THE USE OF ENGLISH SIGNAGES IN THE COFFEE SHOPS IN GRESIK

THESIS



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THE USE OF ENGLISH SIGNAGES IN THE COFFEE SHOPS IN GRESIK

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ABSTRACT

Hadiyanti, I. (2020). The Use of English Signages in The Coffee Shops in Gresik.
English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr
Zuliati Rohmah, M.Pd.

Keywords: linguistic landscape, figurative language, coffee shop, signage, a coffee shop.

This thesis aims to analyze the use of English in coffee shops in Gresik. Therefore, in this study, there are three research problems to be solved, namely: (1) What is the percentage of English uses in the coffee shops in Gresik? (2) What kind of figure of speeches are applied in the coffee shops in Gresik (3) What are the reasons of the owner used English in the coffee shops in Gresik.

In this thesis, the writer uses a qualitative approach concerning the use of clear and systematic descriptions of figure of speech and the interpretation of interview results. The writer also takes a quantitative approach concerning calculating the percentage of English uses in the coffee shops. The data was collected firstly by observing five selected coffee shops in Gresik. Then, the objective of the observating were analyzed by identifying the results of calculating the percentage of English uses in the coffee shops, and describing the types of figure of speech. Moreover, the writer conducted interview sessions with coffee shops' owners. The objective of the interview were analyzed by interpreting the critical points in the interview results.

The study results showed that English has special status in the coffee shops in Gresik regarding the percentage of English used. The percentage of English used in coffee shops in Gresik was considered dominant. Besides, the application of figurative language that found in each sign in the coffee shops, where the writer also found that building European atmosphere in the coffee shops by applying figurative language on the signs, it is one of the strategy for the application of English that have done by the cafe manager.

ABSTRAK

Hadiyanti, I. (2020). *Penggunaan Papan Tanda Bahasa Inggris Pada Kedai Kopi di Gresik*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya . Pembimbing: (I) Prof. Dr. Zuliati Rohmah, M.Pd.

Kata Kunci: lanskap bahasa, majas, papan tanda, kedai kopi

Penelitian ini bertujan untuk menganalisa penggunaan Bahasa Inggris yang ada pada kafe di kota Gresik. Karena itu, dalam penelitian ini penulis akan menjawab beberapa rumusan masalah dalam penelitian ini yaitu (1) Berapa presentase penggunaan Bahasa Inggris di kedai kopi di Gresik? (2) Apa saja jenis majas yang diaplikasikan di kafe? dan (3) Alasan apa yang mendasari pemilik atau manajer kafe mengaplikasikan Bahasa Inggris di kafe mereka.

Dalam skripsi ini, penulis menggunakan pendekatan kualitatif dalam kaitannya dengan penggunaan deskripsi yang jelas dan sistematis tentang pengunaan figur retorika dan penginterpretasian hasil wawancara. Penulis juga melakukan pendekatan secara kuantitatif dalam kaitannya dengan perhitungan presentase penggunaan Bahasa Inggris yang ada di kafe. Data dikumpukan terlebih dahulu dengan melakukan observasi pada lima kafe terpilih yang ada di Gresik. Serta melakukan sesi wawancara dengan pengelola kafe, baik pemilik atau manajernya. Hasil observasi dan wawancara kemudian dianalisa dengan mengidentifikasi hasil perhitungan presentase penggunaan Bahasa Inggris, menganalisa jenis-jenis figur retorika, dan menganalisa poin-poin penting dalam hasil wawancara.

Hasil studi menunjukkan bahwa Bahasa Inggris mempunyai status yang spesial pada kedai kopi di Gresik berdasarkan presentase penggunaan Bahasa Inggrisnya.Presentase penggunaan Bahasa Inggris di kedai kopi di Gresik adalah dominan. Selain itu, penerapan majas yang ditemukan disetiap plakat yang ada di kedai kopi, yang mana penulis juga menemukan membangun atmosfir Eropa pada kedai kopi dengan mengaplikasikan majas pada plakat-plakatnya, merupakan salah satu dari strategi pengaplikasian Bahasa Inggris yang dilakukan oleh pengelola kafe.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the study, problems of study, objectives of the study, and continued with the significance of the study, scope and limitation, and also the definition of key terms.

1.1 Background of the Study

Nowadays, the distant parts of the world become interconnected with each other. So, English has become the lingua franca used to communicate with people of different backgrounds. To increase the use of English around the world and become the primary language of international communication today, people in the European Union, for example, used English to communicate with neighbouring countries. It also relates to the economic and cultural influence of the United States (Lawrence, 2012). It means that English has been an essential language in most of the country in the world.

The use of language can be distributed in two different forms, the written and the oral form. Those used to inform, entertain, direct, and so on. The oral way is to be temporal, and the written form is permanent. This feature makes the written form useful in a public domain (Joshua, 2016). The language used in the public domain includes billboards, sign posts, and brand names. It is called the Linguistic landscape. The linguistic landscape is a sociolinguistic phenomenon used in society for several purposes, namely directing, informing, warning, and advertising (Backhaus, 2007). Language is used to manifest those purposes based

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 Englishzation 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).

