity. Ethnic can be seen from the menu of the restaurant but the researcher will not examine it. It is said that each ethnic has the characteristic; the ethnic needs a design to create a specific concept or idea; ethnic design and ornament.

2.5.1 Ethnic Design

Traditional style shows the atmosphere of a neatly arranged and very well coordinated room. Decorations with floral motifs are often used in this concept. Ethnic style is a combination of specific decorations, furniture, materials, and colors, interior characteristics of a particular country or region. Through design we can bring some ethnic into it. Looking the design from inside the restaurant can show some ethnic. Because this research is done in Indonesian country, and most of the restaurants served Asian menu. Oriental is very attached to the eastern states, especially Asia.

1. Japanese Oriental Style

Japanese Oriental Style is accomplished through the use of natural materials and subdued colors. Bamboo, stone and other natural material provide the basis for a soothing color palette of brown, gray and green. Keeping a neutral color palette is one way to create a quiet, restful looking and visually simple space. Many Japanese style contain simple colors like:

cream, white, brown. The simplicity of Japanese style is particularly appealing to modern and minimalist design fans.

2. Chinese Oriental Style

Chinese inspired interiors display bold colors along with ornate furniture and accessories. The furniture pieces tend to be carved wooden designs with hand-painted details and high-gloss lacquered surfaces. Accessories continue this dramatic style by featuring animal motifs and mythological beasts, such as monkey and dragons. Red is a prominent color in this style, because it means "good luck" in Chinese culture. Other bright color such as yellow, white, black and green are used as accents as well.

3. Thailand Oriental Style

Thai architecture is a significant part of Thailand's cultural heritage which reflects the challenges of survival in extreme climates. The Thaistyle building was built with the construction that takes into account the existence of the natural surroundings. Thailand Oriental Style optimizes the presence of air circulation through its windows and walls. This building also uses wood as its primary material.

2.5.2 Ornament

Soepratno (1997, p. 11) defines the notion of ornamentation. According to him, the ornament comes from the Greek word from the word *ornare*, which means decoration or jewelry. The decoration or ornament itself consists of various types of motifs. These motifs are used to decorate something that we want to

decorate. Therefore the motive is the basis for decorating something ornament.

Ornaments are intended to adorn something field or object so that the object becomes beautiful as we see in leather book decorations, charter, batik cloth, flowers, and other items.



CHAPTER III

RESEARCH METHODS

In this chapter, the researcher explains three points: the research design, data collection, and data analysis.

3.1 Research Design

In this research, the researcher used a qualitative-quantitative approach. In analyzing this topic, the researcher used qualitative research to explain the language used in the collected data. The data have found in restaurant signboards in selected areas. Quantitative approaches are the methods that deal with numbers and anything measurable in a systematic way of investigation of the phenomena (Leedy, 1998). A quantitative approach is needed to calculate the data found; the approach is also needed to find the percentage of each data.

Qualitative approaches are the research methods in which the data itself are words or pictures. Qualitative procedures rely on text and image data; it has a unique step to analyze and draw on various investigations (Moleong, 2000). From the data, the researcher has analyzed the kinds of languages used on the restaurant's signboards, how the Indonesian loan words are varied, and how the restaurants represent the ethnic in the restaurants. A qualitative study is appropriate for this current research to explain what the researcher has found. This research's object was from the restaurant's signboards in strip/ open malls and shopping/closed malls in Surabaya. Both approaches were needed to answer all of the three research problems.

3.2 Data Collection

This section explains research data, data sources, and instruments used in this research to help the researcher.

3.2.1 Research Data

Research data is the data used in this research. It can be in the form of words, phrases, images, text, or others. There are two primary data used in this research. First is the word found in the four biggest malls in Surabaya. The researcher took data from words written on restaurant signboards. The researcher used the data in the form of words to answer the research problems number one and two. The researcher took pictures that could support this research. The picture taken by the researcher were pictures that could be shown the ethnic group that is located in the restaurant.

3.2.2 Data Source

A data source is known as the object where the data of the research can be found. The data sources of this research is from four biggest malls in Surabaya: 1) Food Junction which located in Grand Banjar Boulevard, Tandes 2) Pakuwon Food Festival Surabaya, Kejawan Putih Mutiara Street, Mulyorejo 3) Ciputra World Mall Surabaya which located in Mayjend Sungkono Street, Dukuh Pakis 4) Grand City Mall Surabaya which located in Walikota Mustajab Street, Ketabang, Genteng.

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 20th 2019, the researcher visited Food Junction for observation. On Tuesday, September 23rd 2019, the researcher went to the Pakuwon Food Festival to make observations, and two days later, on Thursday, September 26th 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:

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

- September 26th 2019, the researcher visited Ciputra World Mall at lunchtime and Grand City Mall in the evening.
- 2. The researcher took photos of words, phrases, and languages that displayed as the restaurant's signboards. The total pictures taken are 260 and 513 words.
- The researcher took photos of the appearance of the restaurants. It could be the ethnic design used or the ornaments placed in the restaurants.

