THE STUDY OF LINGUISTIC LANDSCAPE IN BANDUNG BUSINESS CENTER AREA

THESIS

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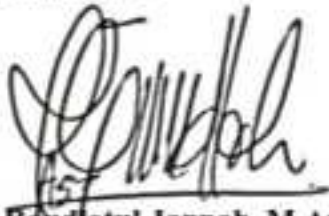
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ABSTRACT

Hafidoh, H. (2021). *The Study of Linguistic Landscape in Bandung Business Center Area.* English Department, UIN Sunan Ampel Surabaya. Advisor: Raudlotul Jannah, M.App. Ling.

Keywords: Linguistic landscape, shop sign, monolingual sign, bilingual sign, Bandung business center areas.

This research analyzed the linguistic landscape in five areas business center of Bandung, West Java. The five areas known as business center in Bandung. Therefore, the researcher already answers the research problems related to this research, such as (1) what languages are used on shop signs in Bandung Business Center (BBC) areas (2) what are the characteristics of shop sign in Bandung Business Center (BBC) areas.

This research uses a qualitative-quantitative approach in relation to the use clear description of the data obtained. Descriptive study in textual analysis was applied in this study to analyze the phenomena of language used and also the characteristics of sign in five areas of Bandung business center. The researcher found 252 shop signs gathered from the observation. Analysis is continued by indentifying the language used on shop sign, then categorized according to kinds of Languange. The researcher examined the characteristics of shop sign based on Cenoz & Gorter (2006, p. 74-77) theory.

This study reveals that fourteen languages used on shop sign in Bandung business center areas. The languages are Indonesian, Sundanese, Javanese, Minangnese, Balinese, English, Chinese, Korean, Thai, Japanese, Dutch, Spanish, Italian, and Arabic. English is the language that frequently used in each areas, followed by Indonesian. Sultan Agung and Cihampelas have the highest percentage of English usage on shop sign. In bilingual sign, Indonesian-English is the most prominent language pair. Moreover, the researcher found several character letters a particular language, such as *Hiragana*, *Katakana, Romaji*, *Hangul*, and also Old Indonesian spelling system. The researcher also reveals four characteristics of shop signs in the Bandung business center area, which are: the first language in a bilingual sign, the size of text in a bilingual sign, the type of font in a bilingual sign, and the amount of information. The researcher concluded that the use of English on shop sign still reflects a global impression, even though most of the visitors are native Indonesian. Furthermore, the foreign or local language used on shop sign reveals the identity or culture of a particular ethnic group.

ABSTRAK

Hafidoh,H. (2021). *The Study of Linguistic Landscape in Bandung Business Center Areas.* English Department, UIN Sunan Ampel Surabaya. Advisor: Raudlotul Jannah, M.App. Ling.

Keywords: Lanskap linguistik, papan tanda toko, tanda monolingual, tanda bilingual, kawasan pusat bisnis Bandung.

Penelitian ini menganalisis lanskap linguistic di lima kawasan pusat bisnis di Bandung, Jawa Barat. Lima kawasan tersebut dikenal sebagai pusat bisnis di kota Bandung. Oleh karena itu,, penulis telah menjawab semua rumusan masalah dalam penelitian ini, diantaranya (1) bahasa apa yang digunakan pada papan tanda toko di kawasan pusat bisnis Bandung (2) Seperti apa karakeristik papan tanda toko di kawasan pusat bisnis Bandung.

Penelitian ini menggunakan pendekatan kualitatif-kuantitatif dalam kaitannya dengan penggunaan deskripsi yang jelas mengenai data yang diperoleh. Studi deskriptif dalam analisis textual diterapkan dalam penelitian ini untuk menganalisis phenomena Bahasa yang digunakan dan juga karakteristik tanda yang ada di lima kawasan pusat bisnis Bandung. Peneliti mendapatkan 252 papan tanda toko yang dikumpulkan dari hasil observasi. Analisis dilanjutkan dengan mengidentifikasi bahasa yang digunakan pada papan tanda toko, lalu dikategorikan berdasarkan jenis Bahasa. Peneliti menentukan karateristik papan tanda toko berdasarkan Cenoz & Gorter (2006, p. 74-77) teori.

