

**THE USE OF ENGLISH SIGNAGES IN THE COFFEE  
SHOPS IN GRESIK**

**THESIS**



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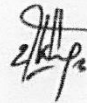
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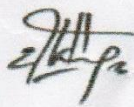
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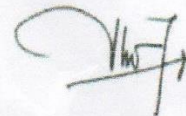
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on the target of consumer, customer, or visitor of the place. The international business executive or tourist may not even notice the linguistic modelling of the constructed environment, place name, restaurants, road signage, street name, or shop in those destinations their visit (Bolton, 2006).

Research on the linguistic landscape and the use of English has been a particular interest for researchers notably, the use of English for business and tourism. Some scholars deal with linguistics landscapes and the use of English phenomena in advertising (Haarman, 1986; Frederich, 2002). Arriving at an explanatory sufficiency, some other scholars have been observing the linguistic landscape and the use of English in the part of shop signs and brand names (Thonus, 1991; Takashi, 1997; Schlick, 2002; Mc Gregor, 2003 ) and deals with Englishization in the part of business signs or brand names in the country that they observed. Some other scholars are doing observation in linguistics landscape, and the use of English with exploring signage on the road or street (Rosenbaum, etc., 1997; William & Merwe, 1996; Xiao, 1998 ) and deals with another area can build another kind of the English uses. Therefore, English as the symbol of modernization. manufacture is another sort of the English employments. In this manner, English as the image of modernization.

The linguistic landscape and the use of English study are essential to discuss. It is proved by research about the linguistic landscape and its influence on the educational part (Diane, 2006). This research deals with the linguistic landscape that can contextualize language awareness activities at school. Most of the research in the linguistic landscape and the use of English done holistically,

where all subcategorized of the linguistic landscape are examined. For example, the study conducted by C. Bruce Lawrence entitled *The Korean English Linguistic Landscape* in 2012. He did this research based on geography, but there is no categorizing in the sub-area of the study. He only took a picture which contains the English, Korean, or Chinese language randomly.

The study of the linguistic landscape and the use of English has been a particular issue for most countries, especially in Indonesia. Indonesia is the developed country that excessively adopted English as the market language in the 21st century. The study of this proved by research from Rima Yosita Prayitno in 2015 that have done a comparative study in her research entitled *Linguistic Landscape and the Use of English in Surabaya Clothing Store*. This research analyzed the use of English in the name of each clothing store in both shopping centres in Surabaya. Based on her research, the researcher also found a connection between stores' name and what kind of customers of the store. This study only limited in the percentage of English used in the shop sign of the store, and the rate of English used in the store is not maximum analyzed because she has not investigated inside the store. To follow the suggestion of Rima Yosita Prayitno in her article, that is to find another area of the research. Therefore, this recent study aims to fill those gaps by analyzing not only based on the stores' name but also considering in the other selected sign inside the coffee shops such as a menu, decoration, and direction sign.

As the title suggests, this study takes a different part area of the research. Also, it completes the discussion of the previous research by analyzing the strategies used by the owner of the coffee shops. The recent study also analyzes the figurative language. The figurative language is a way of saying something other than using the literal meaning of words (Thomson, 2001). In short, figurative language is the use of the phrase in a nonliteral way. Over the years, people have used figurative language to persuade their customers. However, there were not all figures used due to following the market or adjusting the customer's intention because each figure has its character (Myres, 1994). Therefore, in order to get more detailed information, this study also aims to reveal why the owner or marketing officer applied English in their coffee shops .

The researcher chooses Gresik as the subject area of the research because Gresik as the one of city with a thousand of coffee shops besides Nanggroe Aceh Darussalam (Andi, 2017). Drinking cup of coffee together in Gresik has been done in the past year before by most people there. Research of this, have conducted by L.S Ningrum in 2016. Her research discussed the change of "ngopi" culture in Gresik, and also proved by research from Miftahul Rahman in 2015. His research presented the percentage of coffee shops that were known by adolescents in Gresik. Also, from the general reason is that coffee shops have become a modern lifestyle phenomenon by adolescents in the late century in Indonesia (Elly, 2012).











*Pondok Pesantren Mambaus Sholihin Gresik*. Furthermore, there is another study from Auliasari (2019) with the research title *A Linguistic Landscape Study in State and Private School*. Both of these studies conclude the application of a foreign language, there are signs in schools, including teaching methods of teachers to get their students to recognize the language.