3.3 Data Analysis

There were the steps used by the researcher to analyze the data:

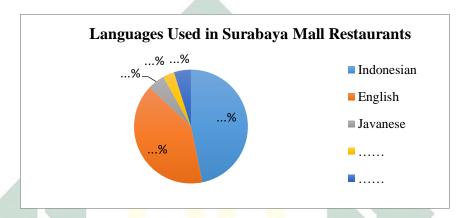
- 1. The researcher collected the words and identified the language by looking through these dictionaries: Oxford Dictionaries of English for English, *Kamus Besar Bahasa Indonesia V* (KBBI) for Indonesian, and for other languages the researcher used the Google translate to identify the languages that appear in the restaurant's signboards in Food Junction, Pakuwon Food Festival, Ciputra World Mall, and Grand City Mall.
- 2. The researcher used the formula to find the percentage of the data on the pie chart. The researcher has calculated the number of words in Surabaya restaurant's signboards with the formula below.

$$x = \frac{y \text{ (a number of words in restaurant mall)}}{z \text{ (number of all the words in restaurants mall)}} X 100$$

x = 100%

x =the result

- y = a number of words in restaurant mall
- z = number of all the words in restaurants mall
- 3. To answer the research problem number one, the researcher presented the languages used percentage in strip/ open mall and shopping/ closed mall into the pie chart. The example of the pie chart can be seen below.



- 4. To answer the research problem number two, the researcher grouped the data into three categories based on the theory put forward by Haugen.
- 5. Last, to answer the research problem number three, the researcher sorted out one by one from a restaurants images that could show how a restaurant represents ethnic groups.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents the findings and discussions of the research. The finding sections divide into three parts according to the research question are presented. Those sections are, what languages are used and the weight for each, how varied the Indonesian loan words are, and how restaurant represents the ethnics.

4.1 Findings

In this part, the researcher explains the findings according to the research problems. The languages were analyzed by counting the words on the signs. The language categorization was conducted by looking up the words in online dictionaries: Oxford Dictionaries of English for English, *Kamus Besar Bahasa Indonesia V* (KBBI) for Indonesian and for other languages the researcher used the Google translate to identify the languages. Any words not found in the dictionaries are grouped into others. After we know the languages used in the restaurant signboards, the researcher goes about the Indonesian loan words which exist in the restaurant signboards. There are some varieties of Indonesian loan words found in each mall. Lastly, we discuss the ethnicity shown by the restaurant. Going with that, the researcher takes a look at the appearance of the restaurants. In connection with finding out what languages are used, the researcher presents the languages used in Surabaya restaurant first then discusses the details by explaining one by one the languages used in each Surabaya mall restaurants.

4.1.1 Languages Used in Surabaya Malls Restaurants

A significant interest in conducting a discussion on this linguistic landscape study is to examine what languages take part in the restaurant's signboards. There are more than five languages. The total pictures taken are 260 and 513 words. Nine languages found in the restaurant signs are: English, Indonesian, Thai, Japanese, Chinese, French, Korean, Dutch, and other. The languages used in restaurants sign is in the pie chart below.

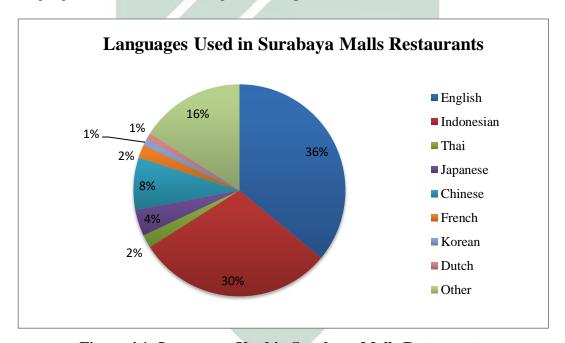


Figure 4.1: Languages Used in Surabaya Malls Restaurants

Of the total of nine languages discovered, the dominant language is English (36%) because English recognized as a modern and globalized image for the business. Surabaya is the capital of East Java, as well as the most significant metropolitan city in the province. The second-largest city after Jakarta is also known as the City of Heroes' other name of Surabaya and also becomes a spotlight for other cities. For example, in terms of clothing, many traders from

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.

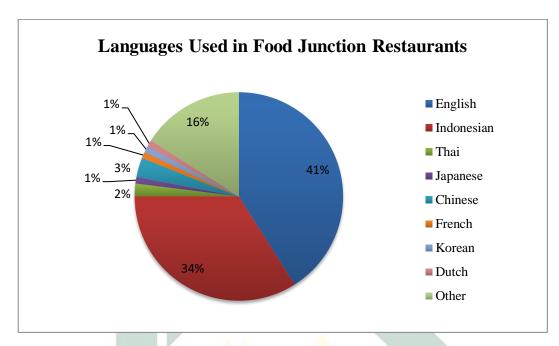


Figure 4.2: Languages Used in Food Junction Restaurants

Of the whole of 48 signs captured in the Food Junction Surabaya, there are nine languages used. Figure 4.2 shows that English is more commonly used than Indonesian (41% compared to 34%). Take a look at the languages which have one percentage that is Japanese (*Gokana*=luxury), French (*Baba*=small, rich sponge cake), Korean (*Budae*=army unit), and Dutch (*Leker*=delicious). These four languages have one percent because the community in this country is small.

4.1.1.2 Linguistic Landscape in Pakuwon Food Festival Surabaya

This food court, established in 2008, is not an ordinary food court because it is part of the Pakuwon City mall, one of the leading malls in the City of Heroes. There are many food stations, and each station grants unique menus, a combination of local and international menus. *Lontong Kupang, Lontong Balap, Tahu Campur, Bakso, Nasi Bakar*, and some various *Satays* are some of the traditional foods of East Java, which offered at the Pakuwon Food Festival.