Hasil studi menunjukan bahwa sekitar empat belas Bahasa yang digunakan pada papan tanda toko di kawasan pusat bisnis Bandung. Bahasa tersebut merupakan Bahasa Indonesia, Sunda, Jawa, Minang, Bali, Inggris, Cina, Korea, Thailand, Jepang, Belanda, Spanyol, Italy, and Arab. Bahasa Inggris menjadi Bahasa yang sering digunakan di setiap kawasan, disusul dengan Bahasa Indonesia. Sultan Agung dan Cihampelas memiliki persentase yang paling tinggi dalam penggunaan Bahasa Inggris pada papan tanda toko. Dalam tanda bilingual pun Bahasa Indonesia-Bahasa Inggris menjadi pasangan Bahasa yang paling menonjol. Selain itu, peneliti menemukan beberapa karakter huruf/penulisan suatu Bahasa seperti *Hiragana*, *Katakana*, *Romaji*, *Hangu*l, dan juga sistem penulisan lama Bahasa Indonesia. Peneliti juga mengungkapkan empat karakteristik tanda toko di pusat bisnis Bandung yaitu: bahasa pertama dalam tanda dwibahasa, ukuran teks dalam tanda dwibahasa, jenis font dalam tanda dwibahasa, dan jumlah informasi. Peneliti menyimmpulkan bahwa penggunaan Bahasa inggris pada papan tanda toko masih mencerminkan kesan global, meskipun kebanyakan pengunjung asli orang Indonesia. Selanjutnya, Bahasa asing atau Bahasa lokal yang digunakan pada papan tanda toko menggngkapkan identitas atau kultur suatu grup etnik tertentu.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher provides several subchapters. They are the background of the study, research questions, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the Study

As a branch of sociolinguistics, linguistic landscape study has become a vital aspect of communicating with others through public signs. For instance, the language of road signs, advertising signs, billboards, shop signs, and public signs on government buildings are combined to form the linguistic landscape in a given territory (Landry and Bourhis, 1997, p.25). Nowadays, with an increasing number of visual information sources, there are more signs than before. The LL is concerned with the use of language and how it is represented in public spaces. Typically, the language used in public signs can be used to construct various views of the linguistic landscape. Thus, economics, social, cultural, ethnicity, history, and globalization could influence language in signs. The language community in this multilingual society was also shaped by ethnicity, social status, and culture. So, it shapes how we interact as a society and gives us our identity.

Linguistic landscape analysis is valuable, especially in the urban area or business area, because LL portrays visible signage in public areas with information function and symbolic function. The LL study investigates the

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available written information on signs in certain areas (Gorter & Cenoz, 2007). As explained before, written information could be found on shop windows, commercial signs, posters, official notices, etc. It is used in a different area, territory, city, region, or maybe province. Thus, LL serves as information about the linguistic characteristics and the language of the particular geographical territory as the language identity. That is the reason why linguistic landscape analysis is valuable nowadays.

From the previous explanation, it can be known that LL has become a useful tool to be used to analyze linguistic characteristics and other aspects in society such as ethnicity, culture, etc. The researcher also concludes that the purpose of LL is to discover many languages within society and the effect of society on language. Therefore, it gives contribution to constructing a sociolinguistic context in an area. The statement is also supported by Gorter and Cenoz (2006) that the linguistic landscape always contributes to the construction of the sociolinguistic context. People process the information on the signs that come to them, and it could influence their perception of the status of the different languages, even affect their linguistic behavior. For instance, people in Indonesia prefer to use English rather than Indonesian or local language words on shop signs, and it is a globalization of English effect. In this regard, that linguistic landscape has an interrelationship with language, which defined a particular language's powerfulness and powerlessness ideology in an area.

The linguistic landscape in the central business areas has always been an exciting topic for analysis. It can offer information about the different languages

used in that area and reveal some issues about the language policy, status, role, and identity. The linguistic landscape in the central business area always uses economic considerations because customers, tourists, workers, residents, and homeless people observe the signs, whether they read the signs or just see the signs. The language used in a business area must be attractive and creative, even in the signboard materials. In addition, the use of language in the central business district is more diverse and prominent than in other places. It is because the development of globalization in a business area always increases faster than anywhere else. Therefore, the researcher used the linguistic landscape study to reveal the variety of languages used and determine the characteristics of signs in business center area. So that, the linguistic landscape in the business center could explain the language situation, identity, and background of a phenomenon through the signs in an area.

In conducting this present study, the researcher served in some related studies. Prayitno (2015) examined the linguistic landscape and use of English in Surabaya clothing stores. She discussed the use of language and the loanwords in clothing stores, Pasar Grosir Surabaya (PGS) and Pasar Atum Mall. This study also found a correlation between the language used and target consumers, with different target markets. The result showed that monolingual English signs were found in Atum mall, where most buyers were upper-middle class. Meanwhile, Indonesian signs were dominant in PGS, where most buyers came from the middle-lower class. Unfortunately, she only focused on clothing stores in English. At the same time, many languages from other stores, not only clothing stores,

could be found. Furthermore, the researcher correlated to social class customers but did not explain why the buyers came from particular ethnic and social classes. Oktaviani (2019) examined the linguistic landscape in Gresik Kota Baru. She focused on the language displayed on shop names, the visitor's language attitude, and why choosing a particular language. As a result, she showed there are seven languages found in GKB. From the data 214 signs, Indonesian is the most used language in GKB. Although Indonesian shop names are the most dominant language, it turns out that people have more positive attitudes toward shop names written in English. The main reason people choose a particular language is to follow the trends.

Ramadani (2018) analyzed the lingua franca in the linguistic landscape of Gresik Kota Baru (GKB). She observed restaurant names include the slogans in three main streets in GKB. The study examined the most language used and its role as the lingua franca in the linguistic landscapes of GKB. Although English plays as the lingua franca in the business center, the result shows that Indonesia acquires the highest number of occurrences in restaurant names of GKB. Unfortunately, the researcher just listed the restaurant names without giving the picture, so the explanation is unclear.