Other linguistic landscape research found in Indonesia is research in a particular area. One of them is a study from Ramadhani (2018) with the research entitled *Lingua Franca in The Linguistic Landscape of Gresik Kota Baru*. This study concludes if Indonesian becomes lingua franca in the area. Her research explained that the spread of Indonesian in such areas was also because of the multilingual level of people itself. Furthermore, there is research of linguistic landscape from Indonesia in the field of business space. The study from Eka Oktaviani in 2019, under the title *A Case Study of Shops Names in Gresik Kota Baru*. Her research only analyzed a signs in the outside space. So, in this study, the researcher analyzed the signs in both inside and outside spaces to get more attractive investigation.

## **2.2 Figurative Language**

Most people think of language as a clear and literal vehicle for communicating ideas. However, misunderstandings arise and meanings shift are sometimes happened even when people use language literally. Words can have denotations or apparent meanings also connotations, implied or hidden meanings. Moreover, people often use words figuratively.

Figurative language is language using figures of speech or in other words, language cannot be taken literally or should not be taken literally only. Giroux & Williston (1974) stated that figurative language is language which departs from the straight-forward use of words. It creates a special effect, clarifies an idea, and making writing more colorful and forceful. In addition, Thompson (2001) stated that figurative language is a way of saying something other than using the literal meaning of words. Figurative language is not a device to state what is demonstrably untrue. Indeed it often states truth that more literal language cannot communicate. It calls attention to such truths; it lends its emphasis.

During the decades, there has been a change in influential techniques used by sponsors. From radio to TV plugs to advertisement or open vehicle to bulletins and the web, we are constantly convinced to put stock in something or carry on with a particular goal in mind (Anne, 2013). The entirety of the procedures will be finished by the proprietor or promoting official to convince the client's psyche of the item.

According to Phillips and McQuarrie (2002), marketers choose to reduce the verbal explanation offered to consumers. Therefore, they place the intended meaning at risk of being misunderstood. Figurative language have been found to increase elaboration process (interpretation time) because the consumer has to think and process the meaning of the figure of speech in the message (McQuarrie and Mick, 1999; Mothersbaugh, 2002). Furthermore, increased elaboration can benefit the mnemonic effect of the message. In addition, the consumers' pleasure





### **2.3 Sign**

A sign is a meaningful unit which is interpreted as standing for something other than itself. Signs are found in the physical form of words, images, sounds, acts or objects (this physical form is sometimes known as the sign vehicle). Signs have no intrinsic meaning and become signs only when sign users invest them with meaning regarding a recognized code (Chandler, 2007). Advertising billboards, street names, place names, and commercial shop signs can also be considered a sign since they form the physical word in a written language.

### **2.4 Coffee Shop**

According to Herlyana (2002), a coffee shop is a restaurant with a limited menu. Accurately, it could be interpreted that the coffee shop is a place to eat that provides a quick and straightforward list like snacks and soft drinks like coffee and soda for people who are waiting or people who want to relax. The flow of globalization requires every business person always to innovate. Western countries are often seen as the mecca of the development of the times. Thus, according to Sahro (2005), there has been a shift in drinking coffee culture. Someone accustomed to drinking coffee in star hotels is now turning to a coffee shop.

The coffee shop business also experienced changes from time to time. Because the coffee shop business is loved by the generation when they were established, it has become a lifestyle for young people today (Antrock, 2002). In other words, coffee has been a particular interest for almost coffee drinkers around the world, especially in Indonesia. In the last ten years, the coffee industry in





elderly (Pratiwi, 2015). The impact of the increasing level of public revenue and the rising middle class, coffee has become a modern lifestyle. For modern people, drinking coffee is part of their lifestyle. Coffee tasting has become a synonym for leisure (Wu and Kuoh Y.H, 2014). This trend then becomes a significant opportunity for a coffee shop to develop their business. That's why currently, the number of coffee shops in Indonesia is high.

#### **2.4.1 Coffee Shop in Gresik**

The phenomenon of coffee shops does not only occur in big cities like Jakarta or Surabaya. City of Puduk, City of Santri, City of Industry, and the City of Coffee Shop are other names of Gresik City. Dubbed the capital of puduk because of puduk is one of the special foods of Gresik, made from rice flour, sugar, and coconut milk, which is put in a package made from banana leaf midrib or also called ope. Gresik santri city is a nickname for Gresik city because many Islamic boarding schools and Islamic schools are spreading in Gresik city. The factory industry and commerce in the town of Gresik is overgrowing seen from many founding factories in Gresik and many home industries in the form of kopyah, bags, and convection (clothing) that scattered in the district of Gresik. The city of coffee shops, the nickname is also attached to the city of Gresik, was spread to thousands of coffee shops in the town of Gresik There are even some studies that have carried out to address these phenomena, including the research from L.S Ningrum (2016) under the titled "Perubahan Budaya Ngopi di Gresik". Her research explain how the change in the meaning of drinking coffee together in the city of Gresik. in her research, she explained that in the past, drinking coffee

together was an activity to exchange ideas, experiences and make new friends. However, when compared with the current drinking coffee for teenagers is a luxurious lifestyle. In short, this is the fundamental reason for this research to choose Gresik as the research area.