1.2 Problems of the Study

- 1. What is the percentage of English uses in the coffee shops in Gresik?
- 2. What kind of figurative languages are applied in the coffee shops?
- 3. What are the reasons of the coffee shops' owners uses English in their coffee shops in Gresik?

1.3 Significance of the Study

It hoped that is the present paper could give both theoretical and practical significance. In theoretical significance is contributing scientific knowledge to the development of linguistics, especially those related to Linguistic landscape and the use of English in sociolinguistics phenomena. Practical relevance is filling the gaps in the area of the researches of the linguistic landscape. Specifically, in the use of English in the public places, and maximizing the study's space in the linguistic landscape for English Department, Faculty of Art and Humanities, State Islamic University Sunan Ampel of Surabaya.

1.4 Scope and Limitation

There are many types of study of the linguistic landscape and the use of English. In this recent research, the researcher focuses on the English uses in the coffee shops. Also, the researcher needs limitations to make a specific coverage area in the research. The researcher uses some categories of coffee shops business element. The categories are looking for shop signs, menu, decoration, and direction.

1.5 Definitions of Key Terms

In order to fend off a misunderstanding of the idea in this research, the operative definitions of key terms are listed below:

- 1. Linguistic landscape is a study to classify how language applied in public spaces, such as a sign, billboards, advertisements, and graffiti.
- Figurative language is language that uses words or expressions with a meaning that is different from the literal interpration
- 3. Signage is the collection of signs, especially in the commercial or public display.
- 4. A coffee shop is a place that provides quick and straight forward menus such as coffee and snacks for people who are relaxing or waiting for something.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains the theories used in this research.

2.1 Linguistic Landscape

Shohamy (2010) stated that languages used in public signs indicate what words are locally involved or give evidence to other languages that have a place beside the local language and are becoming locally relevant. A linguistic landscape is a study to identify how words displayed in public spaces, such as signs, billboards, advertisements, and graffiti (Wardaugh & Fuller, 2015). Studying a contextual language can be conducted a thorough analysis of written information available on language signs in a particular area (Cenoz and Gorter, 2006). In other words, the study of linguistic landscape purposes to enlarge another sight to our awareness about societal multilingualism by concentrating on language selections.

The field of linguistic landscape studies has expanded from the analysis of commercial and government signs found on the streets of large metropolitan centers, ethnic neighborhoods, and small towns. Among the diverse objects of linguistic landscape scrutiny are schools (Dagenais, 2009; Dressler, 2015), train stations (Lock, 2003; Backhaus, 2006), science labs (Hanauer, 2009); apartment buildings (Jaworski and Yeung, 2010), linguistic landscape have been investigated from several viewpoints, such as language policy and language ideology (Sloboda, 2009; Marten, 2010) and tourism and the commodification of

culture (Kallen, 2009; Piller, 2010; Moriarty, 2015). The example of the linguistic landscape applied in tourism and the business spaces are like:



Figure 2.1: The Example of Sign in Tourism Space (Auliasari, 2016)



Figure 2.2: The Example of Sign in Business Space (Prayitno, 2015)

The linguistic landscape reflects the status of different languages in a particular sociolinguistics context (Cenoz and Gorter, 2006). English, for event, speaks to innovation and modern dialect. It made numerous shops want to use English to make conclusions in the clients' brain despite the fact that not all clients comprehend and happy to see the importance of the signs. The signs made to boost clients' psyches that the items sold represent advancement, joy, and global picture.

Linguistic landscape research also attracted the attention of researchers in Indonesia. In the field of education, research on linguistic landscapes was carried out by Firdausiyah (2019) with the research title *A Linguistic Landscape in*

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 liguistic 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 attarctive 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

in recovering a figure can lead to increased attention (McQuarrie and Mick, 1996) and a positive attitude toward the services described.

There are so many kinds of figurative expressions. McQuarrie and Mick (1996) classified figurative expressions into two groups:

 Scheme in the figurative language classification is a figure that deal with language structure, letters, and sounds (McQuarrie & Mick, 1996). The figurative language that include in this classification are derives in the several types.

a. Structure of balance : pararellism, isocolon, tricolon, antithesis,

and climax.

b. Change in Word Order : anastrophe, parenthesis, apposition.

c. Omission : ellipsis, asyndeton, brachylogia.

d. Repetition : alliteration, assonance, anaphora,

Epistrophe.

2. Tropes is a figurative language that associated with the nonexistence of order or irregularity (McQuarrie & Mick, 1996). The figurative language that include in this classification are derives in the several types.

a. Reference to One Thing as Another: metaphor, simile, personification.

b. Overstatement/Understatement : hyperbole, litotes, meiosis.

c. Semantic Inversions : irony, oxymoron, paradox

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

Indonesia was booming. It could be seen from the data by AEKI (Association of Indonesian Coffee Exporters and Producers) that showed the number of coffee shops in the big cities. According to the International Coffee Organization (ICO). Indonesia ranks as the fourth largest coffee producer in the world in 2014, with an estimated Indonesia's coffee production reaching 622 thousand metric tons per year. Indonesia has the highest coffee variants, with nearly 100 types of Arabica coffee variants known since 1699. AEKI also predicts that the level of domestic coffee consumption in Indonesia will continue to increase (AEKI, 2016).