From all those previous studies, the researcher concludes that there is still some incompleteness in their research, such as weaknesses in limited data and reporting the results as in Prayitno (2016) and Ramadhani (2018). Furthermore, by looking at these studies, this study was conducted in the Bandung business center areas, which means it has different geographical and historical locations.

Hence, this present study analyzed the language used and the characteristics of signs in the Bandung business center to get new knowledge from the result of the study. The researcher took the data from shop signs on five roads: Setiabudhi, Cihampelas, Dago, Riau, and Sultan Agung. This study gives a significant explanation of the linguistic landscape in the business center area of Bandung and the history of every road.

The researcher chose Bandung business center because Bandung is a metropolitan city in West Java, where many investors and entrepreneurs see a chance to build a business. Moreover, Bandung is one of the largest fashion industries in Indonesia. The researcher selects five famous areas in Bandung as the business center, namely: Setiabudhi, Cihampelas, Dago, Riau, and Sultan Agung. Each of these areas has its own characteristics. First, Setiabudhi is the main road that connects tourist destinations and educational areas. Second, Cihampelas is a jeans center and shopping center. Dago is famous for its factory outlet, café, and hotel. Fourth, Riau is an area that is famous for its factory outlets with the Dutch architectural style. Last, Sultan Agung is an area that is famous for distro (Distribution Outlet) with youth style, design, and concept. That is why the researcher was interested in conducting the present study in Bandung.

Besides, the researcher was interested in analyzing the shop signs on five roads because those have their own characteristics in the business sector. This makes the researcher curious about how the BBC areas provide the shop signs to help multilingual and multicultural society. The researcher can also indicate the language development in Bandung, especially in the business sector, and how it

reflects socio-cultural or social life in that area. For instance, when people visit

Sultan Agung, which has a youth concept, it creates a stigma in society that Sultan

Agung is a trendy place. The linguistic landscape is not only from a linguistic

point of view but a socio-culture. The researcher takes this subject to explore the

linguistic landscape in the business center area. So, readers can understand the

language situation in Bandung city.

1.2 Research Problems

1. What languages are used on shop signs in Bandung Business Center (BBC) areas?

2. What are the characteristics of shop sign in Bandung Business Center (BBC) areas?

1.3 Significance of the Study

The result of the study is expected to be significant both theoretically and

practically. Theoretically, the result could help other researchers to improve the

study of LL. In addition, this research can be used as a reference for readers or

students. Practically, the researcher expected this study to be valuable for society,

especially in business center areas about language awareness to maintain the local

language or learn a new language.

1.4 Scope and Limitation

The scope of the study is a sociolinguistic field analysis concerning the linguistic landscape. This study focuses on the language used and characteristics of signs in Bandung Business Center. The limitation of the study is only five roads in Bandung, namely: Cihampelas, Setiabudhi, Dago, Riau, and Trunojoyo-Sultan. The researcher only observed the front of the shop, not entered the shop. Shop signs or front shop signs are usually written on the board, on digital box signs, on the wall, on the glass, or on the plywood with 2-D or 3-D letters with a lamp or sticker to attract the customers to come to the shop. The writer focuses on analyzing the language used and the characteristcs of shop signs.

1.5 Definition of Key Terms

1. **Linguistic landscape** is a study of language written in the public area, commercial signs, advertising signs, posters, street names, shop signs, road signs, etc.

2. **Shop Sign** is an information sign board that displays the name or logo of a business to provide guidance for consumer. Usually, it is located in the front or at the edge of building.

3. **Monolingual sign** is a sign written in one language.

4. **Bilingual sign** is a sign written in two or more language use.

5. **Bandung Business Center areas** is one of famous area of business and trades activity in Bandung. This areas include five roads such as Setiabudhi, Cihampelas, Dago, Riau and Sultan Agung.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains a related theories to support this research.

2.1 Linguistic landscape

Studies of the linguistic landscape generally focus on the documentation of the description and analysis of the language situation in a particular place or area. The popular definition used by most researchers is by Landry and Bourhis (1997, p. 25) "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration". So, the linguistic landscape is a written language in the public sphere. Also, Gorter (2006, p. 2) pointed that a linguistic landscape is a language in its written form in the public sphere, especially related to commercial signage and place names.

Linguistic landscape can report information about the sociolinguistic situation also the language on signs can be compared to the region's official policy. Therefore, the linguistic landscape refers to any sign or announcement located outside or inside in public institutions or private businesses in a given geographical place (Ben-Rafael et al., 2006, p. 14). This definition differs from Landry and Bourhis because it also includes signs inside buildings. Moreover, Ben-Rafael (2009, p. 40) argues that languages apparent in public space are seen

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as social facts, the variation of which should show more general social phenomena. In other words, language on the signs indicates the social situation in an area. It means that language use on public signs indicates what languages are locally relevant or gives evidence of which languages are becoming locally relevant. For instance, traders might use more than one language to attract foreign clientele or minority members. Thus, the language used on signs might indicate the significant minority community or huge foreign clientele.