Although Gresik is not coffee-producing, the people of Gresik city are known to be good at processing and concocting coffee beans to become a typical coffee product of the town of Gresik. Gresik coffee (Gresik coffee) is different from coffee in general. The difference is coffee grounds. Gresik ordinary coffee coarse coffee grounds floating above and coarse. While coffee grounds generally settle to the bottom and are soft. To be able to drink, it must filter the coffee grounds first using spoons and coffee grounds are also not small. The shape and design of the coffee shop in Gresik still classified as traditional, which is only in the form of a house building, and there is a rectangular table as a barrier between buyers and sellers; there is a high chair as a seat for buyers. Along with the times, a coffee shop at Gresik city is experiencing rapid development starting from the provision of newspapers, television, and also wifi, which is an additional facility that can be used free of charge by the buyers in the coffee shop. Most visitors from the coffee shop have been adults and parents because the goal is to meet with partners and talk about work and trade.

The Gresik city adolescents lately also enjoy drinking coffee and relaxing in a coffee shop. The raises opportunities to build a modern coffee shop nuanced different from the nuances of coffee shops in general in the city of Gresik. In order to meet the needs of the community for the hobby of drinking coffee and

just relaxing in a coffee shop, many modern coffee shops have emerged or are called coffee shops, coffee shops, or cafes around the city of Gresik. The difference between a traditional coffee shop and a modern coffee shop (coffee shop) lies in the process of making coffee, and traditional coffee shops use traditional mash to get coffee grounds and then brewed merely using hot water. However, modern coffee shops have used sophisticated coffee technology using machines (expresso) to serve a cup of modern flavored coffee. Except for the manufacturing process, the difference between a traditional coffee shop and a modern coffee shop lies in the facilities and interior design of the shop. The traditional coffee shop commonly provided is still pure, and there are only tables and chairs that seem modest. However, in a modern coffee shop, the facilities provided are very comfortable with neatly arranged sofas and tables and an attractive space arrangement with colorful paint on the interior.











### 3.2.3 Instruments

There are two types of instruments in conducting this study in order to answer the problem of the study. These were non-human instrument and human instrument. The primary one was the human instrument that was done by the researcher herself as the most essential research instrument in this analysis. The researcher processed the gained data by counting, classifying, analyzing, and so forth.

The non-human instruments were observation and interview. Observation was chosen since this research mainly implemented qualitative method. As Wray and Bloomer stated that observation data is qualitative in the first instance, consisting of recordings, transcriptions, and notes relating to the subjects' behaviour and language (spoken / written). In observing, the researcher directly visited five selected coffee shops and took a picture of signs that were created or owned by the owners of five selected coffee shops there. The tool used for taking the pictures is mainly a phone's camera. For the interview (see attachment 1), it was specialized to answer the third problem of the study. Interview was selected as one of the instrument as it helped the researcher gain more supporting information from the coffee shops' owners. The type of interview was semi-structured and face to face interviews. The interviewees were the owners of five selected coffee shops. The tools for conducting the interviews were audio recorder and field notes.

### 3.2.4 Data Collection Techniques

Data collection is done to achieve the researcher objective. In the process of collecting data, the researcher needed time for about three weeks includes transcribing. The researcher has done several procedure to receive the data. These procedure have done to get information to reach the research objective (Gulo, 2002). The methods are observation procedure and interview procedure. The first one is an observation. This procedure used to collect data in order to answer the first and second problem of the study. To collect data in the observation, the researcher took a picture of the signs in the five selected coffee shops. The steps of observation were:

1. The researcher visited five selected shops.
2. Then, the researcher took a photos of words, phrases, and language that displayed in the coffee shops like menu, decoration, direction, and coffee shops' signboard.

The second procedure is interview. This procedure used to collect the data in order to answer the third problem of the study. There are several types of interview. Hence, the researcher was chosen semi-structured interview and face to face interviews. Because it is very useful to know detailed information about the topic. The step of interview conducted by the researcher are:

1. The researcher arranged the interview guide with some questions in order to achieve information by the interviewees.
2. The researcher visited five selected coffee shops one by one to meet the owners in order to make appointment and got the research permission.