International food at the Pakuwon Food Festival is a type of Chinese food, steaks, Prata Bread, Hamburgers, Spaghetti, and *Martabak India*. Food Festival offers a variety of beverage menus with durian-based ingredients: Durian Juice, Durian Banana Ice and Mixed Durian Ice Cream. Any traditional drinks menu such as *Wedang Jahi* and *Ronde* is ready to buy. Likewise, Cappuccino, as well as milkshakes and other Western-style drinks, are available, except alcoholic drinks. Figure 4.3 shows the result of the languages used for restaurant signs in the Pakuwon Food Festival Surabaya.

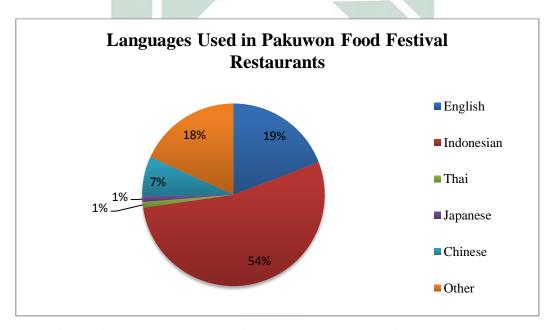


Figure 4.3: Languages Used in Pakuwon Food Festival Restaurants

From the 65 signs captured, there are six languages detected. Different from the languages used in Food Junction, the researcher found that in Pakuwon Food Festival, Indonesian (54%) higher than the other languages. The English (19%) yet in second place after the Indonesian language and followed by Chinese (7%).

4.1.1.3 Linguistic Landscape in Ciputra World Mall Surabaya

Ciputra World Mall Surabaya is the third subject for this research. Located in the area of Mayjen Sungkono Street, Ciputra World mall seems magnificent. This following with the slogan on their official website, "The Magnificent World of Lifestyle." This premium-class mall has a building area of around nine hectares provided with three blocks and a five-star hotel. Not only looks magnificent, but we can also satisfy our stomach with delicious food. The most seven recommended culinary in Ciputra World mall Surabaya are *Sushi Tei, Kkuldak, Huang Hou, X.O Suki, Madampai & Paf, Paradise Dynasty,* and *Baskin Robbins*. In this mall, 149 words are found, and after that, the researcher concocts all the data. In Figure 4.4, we can see the specifications of the languages used in Ciputra World mall Surabaya.

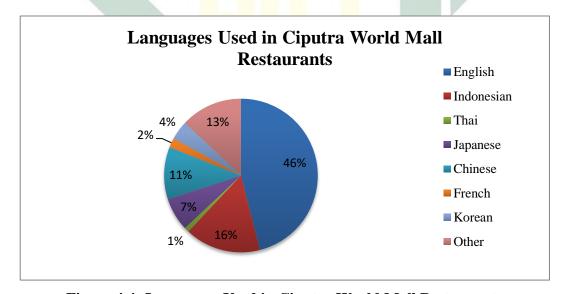


Figure 4.4: Languages Used in Ciputra World Mall Restaurants

Figure 4.4 shows eight languages used in Ciputra World mall Surabaya. The number of Indonesian used is still small compared to English (16% compared to 46%). Unlike in Food Junction, the difference between Indonesian and English

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.

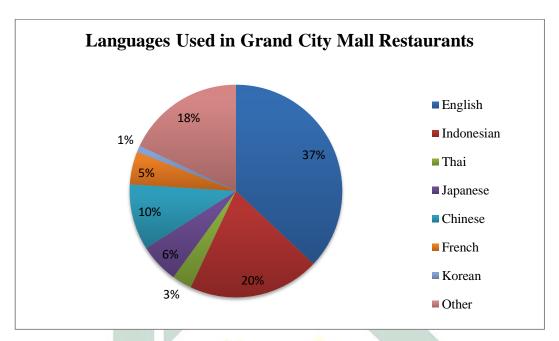


Figure 4.5: Languages Used in Grand City Mall Restaurants

The researcher took 73 pictures and gained 131 words in Grand City Surabaya. Figure 4.5 shows that English is frequently used than Indonesian (37% compared to 20%). We know that Indonesian inhabited by people from various country and it can be seen from the languages used. Chinese has higher percentage than Japanese (10% compared to 6%). The difference is only 4 percent.

From the explanation, we can summarize that there are no differences between open malls (Food Junction and Pakuwon Food Festival) and closed malls (Ciputra World Mall and Grand City Mall) in the languages used. At first, the researcher thought that the number of languages used at the open malls is fewer. However, in reality, the Food Junction has nine languages and six languages for Pakuwon Food Festival. The number of the language used in the closed malls are the same as eight languages for Ciputra World Mall and Grand City Mall. There

are no significant differences here. Need to be outlined from all the languages used in the four malls, English has the highest percentage compared to other languages (36 percent). Now we are going to discuss the second research question about Indonesian loan words in each mall. The following part will make clear about the Indonesian loan words.

4.1.2 Indonesian Loan Words in Surabaya Malls Restaurants

There are nine languages used on restaurants signboards, and the researcher will discuss the Indonesian loan words that exist. Considering the study is about loan words, it suited to know the type of loan words. There are three basics of loanwords: loanwords without phonetic substitution, loanwords with partially phonetic substitution and loanwords with complete phonetic substitution. There are 25 words of Indonesian loanwords. Five words are a match with loanwords without phonetic substitution, fourteen words are suit with the loanwords with partial phonetic substitution, and six words are a match with the loanwords with complete phonetic substitution category. For examples:

1. Loanwords without phonetic substitution. Hotel /həʊˈtel/ Hotel /ho·tel/ Bar /baːr/ \rightarrow Bar /bar/ 2. Loanwords with partially phonetic substitution. Pastry / peistri/ \rightarrow Pastri /pas.tri/ Addictive /əˈdɪktɪv/ \rightarrow Adiktif /adik·tif/ 3. Loanwords with complete phonetic substitution. Pancake / pænkeik/ Panekuk /pa.nê.kuk/ Culinary / 'kalıneri/

 \rightarrow

Kuliner /kulinér/

Those six words are the examples of Indonesian loanwords from English words that found in the four Surabaya malls. To know the detail explanation of Indonesian loanwords, the next part will explain the Indonesian loan words in each Surabaya mall.