According to Gorter (2006, p. 68), Linguistic landscape is identified into two kinds. The top-down and bottom-up signage; top-down LL items include those issued by national and public bureaucracies and include public sites, public announcements and street names, for example, exit, no parking, keep moving etc. Top – down signage usually created by official organization. In other word, top-down signs prefer to officially dominant language. Meanwhile, Bottom-up items on the other hand include those issued by individuals social actor such as shop owners and companies, including names of shops, business, signs and personal announcements.as usually bottom up signage created by the people. There are three categorisation is suggested by Franco Rodríguez (2009, p. 3). He differentiate into three categories: (a) private texts which are created by single persons and local businesses (e.g. graffiti, notes, signs of non-chain shops); (b) public text by official and govenmental institutions (e.g. public announcements, street signs); and (c) coorporate text by international non-local companies (e.g. logos of international chains).

LL perfoms several functions: informative, symbolic, cultural, historical, educational, social, etc. The informative function is viewed as providing information of the lnuistic diversity of a specified area and the level of the area involvement in globalization processes. The symbolic function is connected with the status of language, the demographic and intitutional power of ethnic group. Landry and Bourhis (1997, p. 24) also stated the depiction of linguistic landscape has two functions, namely, information function and symbolic function. The information function of the linguistic landscape serves as a distinct marker of the geographical areas inhabited by a given language community. Thus, the linguistic landscape informs about the people living in the territory and the language. The Use of the same language or even its variety in a LL of the certain territory allows observing language differences of the adjacent territories of two similar language communities. Therefore, LL informs both the members of the dominant language communities living in the area and the people from other language community about the linguistic features, territorial limits, and language boundaries within certain areas. Backhaus (2007) also shows that in some cases the presence of other languages in the area only shows that sign makers try to attract readers with a language that is considered more prestigious than the mother tongue.

Additionally, some signs may be spelled to remind or convey another language but are meant to be understood by monolingual speakers. The most common example of this is in the shopping center or restaurant Chinese using Indonesia language letter is spelled resemble Chinese symbol. Also, the information function of the linguistic landscape in a shopping center could be

guided for the visitor to buy what they need, like the name of the shops, the products, or the direction. Meanwhile, the symbolic function refers to the value and status of the language as perceived by the members of a group language by comparison to other languages. It means including language policy, language discrimination, cultural relations, group identity, and power relations. The study of LL also shows evidence of the presence and roles of different language throughout history.

2.2 Sign

A *sign* is a meaningful unit that is shown to represent something else. According to Backhaus (2006, p. 4), the noun "sign" refers to (a). Displaying an event, an action, a fact that demonstrates something exists; (b). Information or warning a notice on public display that provides information or warning; (c). A movement or sound that makes someone say something; (d). Symbols or a mark used to represent something, especially in mathematics. The first two definitions (a) and (b) are relevant to the present study because a sign is defined as an object or quality that indicates something else or provides information or warning about something.

Semiotics is the study of signs and symbols, especially the relations between written and spoken signs. Backhaus (2006, p. 4) states that "sign" refers to any meaningful unit that is not the sign itself to the interpreter of the sign. It is related to point (a) that signs are defined as something that indicates something

else. The world is full of signs. Human society tends to understand and interpret everything that is happening around us by interpreting the physical signs.

The relevant definition to the present study is the sign as an inscription on a particular surface designed for a specific purpose and non-specific readers. Backhaus (2006, p. 5) states that the type of sign is utilized to spread the message of general public interest, such as topographic information, directions, warnings, and others. Moreover, public signs appear in a commercial context as marketing and advertising to draw attention to a business or a product. According to Backhaus (2007, p. 66), signs are written text, including the small handwritten sticker attached to a lamp-post to giant commercial billboards or store boards. Advertising billboards, street names, commercial shop signs can also be considered signs since they form a physical word in written language. For example, the company's name or the store attached to the building can be understood as something other than the sign itself. Therefore, the sign represents the company or the store as a whole. Backhaus (2006, p. 5) states, "The public sign is a signifier that relates to specific signified, such as a company, a product, a place, or another concept."

Public signs also appear in commercial contexts like advertising, promoting, and marketing. A commercial context is used to draw interest and attention to a business or product. The public sign is related to public spaces such as malls, schools, offices, public facilities, manufactured products, etc. There are significant differences in linguistic landscape studies regarding the kinds of signs. According to Landry and Bourhis (1997, p. 26-27), signs are divided into two,

namely, public signs and personal signs. It is usually called top-down and bottom-up. A top-down sign is intended to official sign produced by public authorities like government, municipalities, or public agencies that reflect the policies of certain languages, such as public sites, public announcements, road signs, street names, or names of buildings. While, the bottom-up sign is a personal sign such as signs in stores that follow trends but might still influence language policy and made by individuals, communities, or organizations.