Table 2.1. The Level of Domestic Coffee Consumption Based on AEKI (2010-2016)

Year	Total Population	Coffee Needs (kg)	Coffee Consumption (kg/capita/year)
2010	237.000.000	190.000.000	0,80
2011	241.000.000	210.000.000	0,87
2012	245 <mark>.00</mark> 0.000	230.000.000	0,94
2013	249.000.000	250.000.000	1,00
2014	253.000.000	260.000.000	1,03
2015	257.000.000	280.000.000	1,09
2016	260.000.000	300.000.000	1,15

AEKI community also shown the projection of the domestic coffee consumption in range 2016-2020 which is shown in the Table 2.2 below that the domestic coffee consumption in Indonesia will increase each year (AEKI, 2016).

Table 2.2. The Level of Domestic Coffee Consumption Projection Based on AEKI (2016-2020).

Year	Consumption (kg/cap/year)	Total Population	National Consumption	Growth (%)
2016	1,168	258.705	302.176	
2017	1,162	261.891	304.231	0,68
2018	1,155	265.015	306.183	0,64
2019	1,149	267.974	307.915	0,57
2020	1,143	271.066	309.771	0,60

The coffee processing industry is one of the priority industries that continue to develop. Currently, processed coffee products are not only in the form of ground coffee (roast and ground), but there have been various diversities of processed coffee products such as instant coffee, three in one coffee, and coffee drinks with multiple flavors vanilla, cocoa, and others (Soenarto, 2012). The increase in the consumption of Indonesian domestic coffee is increasing. Besides being supported by the community's social pattern in consuming coffee, it also helped at an affordable price, practicality in the presentation, and diversity of flavors following consumer tastes. The coffee industry in Indonesia in the past ten years continues to increase with the increasing production of processed coffee produced by the coffee processing industry, the more fertile Cafe and Coffee Shop in big cities in Indonesia (Hartono, 2013).

The current trend in Indonesia shows that with the rising standard of living and shifting to an urban lifestyle, there is a change in coffee consumption patterns, especially in young people. The younger generation generally prefers to drink espresso-based beverages served at the café. At the same time, the coffee powder (ground coffee) is still the primary consumption of the rural population and the

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 Pudak, City of Santri, City of Industry, and the City of Coffee Shop are other names of Gresik City. Dubbed the capital of pudak because of pudak 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.

CHAPTER III

RESEARCH METHODS

This part clarifies the imperative methods for doing the research. There are a few methods which had accomplished for the researcher conducted. They are the research design, the subjects of the study, the data collection, and the data analysis.

3.1 Research Design

Krathwohl (1993) in (Knupfer & McLellan, 2001) stated that three primary purposes of the research that are describing, explaining, and validating the findings could get from a descriptive method. On the other hand, the qualitative approach contains the description and interpretation of the data instead of counting the features (Wray and Bloomers, 2006). Therefore, in this study, the researcher engaged the descriptive-qualitative method because of the data analyses presented by interpreting and describing the detailed information about the use of English in the coffee shops in Gresik.

The researcher also uses a quantitative method in this research to analyze the data. Based on the Wray and Bloomer (2006), a quantitative approach is a method that agrees with the calculated or quantified linguistic variable. Hence, the numeric data are present in the mixed methods. In this study, mixed-method research mostly chosen to ensure the reliability and validity of the data.

3.2 Data Collection

Data collection means gathering information to address those critical evaluation questions that the author has identified earlier in the evaluation process. It is an important aspect of any type of research. in this section, the researcher describes the research data, the subject of the study, instruments and data collection techniques.

3.2.1 Research Data

According to the topic of the study, there are two kinds of data. The first data are the form of words used in the menu, decoration, direction, and place name signs in the coffee shops in Gresik. The types of terms have taken from signs which have been photographed by the researcher. The following data are the opinions or the minds of the owner or marketing officer of five coffee shops in Gresik that have gotten by the interview.

3.2.2 Subject of the Study

The subject of the study in this research is the owners or marketing officers of ten coffee shops in Gresik. There are ten people involves in this study. The researcher visit the selected coffee shops one by one and meet the owner or marketing officer. There, researchers interview the concept of the coffee shops and ask about why they use English as part of the menu, decoration, direction, and the name of coffee shops.

By this research, the selection of subject in this research is to use systematic sampling. The researcher chooses five coffee shops in Gresik. The researcher wants five of the coffee shop here based on the customers' survey that has conducted by Kuliner Gresik on 10th April 2019 and gets the result is the percentage of famous coffee shop in Gresik. It could be seen in Figure 3.1. Kuliner Gresik is a public account build on Instagram and has 119.000 followers. The researcher uses this survey because the competition in coffee shops business always strict every year.