4.1.2.1 Loan Words in Food Junction Surabaya

For now, Food Junction Surabaya is a culinary tourism destination in West Surabaya and becomes one of the favorite places for the Surabaya people. As a culinary tourism center, there are various kinds of food menus in Food Junction, *Nasi Bebek Pak Janggut, Pempek Farina, Starbucks*, and *Solaria*. As mentioned above, there are nine languages found, and the dominant language use is English, then followed by Indonesian (41% compared to 34%). The researcher found the three types of loanwords in Food Junction Surabaya. Three words in loanwords without phonetic substitution, one word in loanwords with partial phonetic substitution, and one word in loanwords with complete phonetic substitution.

1. Loanwords without phonetic substitution

• Bar /ba:r/

 \rightarrow

Bar /bar/

The use of the word "bar" in Indonesian is a loan word which is borrowed from the English word "bar." There is no change in writing and pronouncing. 'a' becomes 'a' due to Indonesian utterance.

• Espresso /eˈspresəʊ/

 \rightarrow

Espresso /espreso/

The word "espresso" is a kind of loanword without phonemic substitution because in writing and pronouncing, there are no differences, but the Indonesian phonology change due to Indonesian pronunciation.

• Top /top/ \rightarrow Top /top/

There is no change in writing and pronouncing for the word "top," and it is borrowed from the English word.

- 2. Loanwords with partial phonetic substitution
 - Tea /ti:/ → Teh /téh/

The word "tea" is loanwords with partial phonetic substitution because only one letter that is changing.

- 3. Loanwords with complete phonetic substitution
 - Carnival /ˈkɑːnɪvl/ → Karnaval /kar·na·val/
 The English word "Carnival" underwent a complete phonetic change.
 It changes in term of writing and pronouncing. The letter 'c' becomes

'k' and the letter 'i' replaced by 'a.'

There are five Indonesian loanwords: *bar, espresso, top, karnaval,* and *teh*. The researcher found the three types of basic loanwords: loanwords without phonetic substitution, loanwords with partial phonetic substitution and loanwords with complete phonetic substitution. Next, we will look at Indonesian loanwords Pakuwon Food Festival Surabaya.

4.1.2.2 Loan Words in Pakuwon Food Festival Surabaya

Pakuwon Food Festival is a paradise for food hobbyists. Indonesia has complete diversity and culture. Usually, each region has good tasty food worth trying; East Java is one of them. Pakuwon Food Festival is one of the great culinary tourism destinations in the city of Surabaya. This famous food court is part of the Pakuwon City Mall. People come to this food court with the same purpose, which is to enjoy extraordinary food from Surabaya. The dominant menu is typical foods of Surabaya, such as *Rujak Cingur, Lontong Kupang, Lontong Balap*, and others. Pakuwon Food Festival serves not only local food but also international food such as steak, spaghetti, burger, Chinese food, and various appetizing desserts.

From the total 33 words Indonesian language, the researcher only found three words which suit to the Indonesian loan words from English words. There are three types of loanwords, and the researcher only found loanwords with partial phonetic substitution type. These words are *adiktif*, *favorit*, and *teh*.

1. Loanwords with partial phonetic substitution

- Addictive /ə'dıktıv/ \rightarrow Adiktif /ədik·tif/
 This word is changing partially in writing and pronouncing at the end of the words. From the -ive becomes -if in the Indonesian language.
- Favorit / fa·vo·rit/
 This word also changing the writing and the pronouncing partially at the end of the word.
- Tea /ti:/ → Teh /téh/

The word "tea" becomes "teh" in the Indonesian language. Only one letter that experiences changing.

These three words are borrowed from English words, and when it comes to the Indonesian language, the writing and the pronunciation is changing partially. This Pakuwon Food Festival is recognized as an open mall category, and the mall only has three words which include the Indonesian loanwords.

4.1.2.3 Loan Words in Ciputra World Mall Surabaya

Located in the Mayjend Sungkono area, Ciputra World Surabaya Mall looks magnificent. Built on a 9-hectare site (90,000 sqm) shopping mall is complete with three apartment blocks. It is a 5-star hotel managed by Swiss-Belhotel International, a lifestyle SOHO (Small Office Home Office), to accommodate modern people's needs. There are more than 70 tenants for food and beverage. The choice of words used is also varied. The researcher found there are more Indonesian loan words than found in the two previous places: Food Junction Surabaya and Pakuwon Food Festival Surabaya.

There are 24 Indonesian words, and the researcher found eight words of Indonesian language suit to the loanwords which come from English words. From the three types of basic loanwords, the researcher only found the two types of them: five words in loanwords with partial phonetic substitution and three words in loanwords with complete phonetic substitution.

- 1. Loanwords with partial phonetic substitution
 - Café /ˈkæfeɪ/→ Kafe /kafé/

This word is changing in writing the letter c into k in the Indonesian word.

• Pastry / 'peɪstri/ → Pastri /pas·tri/

The word "pastry" is changing partially in term of spelling. The letter 'y' becomes 'i' in the Indonesian word.