The categorization of signs is becoming more comprehensive because much research has a different perspective on it. The different analysts have categorized the signs into different taxonomies. Gorter (2006), distinguishing elements in the signs taxonomy include "how language displays on the sign, the location on the sign, the size of the font used, the number of languages on the sign, the order of languages on multilingual signs, the relative importance of languages, whether a text has been translated (fully or partially), and so on." So, the categorization of signs is not only about the kinds of signs (top-down and bottom-up) but can be seen in terms of sign language taxonomy.

Spolsky and Cooper (1991) additionally classify the signs into various criteria to build the sign languages taxonomies, and they are; a). The signs taxonomies are dependent on the function and the signs such as street signs, advertising signs, warning notices, building names, signs labeling objects, or commemoratives plaque, b). The sign's taxonomies are based on the materials utilized within the signs or on the signs' physical shape such as snippet, metal, tile, wood, or stone, c). The sign's taxonomies depend on the language used and the

number of languages in the signs, such as monolingual, bilingual, and multilingual signs.

2.3 The Characteristics of Bilingual Signs

The study of the linguistic landscape is certainly interesting in bilingual and multilingual contexts. Bilingual and multilingual signs can provide information about sociolinguistic contexts. Cenoz and Gorter (2006) do a research and asked two question as an indicators of examining linguistic landscape, which are language displayed and characteristics of bilingual and multilingual signs. In their research, Cenoz and Gorter (2006, p. 74-77) stated, "the way the languages are shown vice-a-vice each other will give us further information on the relative significance given to each language". First indicator we will look at the language is first comes up on sign. Secondly, size of the text on sign. the next is the type of font. The amount of information in bilingual or multilingual is also considered in their journal to characterized the significance and distribution of language in an area. The translation of language to language also adds characteristics to the linguistic landscape of an area. The following are the indicators:

a. **The First Language in Bilingual and Multilingual Signs**

The first characteristic is the order of languages in bilingual and multilingual signs. The first language here is not a language as mother tongue, but a language that first comes up on the sign. So, this characteristic to be examined

what first language being utilized on the sign, which are generally found on top in bilingual signs.

b. The Size of Text in Bilingual and Multilingual Signs

The second characteristic is the size of the text. The size of text is determined a font size that used on bilingual signs. In one sign may have different or same size, whether the size is bigger, smaller, or same. The prominent language is the text in a certain language that uses the bigger size on the sign. In some cases, it is utilized for emphasis.

c. Type of Font in Bilingual and Multilingual Signs

The third characteristic is the type of font on the sign. This characteristic focuses on the font used in each language. The font type refers to the font used in a sign, whether it is the same or different. The same font type means that the sign have not any certain character language or only used one font type in the sign, such as used Times new roman with bold letter. Whereas the different font type means in one sign have more font type or contain certain character language, such as Hiragana or Romaji letter used bold or italic.

d. Amount of Information

Another characteristic of bilingual and multilingual signs is the amount of information given in each language. The sign may have more than one language to provide the information. This characteristic is compared the language that give more information in the sign.

e. **Translation in Bilingual and Multilingual Signs**

The last characteristic is the translation in bilingual and multilingual signs. This characteristic analyze focuses on the use of translations of signs. The analyze can be used two types of translation, word-to-word and partial translation. Although not all text can be translated but the meaning is still delivered.

2.4 Monolingualism

The general definition of monolingual is a person who has an active knowledge of one language or perhaps passive knowledge of others. A community is monolingual if only one language is spoken practically in all the language domains used in the community. Thereby, the term monolingual means mono "one" and lingua implies "language"). According to Ellis (2006), there are a few ways to demonstrate monolingualism; monolingualism is a lack of skills, and monolingualism is pathology (lack of skills). Monolingualism also continues to be considered as the usual starting point for second language acquisition.

The monolingual sign is a sign that uses one language to give information or knowledge and also to communicate with others. Using one language in certain regions can represent the local language's identity that is used in daily life. Monolingual signs are usually found in areas where people still speak their mother tongue and do not want to learn other languages. The strength of nationalism and globalization has ensured that monolingualism is seen as one of the goals of a sovereign, united society. Language is indexical, substantial, and easily identifiable, so that effective for uniting a society. Spolsky and Cooper (1991)

claim to be creating a sign from recognized words. In addition, when creating a sign, people will use their own language so that the meaning can be easily understood.

2.5 Bilingualism and Multiltilingualism

Bilingual can speak and understand two languages since birth and has balance knowledge (Bathia & Ritchie, 2013). Nowadays, people live in a bilingual society by learning local and national languages (Weinreich, 2000, p.10). When people have a conversation in a bilingual group with different backgrounds, they usually use code-switching or code-mixing to speak. Hammers and Blanc (2000, p. 45) define that bilingualism as the state of linguistic society in which two languages connect with the result that two codes can be used in the same interaction. It is dissimilar to multilingualism. Multilingualism is the ability of someone to use more than two languages. According to Lewis (2009), there are many different languages in a country, the speakers of different languages need to speak other languages in their lives. It can also be included in the practice of speaking in various dialects of the same language. Edward (2004, p. 164) states that while speaking English is necessary, "the ability to speak other languages ensures a competitive edge." In this research, the significant definition of bilingualism and multilingualism is not only about someone's ability to use languages, but also the languages used on the signs to provide information or knowledge of the other language to give more understanding of the messages.