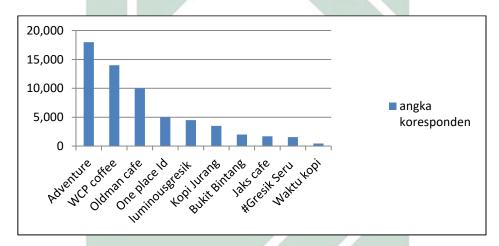
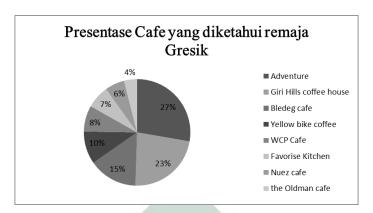


Figure 3.1: Popular Coffee Shops in Gresik Based on the Kuliner Gresik Survey.

New coffee shops' emergence is unavoidable, for example, in 2015, a college student from Muhammadiyah Gresik University conducted by Miftakhur Rahman in 2015 showed the percentage of coffee shops that are known to adolescents in Gresik. It could be seen in Figure 3.2. The pie chart shows the names of the coffee shops, which are only three from 8 coffee shops that have to be popular in 2019.



Figures 3.2: The Percentage of Coffee Shops that were Known by The Adolescents in Gresik (Rahman, 2015)

Hence, the researcher picks up the data from five coffee shops in Gresik based on the Kuliner Gresik survey list due to approval issues at the ten coffee shops. The selected coffee shops are Adventure Coffee, Oldman Cafe, One Place ID, WCP coffee shop, and Luminous cafe. All of the coffee shops are located at two districts in Gresik, those are Gresik and Kebomas. It can be seen in the table below:

Table 3.1 Recommended Coffee Shops' Addresses

No	Coffee shop's name	Address
1	Adventure Cafe	Street Kalimantan No.114, Yosowilangun,
		Gresik, Gresik.
2	WCP Cafe	Street Java No.18, Randuagung, GKB,
		Kebomas, Gresik
3	Oldman cafe	Street AIS Nasution No.33, Injen Barat,
		Tlogobendung, Gresik, Gresik.
4	One Place ID	Street Panglima Sudirman No.1, Sumberrejo,
		Pulopancikan, Gresik, Gresik.
5	Luminous cafe	Street Awikoen Tirta, Gunungsari, Sidomoro,
		Kebomas, Gresik.

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 instace, 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:

- 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.

- 3. Then, the researcher came to the interview day and have done interview with the owners in five selected coffee shops.
- 4. Besides, recording the audio, the researcher also took a field note to avoid missing vital information from the interviewees.

3.4 Data Analyses

The researcher has done several steps to analyze the data to answer the research questions. For the first question about the percentage of English in the coffee shops in Gresik the following steps were:

- 1. The researcher categorized the signs based on the groups (coffee shops' signboards, menu, decoration, and direction).
- 2. Then, the researcher analyzed and counted the percentage of English words used in the signs. The researcher has calculated the number of English words with the formula below.

$$x = \frac{y \text{ (number of English words in the signs)}}{z \text{ (number of all words in the signs)}} \times 100\%$$

x = 100%

x = results

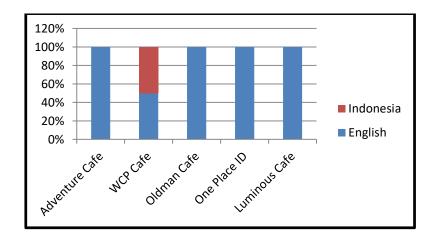
y = number of English words in the signs

z = number of all words in the signs

3. Next, the researcher presented the English use in the signs into a table to be understood easily. The example of the percentage table:

					Average
Cafe's name	Place name	Menu	Decoration	Direction	∑/4
Adventure	%	%	%	%	%
WCP Cafe	%	%	%	%	%
Oldman	%	%	%	%	%
One Place ID	%	%	%	%	9%
Luminous	%	%	%	%	%
Average					
∑/5	%	%	<mark></mark> %	%	

4. To get more details in each category, the researcher also presented the percentage charts in each group. In this charts, the percentage of English words presented in the blue colour. The other language as a example is Indonesia, also presented in this charts with different colour in order to give more information for the readers about the other language that possibly applied in the coffee shops. The example of the chart:



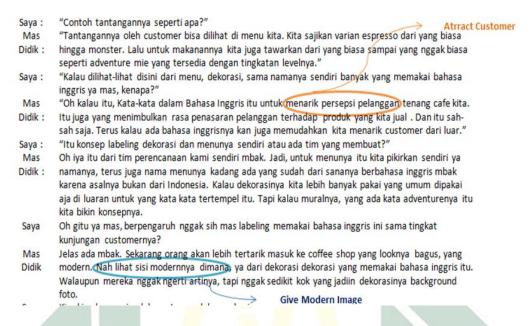
To analyze the second research question about the strategies which use by the owner or marketing officer in order to attract the customers the following steps are:

- 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).