Pizza / ˈpiːtsə/
 → Piza /pi·za/

This word suits to loanwords with partial phonetic substitution because in Indonesian writing, the double 'z' letter is only written in single 'z' letter. Also, the pronunciation is changing when it comes to Indonesian.

• Station / ster∫n/ → Stasiun / sta·si·un/

This word is type borrowed word with changing in spelling and pronouncing partially.

- Tea /ti:/ → Teh /téh/
- 2. Loanwords with complete phonetic substitution
 - Culinary /ˈkʌlɪnəri/ → Kuliner /kulinér/
 This word is type borrowed word with changing the spelling and the pronouncing completely.
 - Doughnut / dəʊnʌt/ → Donat /do·nat/
 This word is changing the spelling completely and the pronunciation adjusted to the Indonesian utterance.
 - Pancake / pænkeik/ → Panekuk /pa·nê·kuk/
 The word changes in term spelling and pronouncing.

This Ciputra World Mall is a closed mall. There are 24 Indonesian words, and the researcher found there are eight Indonesian loanwords which come from English words. The Indonesian loanwords are more or commonly found in a closed mall compared to the open mall. Next, we are going to discuss the Indonesian loanwords in the next closed mall, namely Grand City Mall Surabaya.

4.1.2.4 Loan Words in Grand City Mall Surabaya

Grand City Mall is a shopping center in Surabaya. The mall building established in 2009. It placed in the Gubeng area, precisely between Mayor Mustajab Street and Kusuma Bangsa Street, adjacent to Surabaya Gubeng Station. Grand City Mall consists of six floors with tenants who are already known as large companies nationally and internationally, including Sleep Center, FreshCo Market, The Grand Palace, Best Denki, Gramedia, BreadTalk, and Ace Hardware. Same as in Ciputra World Mall, the tenants for food and beverage is more than 70 tenants. *Bentoya, Yoshinoya, Peco Peco Sushi, Starbucks Coffee,* and *Banana Leaf Bistro* are the famous tenants with the price are around 50000 to 200000 rupiah. If we take a look at the language used, the dominant language is English (37%) and the Indonesian (20%) language after it. We will discuss the Indonesian loanwords in Grand City Mall Surabaya.

Grand City Mall Surabaya is a closed mall. The researcher gained 25 Indonesian words from the restaurant's signboard. From the 25 words, there are nine words suits to the Indonesian loanwords, which is borrowed from the English language. The researcher found the three types of loanwords: two words in loanwords without phonetic substitution, five words in loanwords with partial

phonetic	subs	stitution, and two words	s in loanwords	with complete phonetic	
substitution.					
1.	1. Loanwords without phonetic substitution				
	•	Hotel /həʊˈtel/	\rightarrow	Hotel /ho·tel/	
	•	Bar /ba:r/	→	Bar /bar/	
	There are no changes in spelling and pronunciation.				
2.	Lo	anwords with partial phon	etic substitution		
	•	Anomaly /əˈnɑːməli/	→	Anomali /ano·ma·li/	
	The spelling of this word is changing at the end, from the $-y$ into the $-y$				
	in	the Indonesian word.			
	•	Café /kæˈfeɪ/	→	Kafe /ka·fe/	
	Th	e spelling of the word '	<i>'café</i> " is <mark>cha</mark> ngii	ng at first. The letter 'c	
	becomes the letter 'k' in the Indonesian language.				
	•	Pastry / peistri/	→	Pastri /pas·tri/	
	Same as the word "anomaly" which changes at the end, from -y into -				
	<i>i</i> . t	i. the word "pastry" is doing the same thing.			
	•	Station/'steifn/	\rightarrow	Stasiun /sta·si·un/	
	This word is changing at the end of the word. From the -ion becomes				
	−iı	un in the Indonesian langua	age.		

This word is changing in the spelling and pronunciation.

3. Loanwords with complete phonetic substitution

Teh /téh/

Kukis /ku·kis/

Tea /ti:/

• Cookie/'kuki/

This word is the type of borrowed word with changing the spelling and pronunciation completely.

• Culinary / 'kʌlɪneri/ → Kuliner /kulinér/

The word "culinary" is from the English word then borrowed by the Indonesian language becomes "kuliner." spelling and pronunciation are completely changing.

Grand City Mall Surabaya is the four biggest malls in Surabaya and is the closed type mall. In doing this research, the researcher discovers there are nine Indonesian loanwords in this mall. These nine words are divided into three types of loanwords. The words *hotel* and *bar* are included in the loanwords without phonetic substitution. The words *kafe, pastri, stasiun, teh,* and *anomali* suits with the loanwords with partial phonetic substitution. The last type is the loanwords with complete phonetic substitution, and there are two words: *kuliner* and *kukis*.

Of the explanation above concerning Indonesian loanwords in four Surabaya mall restaurants, we can recognize that the Indonesian loanwords found are small. However, we can conclude that the number of Indonesian loanwords in open malls (Food Junction and Pakuwon Food Festival) is more limited than in closed malls (Ciputra World Mall and Grand City Mall). The Indonesian loanwords in open malls less varied. The researcher found the amount below five, even those found in Food Junction were only five words. On the contrary, the Indonesian loanwords found in closed malls are more varied. Eight Indonesian loanwords In Ciputra World Mall, and nine words in Grand City Mall, both malls have more than five Indonesian loanwords.