Bilingualism and multilingualism are not recent phenomena. The positive effect of multilingualism is the creation of various types of languages that others can learn. However, an adverse effect of gratuitousness is contradictory to nationalism because if someone has mastered a foreign language, maybe the national language will be forgotten. There are some factor has contributed to the current visibility of multilingual. According to Aronin and Singleton (2008), geography is one of the factors of multilingualism because multilingualism is not limited to particular languages, specific areas, or trade routes. In society, multilingualism is no longer related to specific social strata, professions, and sociocultural activities.

2.6 Bandung Business Center Areas

The central business district is identified as the city center. However, many cities with a long history have a central business district far from the city center and even have several central business districts in one city. The business center can also be said as a commercial center. In big cities, it may also be a financial area because of large-scale financial transaction activities. In this study, the central business district is a commercial area located in several areas within a city and has functioned as a center for trade and work activities.

Bandung has recently emerged as one of Indonesia's most appealing cities, with an increased number of entrepreneurs and businesses. *Bandung* is an attractive destination city that offers innovative investment, expansion, and numerous benefits and opportunities. The city is also considered an innovative

and creative fashion industry. UNESCO designed it as part of a network of creative cities. These factors formed the initial foundation of the innovative and creative city of Bandung, providing new perspectives for entrepreneurs. The rapid growth of the economy, infrastructure, and nature made this city the most fantastic tourist destination. The cold climate always surrounds the city because it has a higher ground. Tourists prefer to take in stunning scenery. Furthermore, authentic Dutch colonial architecture, attractive culinary options, fashion boutiques, new hotels are reinventing tourism and creative industries in Bandung.

The creative industry sub-sector has always been a pillar of Bandung's creative economic growth. The fashion, design, technology, and culinary industries are just a few examples of business opportunities in the creative industry sector. These business opportunities, there are some places stand out: Sultan Agung Tirtayasa, Cihampelas, Dago, Riau, and Setiabudhi. Each of these areas has its own characteristics and history.

a. Sultan Agung Tirtayasa is located in Bandung's Wetan District. Sultan Agung is well-known as a distribution outlet center. It is not a complete visit to Bandung without shopping at the cloth distribution center, especially for young people who want to look fashionable. The road is lined with outlets, cafes, and restaurants that were once ordinary houses turned into outlets with the atmosphere of large trees along the sidewalk. Each store has its own style and characteristics, as well as innovative designs and models. Moreover, Sultan Agung is primarily visited by

young people for shopping or just sightseeing. Every weekend or during holidays, it is always crowded.

b. Cihampelas is located in the northern part of Bandung. Cihampelas is derived from the combination of two words: Ci and Hampelas. In Sundanese, the word Ci means "water." The word Hampelas was originally the name of a typical tree with rough leaves that resembled sandpaper and may have been used by the community to rub or smooth iron and wood objects. This area is known as the "center of jeans" because it has so many denim fashion shops. Cihampelas Walk is a well-known shopping center with a unique atmosphere. Teras Cihampelas, a new destination on Cihampelas Walk, has opened, and the shops in Cihampelas are distinctive. Along the street, many stalls are selling local food, souvenirs, etc. The Cihampelas area is usually crowded with foreigners or local tourists, busy every day and especially on weekends.

c. According to website, (Jabarprov.go.id) which was accessed on November 20th 2020, Dago is an area in the northern part of the city of Bandung, precisely above Jalan Ir. H. Juanda and its surroundings. The northern Dago area has many Dutch villas and a wider highway with tall trees lining the streets. Many new business developments in recent years have provided stunning scenery. Dago is also known as one of the iconic areas in Bandung. This area is convenient for pedestrians because it has a public road with a decent pedestrian walkway under a row of trees and many restaurants, open-air cafes, factory outlets, and hotels. Behind the stunning

area, Dago has a harrowing past. During the Dutch colonial era, the Dago area was rife with robbers, so when residents of northern Bandung wanted to trade and shop in the city center, they would meet at a crossroads. Because of the story, the term Dago, when translated into English, means "waiting." On weekends, this area is usually crowded with a mix of young people, foreign and domestic tourists.

d. Riau is known as an area in the northern part of the city of Bandung. In the past, a group of European elites used Riau as a base of operations. There was once a British consulate in Riau and several Dutch heritage parks, such as Taman Pramuka. However, at this point, the Taman Pramuka was renamed Persib Park. Residential land near the government center began to be converted into commercial buildings over time. Riau Street is famous for its old Dutch buildings that have been used as trading buildings as a side effect of its Dutch colonial history. The Riau area has developed into a fashion and culinary hotspot, complete with typical Dutch colonial architecture. This area is always crowded on weekdays, and on weekends, it is crowded with both foreign and domestic tourists.