The example of vivo codes:



4. Finally, the researcher described the critical points about the reason of the coffee shops' owners applied English in their coffee shops.

CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the research findings of the linguistic landscape study in the coffee shops in Gresik. There are three points in this research. The first point is about the percentage of English used in the coffee shops. Then, the second point is the rhetorical figures displayed in the coffee shops. Finally, the third point is the reason for the coffee shop's owner to applied English in their coffee shops

4.1 Research Findings

To answer all of the research questions, the researcher analyzes the signs by looking at two different sides, inside and outside. The researcher answers the first and second research questions by examining the inside of the signs, whereas the third research question answered by analyzing the outside of the signs. The primary research question deals with the percentage of English used in the coffee shops in Gresik. The second research question deals with the figurative language applied in the coffee shops. In this case, the researcher used Edward McQuairre and Davids' Mick taxonomies of figurative language to enlighten the kind of rhetorical statistics involved in the coffee shops. As for the last, the third research question deals with the interview result of the coffee shop's owner about the reason of applying English in their coffee shops

4.1.1 Percentage of English in The Coffee Shops

Based on the observation conducted by the researcher in five recommended coffee shops in Gresik, there were 318 signs photographed. All of the signs photographed in both inside and outside coffee shops. In the inside of coffee shops, the researcher took photographed at the menu, decoration, and direction sign. Whereas at the outside, the researcher took photographed at the place name signs.

All of the signs were classified based on the English, and other language presented. The researcher divided the percentage of English in each coffee shop in four categories of signs. They are place names, menu, decoration, and direction signs. Based on this classification, the researcher found that the percentage of English in the coffee shops in Gresik is dominant. The detail discussion presented in the table below:

Table 4.1 Percentage of English in The Coffee Shops

					Average
Cafe's name	Place name	Menu	Decoration	Direction	∑/4
Adventure	100%	89%	100%	100%	97%
WCP Cafe	50%	89%	100%	100%	84%
Oldman	100%	77%	0%	100%	69%
One Place ID	100%	36%	50%	100%	72%
Luminous	100%	35%	50%	100%	71%
Average					
∑/5	90%	64%	60%	100%	

The table above shows that the cafe which displayed English the most is Adventure cafe with 97% for the average. Whereas the cafe which less presented English is Luminous with 71% for the standard. The table above also shows that the highest category that uses English the most is a direction with 100% for the average. While the lowest category that uses English is decoration with 60% for the standard, it can be seen in the table above that the Old man cafe got 0% of decoration percentage. Hence, it can be concluded that the researcher did not found the decoration that uses English in the Old man cafe.

4.1.1.1 Place name

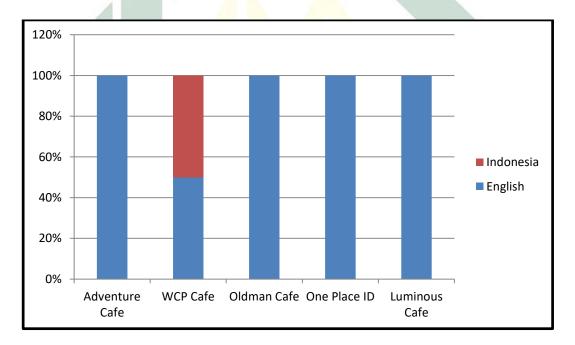


Figure 4.1: Percentage of English Use in Gresik Coffee Shop's Name

To attract customers, the first step that has to be taken by a business owner is to create a good brand or label for their business. The main focus in the development of marketing strategies by some business organizations focused on efforts to build, develop and maintain brands (Kapferer, 2012).

Language plays an essential role in this matter. In this category, the researcher analyzes the sign by looking at the word choices of the coffee shop's name. Based on Figure 4.1, the bilingual coffee shop's name here is from WCP. WCP is the short of the name of coffee shops' owner. That is Widodo C. Putra. So, the percentage of English is only 50 %. (see Figure 4.2)



Figure 4.2: Bilingual Language Coffee Shop's Name

On the other hand, it can conclude that English is the dominant language to make the coffee shop's name because the percentage of other coffee shops is 100% (see Figure 4.3).



Figure 4.3: English Coffee Shop's Name

4.1.1.2 Menu

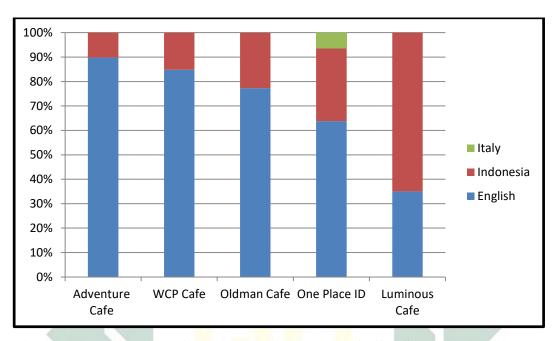


Figure 4.4: Percentage of English Use in Menu at Coffee Shops in Gresik.