4.1.3 Ethnic Representation in Four Surabaya Malls Restaurants

Previously, we have discussed the languages used accompanying the Indonesian loan words. Now we will move to discuss ethnicity. Before we discuss ethnicity, we require to know what ethnicity is. Ethnic group, a social group, or we can also call it a category of the population in the larger society is set apart and bound together by common ties of race, language, nationality or culture. Every ethnicity must have differentiated characteristics, such as specialized clothes, traditional dance, rituals, and others. Restaurants can bring up ethnicity from various aspects. The researcher found 260 restaurants from four Surabaya malls: Food Junction, Pakuwon Food Festival, Ciputra World Mall, and Grand City Mall. How restaurants represent the ethnicity they want to bring can be seen in various aspects. Ethnic design and ornaments are the two aspects that can represent the ethnicity in the restaurants.

4.1.3.1 Ethnic Design

Ethnic design is an interior design with an ethnic sense. Here the restaurant can make the interior design as a means of delivering ethnicity to its customer. Because each ethnic has a different design. Then the researcher will discuss more what is found in Surabaya mall restaurants.

1. Japanese Oriental Style

This design can be seen from the material used and the colour used in the restaurants. One of the essential characteristics of Japanese Oriental Style is the

use of wood and the use of natural colour: brown, cream, white, and dark brown.

Japanese design is prioritizing the natural elements.

A B

Figure 4.6: (A) Bentoya Restaurant (B) Sushi Tei Restaurant

Here *Bentoya Restaurant* (Figure 4.6 A) brings a Japanese theme. Oriental style is usually seen in the construction of roofs, walls, doors, and gates. The oriental style can be detected from the furniture and the decoration. In Japanese Oriental Style, wood is the foremost material for building and furniture. The colours applied are brown or other that gives a natural result. As we can see at *Bentoya Restaurant*, the dominant colours are natural: white, brown, and dark brown. The next picture is taken from *Sushi Tei Restaurant* (Figure 4.6 B). According to the restaurant name, this place brings the Japanese theme by highlighting the use of wood and bamboo in the interior and applying natural colours supported by lanterns and Japanese writings on the interior decoration. When the two images compared, the second image has a stronger Japanese Oriental impression because the use of wood and bamboo is more highlighted; this makes the traditional impression more pronounced, in contrast to the first image that is designed more modernized.

2. Chinese Oriental Style

Chinese Oriental Style still use the main material from the wood. But unlike the Japanese Oriental Style with its natural colour, the Chinese Oriental Style tends to use bold colour such as red, white, black, and gold (yellow).

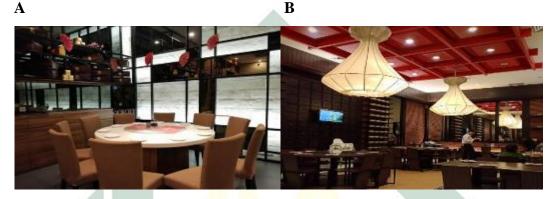


Figure 4.7: (A) Duck King Restaurant (B) Ta Wan Restaurant

Figure 4.7 A, the restaurant uses a round table design. The round table design is typical of China. Habitually, the round table is in the VIP room, but it does not rule out that the round table is used in a regular room. In Figure 4.7 A, we can see that the dominant colours are black and brown. In the lighting system, they use warm-coloured lights (yellow). The decoration inside the room is more able to present a strong impression to highlight what ethnicity the restaurant wants to highlight. For example, in the first picture, there is a red fans ornaments placed on the wall to strengthen China's atmosphere. Next, Figure 4.7 B also displays the Chinese theme. When viewed in its colouring, they use a dark brown colour throughout the furniture: tables, chairs, and lockers. Almost all of their walls are covered with dark brown wood. The ceiling, the edges are painted using white, and the ceiling's centre is painted using red colour. The red ceiling is square, and in the middle, there is a small white lamp. Two large white lanterns decorate the

room. Here, the two pictures above are shows the Chinese ethnicity using Chinese Oriental Style with their distinctive colours, and there are also decorations in the room that can strengthen the China ethnicity: red fans and white lantern. The two pictures above are taken from a restaurant located in Ciputra World Mall, Surabaya. Now we will see how the Chinese restaurant design is found in Grand City Mall Surabaya.



Figure 4.8: (A) Porong Wei Restaurant (B) XO Cuisine Restaurant

Of the many Chinese restaurants in Grand City Mall, the researcher chooses two pictures above as the examples. The two images above have the same ethnic design, which brings Chinese ethnicity. The first picture is taken from *Porong Wei Restaurant*. This restaurant uses the Chinese Oriental Style using bamboo or wood. Oriental design is known for the use of wood and natural colours, but in Chinese designs, the highlighted colours are usually white, black, gold, and red. In the first picture, we can see black on chairs, light brown on tables, and white on a wall. Also, we can see lanterns hanging on the ceiling. Figure 4.8 B also brings the Chinese ethnicity but is made more modern by using monochrome colours, black and white. Tables and chairs that have a black colour

and made with a rounded shape on the table also have plates and chopsticks on it, which are the characteristic of Chinese restaurants.

3. Thailand Oriental Style

Back again to the oriental style with its characteristics that use wood and bamboo as the main component because the amount of wood at that time was abundant and tended to use natural colours such as the original colour of the wood and other natural colours. Besides, this oriental style is also typical for people in Asian countries, especially China, Japan, and Thailand. This design can be seen from the optimization of air circulation in the restaurants. This design still use the wood as their main material and tend to use natural colour.