e. Setiabudi is known as an area in the northern part of the city of Bandung. This street is a strategic route because it connects Bandung to the districts of Lembang and Subang. The city's northern parts are important in terms of both economic and transportation access for residents' daily lives. Furthermore, Setiabudi Road was the primary stopover road for tourists looking to taste culinary delights. Setiabudi has a wide variety of culinary

foods, but Surabi is the most well-known. People who visit this area usually want to try the food or stop for a while before continuing on their journey. As a result, this road is always crowded on weekdays and weekends, with teenagers, local and foreign tourists predominating. This road also served as a hub for educational institutions like the Indonesian University of Education, Pasundan University, the Daarut Tauhid Islamic Education Institute, and the Bandung Institute of Tourism.

CHAPTER III

RESEARCH METHODS

In this chapter, the researcher explained the essential step to conducting this study. It is consists of three steps. They are research design, data collection, and data analysis.

3.1 Research Design

The researcher used a mixed mehod, qualitative-quantitative approach. Leedy (1998) stated the quantitative approach is an approach that involve analyzing data such as number or anything measurable in a systematic way of investigation of the phenomena. The quantitative approach was used to find out the number of language displayed found in Bandung business center areas. Wray and Bloomer (2006, p. 97) say a qualitative approach is an approach that includes the depiction and interpretation of the data instead of counting of features. To get balanced result, the qualitative approach was appropriate used to interpret and describe the detailed information about shop signs in Bandung business center areas.

3.2 Data Collection

There are four points in this part: research data, data source, instrument, and data collection techniques.

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3.2.1 Research Data

This research data were in the form of words, phrases, or images on shop signs related to the study of LL in Bandung business center areas. The words were taken from shop signs, which are in the form of photographs. Furthermore, the languages displayed on shop signs were considered as research data.

3.2.2 Data Source

The data was obtained from a shop sign in Bandung business center areas. The researcher photographed shop signs in five different locations: Cihampelas, Dago, Setiabudhi, Riau, and Trunojoyo-Sultan Agung. The five areas are the most likely to be visited by locals and foreign tourists. The following maps of five areas were presented:

Figure 3. 1 Setiabudhi Area

Figure 3. 2 Sultan Agung Area

Figure 3. 3 Cihampelas Area

Figure 3. 4 Riau Area

Figure 3. 5 Dago Area

3.2.3 Instrument

The main instrument in this research was the writer herself. However, the writer was also supported by another instrument, which was an observation. The researchers observed five roads: Cihampelas, Setiabudhi, Riau, Dago, and Sultan Agung. When conducting the observation, the researcher used mobile phone

camera to photographed shop signs. Unfortunately, the researcher did not conduct

interviews because that instrument was not required for this study.

3.2.4 Data Collection Techniques

There are some steps to collect data:

1. Finding the areas as the research object.

   To find a suitable area for the research object, the researcher selects five

   possible areas that are well known in Bandung, namely: Cihampelas,

   Dago, Setiabudhi, Riau, and Sultan Agung.

2. Visiting the five areas of BBC

   The researcher visited five areas one by one for observation, starting on

   10th January 2020 in one month. During the observation, the researcher

   took photos of shop signs and wrote the required information in each area.

3. Gathering the data based on the area.

   After all the data were photographed based on each area, the researcher

   then gathered the data photo and divided it into five data source files.

4. Identifying the data

   Last step, the researcher identified the words, phrases, and sentences from

   the picture in each area. After identifying, the researcher gave the code of

   language was written at the bottom of the photograph sign. Here is the list

   of codes used by the researcher:

IND: Indonesia	CHI: Chinese	SP: Spanish
ENG: English	JAP: Japanese	KR: Korea
JAV: Javanese	DTC: Dutch	ITLY: Italy

SUN: Sundanese   BL: Balinese   THAI: Thailand

MIN: Minang   ARB: Arabic

3.3 Data Analysis

After collecting the data, there were several steps in analyzing the data:

1. The researcher classified the variety of language codes that have been previously identified in each area into two types of languages (monolingual and bilingual).

2. The researcher also calculated the frequency and the total number of languages used in each area.

3. After the researcher classified and calculated the languages, the researcher started to differentiate the characteristics of signs in bilingual signs supported with Cenoz and Gorters' research. Cenoz and Gorter have five features: the first language on signs, the size of the text on signs, the type of font on signs, the amount of information in signs, and translation in signs. The result was presented in the form of a table and pictures to provide a clear explanation.

4. If all step is finished, the researcher presents the analysis finding in the form paragraph as a research report.

CHAPTER IV

FINDING AND DISCUSSION

This chapter describes the main results of this study. It is divided into two sections: findings and discussions. They are presented to answer the problems of the research.