To analyze the second research question about the strategies which use by the owner or marketing officer in order to attract the customers the following steps are:

1. The researcher identified the phrases of signs which contain the figurative language .
2. Then, the researcher classified the phrases based on the various types of figurative language based on the Mcquairre and Mick classification.

The last research question is about the reason of the owner or marketing officer to applied English in the parts of menu, decoration, shop sign, and direction. To answer this question, the following steps were:

1. First, the researcher transcribed the result of interview.
2. Second, the researcher compare the field note and the audio transcribing in order to make sure that there were no missing points.
3. Next, the researcher coded directly what the interviewees says after transcribed it and placed it in the quotation marks. This codes is called vivo code (Saldana: 2013).













































researcher concludes that English has a special status in the coffee shops in Gresik regarding the percentage used. Those languages performed in place name (11), menu (273), decoration (27), and direction (9) in a total of 320 signs. English appears as a dominant language in each category. Regarding the average of English uses, a coffee shop that applied English the most is Adventure cafe, with an average of 97%. Moreover, the category that applied English the most is the direction with the average percentage is 100%.

In other words, English is not applied totally. Certain shops frequently have English signs, including coffee shops. The use of English and another language in the coffee shop influenced by larger sociolinguistic patterns relating to modernity, luxury, and youth (Lawrence, 2012). In terms of location, the data supported the social stratification model in two out of five coffee shops in Gresik, where English is highest on coffee shops that started in the central business area in Gresik like Adventure cafe and WCP cafe. However, One Place ID cafe is also enlisted in the terms of location because the percentage of application of English in cafes that exceed 50% is 72%. Where is the location of the cafe next to the hotel, also following a statement from Lawrence.

Piller (2003) said that the use of English in commercial signs does not seem to transmit factual information but often used for its connotation value.

Regarding her studies, when the audience can recognize the message in English, it activates values such as international orientation, future orientation, success, and fun orientation.



The second objective of the research question is figurative language applied in the coffee shops. The researcher analyzes the signs based on Edward F. McQuarrie and David Glen Mick (1996) classification of figurative language. Regarding research findings, trope as a mode of figurative language that mostly applied in a coffee shop rather than a scheme. It shows that the coffee shop owner prefers to persuade people by modifying the meanings of the words rather than playing with the words' order.

Both tropes and schemes are the modes of figurative language that have implications for consumer response (Leigh, 1994). Their language is more memorable than literal language. The scheme adds internal redundancy to a persuasive message. A comparison in a text can be expected to enhance the meaning of the entire text does. For example, in Figure 4.15, when reading, “Stop watching, Start doing”, the consumer has the encoding possibility, including the comparative of degree. In terms of a spreading activation model, these possibilities lead to multiple opportunities for subsequent retrieval of the headline (Mitchell, 2007). However, the memorability of tropes is incomplete in the sense of lacking closure. Tropes invite elaboration by the reader. For example, when reading the text “Life is a beautiful ride” by reinterpretation, the meaning is to enjoy. Thus, the additional cognitive activity expended in the reinterpretation increases the number of associative pathways stored in memory (Mitchell, 2007).

The third and also the last objective of the research question is the reason for the owner or marketing employee of coffee shops using English in the coffee shops. Based on Gorter (2007), it would be interesting to do interviews among the

shop owners who are the authors of the signs to discover their intentions and why they are using specific languages in their signs. Thus, In this research question, the researcher analyzes the purposes of the English used in the coffee shops based on the coding of the interview results. So, the conclusion of the researcher delivered in three points. The first point is to attract the customer. So, regarding the owner of coffee shops, English displayed in their coffee shops are worth it. The second point is to show the modernization image. The researcher concludes that the purposes of the coffee shop owners are to represent the modernization in their coffee shops. It means that in the business part, the use of English constitutes modernism and sophisticated language. While the third point is because English uses is to give the European atmosphere. According to the wave of 'coffee, the third wave is the coffee shop concept. That is from Europe. So, it concluded that the owner's purpose is to build the European atmosphere in their coffee shops. Therefore, it found that English served as a marker of modernity, luxury, and youth (Lawrence, 2012).

In short, this present study identifies three essential findings. The first is English domination in the coffee shops LL. Regarding the name, menu, direction, and decoration, according to the percentage of English, the second finding is the owners' strategy to persuade the customers. Regarding the trope as a kind of figurative language that mostly applied in the coffee shops. Other than that, the last findings are English as a representation of modern and sophisticated language to attract the customer and build the European atmosphere.











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