Figure 4.9: Blue Basil Restaurant

. When we look at Figure 4.9, they use so much furniture made of wood: tables, chairs, doors, and windows. Compared to painting various furniture with other colours, the restaurant owner chooses to maintain the original colour of the wood, which displays a natural impression. Each oriental style has its characteristics. Figure 4.9 is a typical Thai Oriental Style that uses the primary material of wood. However, one of the features that stand out from the design of

the Thai Oriental Style is the optimization of air circulation through its windows and walls.

4.1.3.2 Ornament

The word *ornament* comes from the Latin *ornare*, which means 'adorn.' Ornamentation is also a component of an art product that is added or intentionally made for decoration purposes. Here we can see a variety of decorations in restaurants that can represent ethnicity. The decoration is decorative lights, ornamental plants, paintings. The decoration, usually a pattern repeated in a work of art or craft, can be woven, writing (*batik*), *songket*, carving or sculpture on wood or stone. The researcher will also explain the decoration at the end. Now we will discuss the decoration of yellow bamboo stems in the *Bentoya Restaurant*.



Figure 4.10: Japanese. Bentoya Restaurant

Figure 4.10 is taken off the exterior of the *Bentoya Restaurant* located at Ciputra World Mall Surabaya. In ethnic design, the researcher explained that *Bentoya Restaurant* is a Japanese restaurant. Usually, the Japanese ornaments' style uses natural stone, bamboo, and paper placed on the wall or door as a cover. These three components can strengthen the natural impression. In *Bentoya Restaurant*, they use bamboo ornaments on the two front pillars to enhance the

natural impression. Bamboo is one of the fastest-growing plants in the world. In the Asian region, bamboo has philosophical values in several national cultures. Besides China, Japan is also famous for its bamboo. It is said that in Japanese folklore, after the cities of Hiroshima & Nagasaki were bombed by allies; bamboo is the first tree to grow. That is why bamboo became a part of the culture and sustained the Japanese people's necessities at that time.



Figure 4.11: *Chinese*. (A) Wok Noodle Restaurant (B) Porong Wei Restaurant (C, D) Duck King Restaurant

The red colour is identical during the Chinese New Year Festival. Starting from home decoration to clothes used is red. The ornaments are like a red lantern and *red angpao*. For Chinese citizens, the red colour symbolizes strength, joy, burning passion, goodness, and excellent benefits for people who believe in it. They also believe that the red colour can counter all dangers and vices. These four pictures are all red, and there is a slight yellow colour because it turns out that the

yellow colour is identical to China and is considered a soil colour. Figure 4.11 A is the hanging lanterns, which are usually common during the Chinese New Year Festival, not only private homes, but many restaurant entrepreneurs also choose hanging lanterns as the best lunar ornament. Figure 4.11 B is the Chinese Oval Lantern. In Japan, this oval lantern called *Chochin*, this lantern can be carried, and this lantern tends to wear white with the writing on the lantern. Figure 4.11 C is Chinese writing, which is easy to find in Chinese restaurants because Chinese restaurants like to put Chinese writing in their rooms. Figure 4.11 D is a red cherry tree ornament with *angpao* decorations and Chinese characters hanging from the leaves. These four ornaments show the Chinese ethnicity as well as all the ornaments usually found in Chinese restaurants. Here, the restaurant owner wants to show Chinese ethnicity through ornaments that have the function to beautify the restaurant and attract the customers.



Figure 4.12: Indonesian. Puri Iwake Restaurant

Figure 4.12 is taken from *Puri Iwake Restaurant* located in Ciputra World Mall Surabaya. There are traditional Indonesian lanterns and masks. The lanterns are covered by paper with *Parang Batik* motifs originating from Yogyakarta. *Parang Batik* is one of the oldest batik motifs in Indonesia. As one of the oldest

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.



Figure 4.13: Japanese. Bentoya Restaurant

Kokeshi Ningyo is a simple wooden doll that has been made for more than 150 years as children's toys; this doll comes from the north-eastern region (Tōhoku-chihō) of Japan. One characteristic of Kokeshi Ningyo is the lack of arms or legs, as in the painting above, the doll does not have arms and legs. Daruma is a Japanese traditional hollow doll rich in symbolism, and Japanese society makes it a good luck charm. Daruma itself is an embodiment of Bodhidharma; he is a Buddhist monk. Furthermore, Maneki Neko is from Japan, and it is a 'welcome' cat statue believed to bring good luck and prosperity. The original colour is white. In Figure 4.13 B, we can see a painting of Namahage. In traditional Japanese folklore is a demon-like being, portrayed by men wearing massive oni (ogre) masks and traditional straw capes (Mino) during a new year's ritual of the Oga Peninsula area of Akita Prefecture. Both of the paintings contain elements or items which are the custom of Japanese society. Here we can conclude that this Bentoya Restaurant carries Japanese ethnicity by putting Japanese-themed paintings on its walls to beautify the atmosphere.



Figure 4.14: Chinese. Huang Hou Restaurant

Figure 4.14 shows how the life of the Chinese empire in the past. The Chinese ethnicity can be detected from the red lanterns in the room, the men and women workers wear traditional Chinese clothing: *Hanfu*. This painting shows men having bald hair in the front and longing in the back. Hair with this style is famous or accessible in the Qing Dynasty. This hair is known as *Taucang*. They make bald hair models in front and longish behind so that their views while riding are not obstructed. So, in equestrian hair does not interfere with views. They finally do the *Taucang* hairstyle. The women's hairstyles in the painting also have different styles according to their status. The first is women with long and braided hair, which means that they are unmarried girls. Second are women with knotted hair, which expresses that they are married, and last are women with hair tiaras typical during the Qing Dynasty.