In an eatery or bistro, the menu is a rundown of food or drinks offered to clients and their costs. The menu is generally imprinted on paper sheets gave to the suppers, put on a huge banner or show board inside the foundation, showed outside the café, or put on a computerized screen (Roy, 2009). Based on Figure 4.4, English is a dominant language in the menu. The data showed a higher percentage of English in most of the coffee shops in Figure 4.4 above.

On the other hand, the Indonesian language is still concerned with the owner of the coffee shops. It can be seen in Figure 4.4 above, and all coffee shops were displayed some of their menus with the Indonesian language. Moreover, in Luminous Cafe, the percentage of English in their list is 37% (see Figure 4.5).



The other fact said that the different language except English and Indonesian is also be concerned of the owner. One Place ID displayed their menu use Italy for about 17,82% (see Figure 4.6).



Figure 4.6: One Place ID Italian Menu

4.1.1.3 Decoration

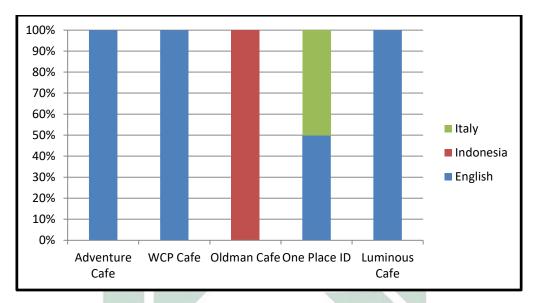


Figure 4.7: Percentage of English Use in Decoration at Coffee Shops in Gresik.

In this category, the percentage of English is higher than in other languages. It can be seen three coffee shops applied English in most of their decoration (See Figure 4.8).





Figure 4.8: English Use in Coffee Shop's Decoration

Although only one coffee shop is not applied English in their decoration, even though their coffee shop's name 100% use English (see Figure 4.9).



Figure 4.9: Indonesian Decoration in Oldman Cafe

Moreover, Italian still concerned with the owner of One Place ID. Although the percentage of that is only 50%, in other words, all languages applied as related to the concepts of the business (see Figure 4.10)



Figure 4.10: Italian Decoration in One Place ID

4.1.1.4 Direction

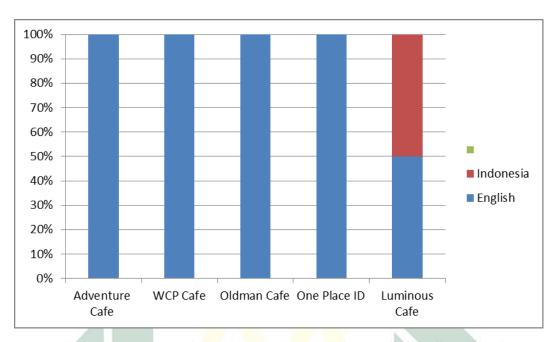


Figure 4.11: Percentage of English Use in Direction at Coffee Shops in Gresik

The direction is the executives or bearing to a person or thing. The course in a coffee shop showed as signs to make the client agreeable and unconfused in a cafe. (Anna, 2010). The direction in a cafe or restaurant can be seen in a word or picture sign, but in this category, the researcher only analyzes the word sign.

Based on figure 11 above, the percentage of English is higher than Indonesian. It is proved by only a Luminous cafe that uses half Indonesian and half English to build their direction (see Figure 4.12), while the other coffee shops presented direction signs in English (see Figure 4.13).





Figure 4.12: Indonesian Direction in Luminous Cafe



Figure 4.13: English Direction in Coffee Shop

Regarding the evidence of the data, the researcher found that although the coffee shop is 100% English in the place name category, the other is not always 100%. It can be seen in Oldman Cafe, and their name is 100% use English, but their decoration 100% use Indonesian. It means English seems to be dominant in attracting tourism at the front side, whereas it is different inside the coffee shop.

Fameida (2010) states that because not everyone wants the same emotional response from a restaurant/cafe atmosphere, the choice of a language that displayed on the elements of a cafe plays an essential role in building a pleasant atmosphere for customers. So, it can be concluded that Adventure cafe has become the most English displayed in coffee shops in Gresik. Moreover, based on the percentage of categories, the direction has become the highest category, which used English in its application in coffee shops.

4.1.2 Figurative Language Displayed in The Coffee Shops

Figurative language as figurative devices of language are extensively researched in the context of language and communication studies (McQuarrie and Mick, 1996; McQuarrie and Phillips, 2005; Mothersbaugh, 2002). Phillips and McQuarrie (2004) conclude that consumers are more favourable to the use of figurative language, as it helps them visualize intangible items. Based on the analysis of the researcher, the result defined into two points. These two points are taken based on the classification of figurative language by McQuarrie and Mick.

4.1.2.1 Scheme

The scheme in the figurative language classification is a figure that deal with language structure, letters, and sounds (McQuarrie & Mick, 1996). In short, the scheme involves a change of order when it runs at the physical or sensory level of the language structure. The researcher found two types of scheme applied in the coffee shops. They are antithesis and anaphora. The detail of the discussion presented in some points below:

(1) Antithesis

Antithesis is kind of figurative language that shows the near thoughts of something communicated in the fair sentence (McQuarrie & Mick, 1996). Antithesis applied in the coffee shops can be seen in the Figure 4.15 below. It can be seen in the figure, there is the comparative of degree between stop and start ideas.



Figure 4.15: Antithesis Figures in The Coffee Shop

(2) Anaphora

Anaphora is a kind of figurative language presenting the repetition of the beginning clause (McQuarrie & Mick, 1996). Anaphora applied in the coffee shops can be seen in Figure 4.16 below.



Figure 4.16: Anaphora Figures in The Coffee Shop

It can be seen in the Figure 4.16, there is repetition at the beginning of successive clause. The word "there is" appears in twice. It helps to produces strong emotional effect of coffee.

4.1.2.2 Trope

The trope is a figurative language that associated with the nonexistence of order or irregularity (McQuarrie & Mick, 1996). In short, trope includes a difference in importance when it runs at the physical or tangible degree of the language structure. The researcher found three types of a trope that applied in the coffee shops. They are personification, hyperbole, and metaphor—the detail of discussion presented in some points below:

(1) Hyperbole

Hyperbole is a kind of figurative language when the writer uses amplify terms to give emphasis or heightened effect (McQuarrie & Mick, 1996). Hyperbole applied in the coffee shops can be seen in Figure 4.18 below.

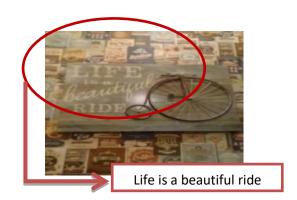


Figure 4.17: Hyperbole Figure in Menu of Coffee Shop

The word "fire" down to give a more strong meaning of "spicy." In other words, the noodle here is very spicy. So, the owner wants to make the customer can figure out the taste of the food.

(2) Metaphor

Metaphor is a kind of figurative language when the writer implied comparison of two things without using the words "like" or "as" (McQuarrie & Mick: 1996). Metaphor applied in the coffee shops can be seen in Figure 4.19 below.



Figue 4.18: Metaphor Figure in Menu of Coffee shop

As seen in Figure 4.19, the word "life" is compared with "a beautiful ride." It can be implied that the coffee shop owner wants to build a positive atmosphere for their customer.

(3) Simile

Simile is a kind of figurative language when the writer compare something is like something else (McQuairrie & Mick: 1996). Simile applied in coffee shops can be seen in Figure 4.20 below:



Figure 4.19: Simile Figure in The Coffee Shop

As seen in Figure 4.20, the word "coffee" is compared with phrase "hug in a mug". It can be implied that a hot cup of coffee is give awarm feelings as if a hug in shape of the mug.

Based on the evidence of the data above, the researcher found three types of trope and two types of schemes. Hence, it concluded that a researcher commonly found trope types in the use of English in coffee shops. So, it is drawn that the coffee shop owners prefer to play with the word meaning to build the atmosphere in the coffee shops rather than change the structure of the word.

4.1.3 The Reasons of The English Use in The Coffee Shop

To get more detail about LL study in the coffee shops, the researcher did the interviews with the owner and the manager of coffee shops. So, based on the interview data analysis, the reason for the English use in the coffee shops is:

(1) To attract customer

The primary aim of a business owner in their business is to attract customers. Leclerc, Schmitt, and Dube said that English has an impact on customers' perception of the product positively (Leclerc, 2010). It is also related to the statements of Mr.Didik as a manager in Adventure Cafe. Mr.Didik said:

"Kata-kata dalam Bahasa Inggris itu untuk menarik persepsi pelanggan tentang cafe kita. Itu juga yang menimbulkan rasa penasaran pelanggan terhadap produk yang kita jual . Dan itu sah-sah saja".

"The English words in the signs is to attract the customer perception about our cafe. It also provokes the curios feeling of customers about our product, and it's positive".

A similar statement was made by Umi Faizah Thohir as a co.manager in Luminous Cafe, where the use of English also aims to attract customers from all walks of life.

"Berpengaruh sekali mbak. Itu buat menjaring seluruh karakter customer dari yang muda, sampai yang tua bisa makan disini, nongkrong disini. Tujuan lainnya ya biar turis yang datang di Gresik juga tertarik gitu makannya."

"It is very influential. That is to encompass all the characters of customers from the young to the elderly who can eat here, hang out here. Another destination so that tourists who come to Gresik are also interested in eating".

(2) To give modern image

English, as a global language, also uses in the business part. The development of English as a lingua franca among the businessmen also gives inspiration to the owner of coffee shops to create a place for them (Brutt, 2009). As the manager of One Place ID, Mr. Kemal gives the statement related to it. He said:

"......disamping kita samain sama nama cafe kita, kebanyakan pelanggan kita suka kok dengan hal semacam ini. Mereka pikirnya itu tuh keren, hits, jaman now".