Figure 4.15 A is a temple painting that has the official name of *Wat Phra Chetuphon Vimolmangklararm*, but this temple is famously known by the name *Wat Pho* which stands for *Wat Phodaram*. *Wat Pho* itself is a temple that has a giant reclining Buddha statue in the world.



Figure 4.15: *Thailand*. (A) Blue Basil Restaurant (B) Red Dragon Thai Restaurant

The second (Figure 4.15 B) is a painting of *Wat Phra Kaew* or also known as the *Temple of Emerald Buddha*, and it is one of the proud tourist destinations of Thailand. The official name of this temple is *Wat Phra Si Ratthana Satsadaram*, which means "Buddhist Temple of the Holy Gem." In the painting, there is a State of Thailand Flag. Both of these images are paintings of temples in Thailand. It shows that the presence of these paintings in a restaurant will add the ethnic impression that the restaurant owner wants to highlight.



Figure 4.16: *Indonesian*. Anomaly Café Restaurant

Inside Figure 4.16, there are a total of eight paintings, and each painting depicts a different tribe. Among them: *Aceh Gayo, Bali, Flores, Java, Kopi Luwak, Papua, Sumatra*, and *Toraja*. The first painting is the *Saman Dance*

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 4.17: *Indonesian*. (A&B) Lin Kafe Restaurant (C) Pandan Village Restaurant

Figures 4.17 A & B are taken from *Lin Kafe Restaurant*, which located in Ciputra World Mall Surabaya. This restaurant serves Indonesian cuisine, such as *Pepes* and *Sambal*. The environment in this restaurant accentuates the Indonesian ethnicity by using batik as a complement to their interiors. There are two uses of batik, namely on the walls and floors of this restaurant: wallpaper on the wall has a flowery motif, the floor has *Padma* motif. *The Padma* refers to red water lily in Sanskrit, and this motif is commonly used in Indonesian. The third picture (Figure 4.17 C) is taken from *Pandan Village Restaurant*, and the researcher got a window that shows if this restaurant brings Indonesian ethnicity. With the discovery of the *Pasulaman Batik* motif, which is a type of *Banten Batik*. The primary motif is in the form of a rhombus circle, which is in a rectangular circle.

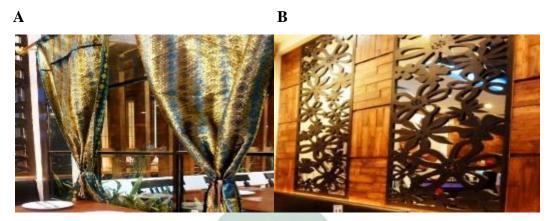


Figure 4.18: *Thailand*. Blue Basil Restaurant

Figure 4.18 A is a photo of a curtain that uses Thai textiles, namely *Thai silk*. The second (Figure 4.18 B) is a rooster wall. Rooster wall can ordinarily be seen in ancient tropical houses. Rooster or ventilation block is a partition or partition between spaces that have the primary function as an air circulation hole and lighting in a room. The rooster wall was found in a Thai restaurant. As in the interior design explanation of Thai Oriental Style that prioritizes air circulation, this restaurant uses rooster as air circulation that is made of wood and has a floral motif to add to the impression of nature.



Figure 4.19: *Indonesian*. (A) Kuliner Aneka Rujak Reestaurant (B) Lin Kafe Restaurant

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.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter consists of conclusions and suggestions. The researcher presents the conclusions of this research and also gives some suggestions to researchers in the future.

5.1 Conclusions

This research tries to find out the linguistic landscape in four Surabaya malls restaurants. The researcher took data from pictures taken at the restaurants signboards carried in the process of taking data. This research has three results. The first is the discovery of the use of nine languages in the restaurant signboard, and English is the most dominant language. The second result is that there are three types of loanwords: five words in loan words without phonetic substitution, fourteen words in loanwords with partial phonetic substitution, and six words in loanwords with complete phonetic substitution. The third result is that the restaurant can represent ethnicity in two ways: ethnic design and ornamentation located within the restaurant.

Because little to no research has specifically investigated the ethnic representation in restaurants, the finding of this current research is noteworthy. The researcher should be able to get more information. However, time and space have prevented the researcher from exploring more information from the restaurant owners to find out the linguistic landscape more deeply.

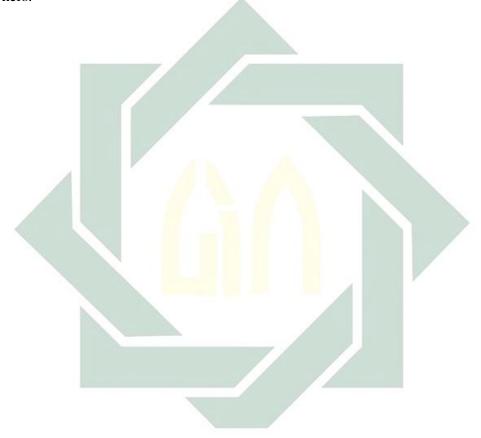
Furthermore, for further researchers are suggested to investigate in-depth the language displayed and conduct interviews with restaurant owners so they can develop the findings that have been found in this research. The language used in restaurants needs to be explained more clearly about how monolingual, 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

can represent ethnicity in two ways: interior design and ornaments that exist in restaurants. Researchers can develop it again: why does the restaurant owner use something (which can represent ethnicity) in the restaurant? Moreover, why do restaurant owners use these ethnicities? By conducting interviews with restaurant owners.



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