".....besides we equate with our coffee shops name, most of our customers also like this kind of things. They were thought that its cool, hits, and modern".

(3) To make the European atmosphere

The concept is the first important thing to create a business. All of the properties are must be related to the idea (Sharifian, 2008). That's why to start a business, and the concept has to build in a mature plan.

Language is also a crucial part of creating a good idea.

So, it is common to find that the coffee shop owner chooses the word to build the atmosphere. So, based on the interview result, the English choose because of the coffee shop's concept commonly is European. It states by the manager of WCP cafe, Mr. Rizki. He said:

- "Karena kebanyakan orang tahunya pergi ke cafe itu berarti ngopi ala eropa, mangkanya kita bikin suasananya jadi ala-ala eropa gitu. Dengan memakai Bahasa Inggris. Walaupun cafe kita juga mengusung tema bola, itu masih nyambung sih".
- "Because most people knew that go to the cafe is where you can drink a cup of coffee with a European atmosphere, it hoped that English use could build the atmosphere. Although our main concept is the ball, it doesn't matter. Because it still related".

So, in the findings, the researcher found that the percentage of English in the coffee shops in Gresik is higher than the Indonesian and Italian language. It can be seen that all of the averages of the percentage are more than 50%. Other than that, the researcher also found that the figurative language in the business area, not only applied in the advertisement. Moreover, for the last objective based on the interview result, the researcher found that the reason for the owners of the coffee shops delivered in three main points. There are to attract the customer, to give a modern image, and to make European atmosphere in the coffee shops.

4.2 Discussion

This article addresses three objectives of research questions that were associated to the linguistic landscape in the coffee shops in Gresik. This discussion is organized based on these three objectives of research including the percentage of English use, the rhetorical figures displayed in the coffee shop and the reason to choose English.

The research question's first objective is about the percentage of English used in the coffee shops in Gresik based on the four categories. They are place name, menu, decoration, and direction. Based on Cenoz and Gorter (2007), the linguistic landscape reflects different languages' status in a particular area. Thus, the

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.

CHAPTER 5

CONCLUSION AND SUGGESTION

In this chapter, the researcher shows the conclusion of the research and sugestion for further research.

5.1 Conclusion

After analyzing the data, the researcher concludes the research findings. The first is the percentage of Eglish displayed in coffee shops LL. The researcher found that the percentage of English displayed in each cafe is diverse. The highest percentage of English displayed in Adventure Cafe. Moreover, the coffee shop which has the lowest percentage is the Luminous cafe. Regarding the percentage in each category, a direction in the coffee shops occupies the highest percentage than the other categories. Meanwhile, the lowest percentage is decoration.

The second objective of the research questions focuses on the rhetorical figures applied in the coffee shops. Regarding the data analysis, it concluded that trope types have more commonly found in the coffee shops. It means those coffee shop owners tend to play with words' meaning instead of the words' structure.

The third and final objective is the result of the interview between the researcher and coffee shop owners about the reasons for applying English in their coffee shops' business signage. Regarding the data analysis, the researcher concluded into three main points. The first reason is to attract the customer. Then, the second is to give a modern image. The third and the last is to give European atmosphere in the coffee shops.

All in all, based on the research findings, the researchers concluded that the coffee shops in Gresik had applied English to their business signage. The dominant type of figurative language used in business signage shows that coffe shops owners prefer to enjoy playing with a meaning in the use of English.

Although they also still apply Indonesian into specific elements to maintain local wisdom and attract more customers.

The results of this study are significant because there are no studies that analyze figurative language comined with the linguistic landscape study in Indonesia. Also, this research is more valid if done in all coffee shops in Gresik. However, limited time and permits make this research carried out by taking only the sample. Take photos, observe every detail category in the coffee shop, and conduct interviews with coffee shop owners could initially be administered as direct observation. Furthermore, for further study are suggested to investigate deeper on how much figurative language applied in the coffee shops and give more horizon about the customer response about the coffee shop's concept.

5.2 Suggestion

Based on the research findings, there are some suggestions for future studies. What this present study analyzes has proven that the use of English provides how much English displayed in coffee shops also the rhetorical figures applied in each coffee shops' signage. The researcher hopes that future studies can broaden and add new types of public places in Gresik. For example Islamic History Tourism, considering the number of religious tourism in Gresik. The future research can analyze not only the language applied also can analyze the characteristic of

language of signs (fonts size, fonts type, fonts colour, and words placement). It will be the further attractive investigation because linguistic landscape tool has a value which impacts the customers' intention when they saw the signs. The third result of this research is three points of reason by the owner and manager of coffee shops about why they use English in their coffee shop. Perhaps, for future research can develop it by trying to do interview or make a questionnaire for customer, in order to know the customers' responses and compare with the owner explanation. Therefore, the studies in the field of the linguistic landscape will be more varied and developed.

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