4.1 Findings

There are several points in discussing the answers to the two research problems. The first is about the language used in the five areas. The researcher explicitly reviewed to explain the answer. The data are classified into language types (monolingual and bilingual). The researcher described the data in the form of tables and attached pictures in each area. Meanwhile, the second is about the characteristics of shop signs in the BBC area, which is divided into five subpoints: Setiabudhi, Cihampelas, Dago, Riau, and Sultan Agung. The researcher determined the characteristics of shop signs based on Cenoz and Gorter's (2006, p.74-77) theory.

4.1.1 Languages Used in Bandung Business Center Area

The researchers applied observations to see how the linguistic landscape of BBC areas evolved. The researcher only photographed the front of the shops and discovered 252 shop signs. Fourteen languages have been identified from all of the shop signs in the BBC areas. According to the researcher's hypothesis, the

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languages found are Indonesian, Sundanese, Chinese, Korean, and Javanese.
However, the researcher revealed a variety of different foreign and local
languages. The table below contains a list of languages provided by the
researcher.

Table 4.1 The Languages Used on Shop Sign in BBC Areas

National and Local Languages	Foreign Languages
Indonesian	Thailand
Sundanese	Dutch
Javanese	English
Balinese	Chinese
Minangnese	Japanese
	Arabic
	Italian
	Korean
	Spanish

The table depicts the variety of languages spoken in BBC areas. The
spread of various languages demonstrates that the BBC is a multilingual and
multiethnic environment. The diversity of languages is widespread in the
marketplace. However, it would imply if a language influences certain areas since
it may assist the business owner in choosing the language being used for the sign
on his business. As a result, 14 languages were spread among a variety of business
types. There are 13 business categories identified and four business types that
often show in BBC areas. Kindly see the table below.

Table 4.2 Business Types in BBC areas

Business Types	Total
Café	20
Restaurant	50
Outlet/Clothing Shop	57
Coffee Shop	11
Snack or Drink Shop	25
Bakery & Pastry Shop	6
Textile	4
Herb Shop	2
Pet Shop	1
Hotel	5
Services	5
Dolls & Toys Stor The	3
Stationary	1
Furniture	1
Total	191

According to the table above, the majority of business categories in BBC areas are specialized in culinary and fashion. According to the research, restaurants and factory outlets have the highest percentage, accounting for around 90% of the fashion and culinary businesses and 10% of other businesses. From the data, the results revealed that Bandung is a culinary and fashion center in Indonesia. The history stated that Bandung was called Paris Van Java during the Dutch colonial era, which has the same meaning as Paris image or Fashion center. At the time, the Dutch colonial hoped the term would help their business in Bandung. Furthermore, the nickname is utilized to promote business and tourism in the city. As a result, the term is still utilized by society and its surroundings today. None of this is unexpected, knowing this history that BBC areas are dominated by culinary and fashion businesses.

As to the types of business that spread across BBC areas, the language used on a sign is significant since it may impact the business itself. For example,

English is the most commonly used language on signs, particularly in clothing

stores and cafés. It has been claimed several times that the English term is chosen

because it represents modernity. As a result, numerous clothing stores or outlets

use English to create a global image. Furthermore, Indonesian was often used in

food stalls or traditional cuisine of Indonesia. Indonesian is the official language,

so it is easily understood. It can quickly receive information on the sign at the

food stall or restaurant, such as food menus, food products, etc.

Furthermore, the researchers discovered several types of certain language

writing, one of which was Indonesian. There are two types of Indonesian writing:

the old Indonesian spelling system and the enhanced spelling system. The shop

generally uses the ancient Indonesian spelling system sells Indonesian foods, such

as "Bakso Boedjangan, Waroeng Ndeso, Waroeng Akang, and Waroeng Soerabi."

The use of the old Indonesian spelling system on shop signs is intended to convey

an old-school ambiance. The concept is frequently blended with the exterior and

interior design of the store. "Bakso Boedjangan" is a restaurant that sells various

kinds of meatballs. The application of writing the word "Boedjangan" represents

an old-school-style restaurant design with a dominant color of brown. The shops

that use other foreign languages are mostly used in cafés, coffee shops, Asian

restaurants, or foreign products. For example, English was frequently utilized for

international corporations such as Nike, Adidas, Polo Ralph Lauren, or foreign

restaurants such as Richeese Factory, KFC, and others. Foreign corporations

influence the local businesses in the BBC areas, such as the marketing, branding,

concept, or even language they employ in their shops. Furthermore, a few local

product retailers use other languages to seem fashionable and modern on their shop signage.

The researcher also found some shop signs using other languages with various letter characters, such as Japanese and Korean, including Hiragana, Romanji, Katakana, and Hangeul. This character letter is actually used in Asian cuisine restaurants or Asian product shops. Its purpose is to display Asian culture and identity in their shops. Meanwhile, local languages found in BBC locations are usually blended with Indonesian or English. Since few people understand the local languages, the business owners often mix them with Indonesian or English. Indonesian and English are used as bridge languages for local and international communities. The researcher categorizes the 14 languages found into two types of languages. The data is presented entirely in the table below.

Table 4.3 Total of Shop Signs from Bandung Business Center Area

Business Area				Total
	Monolingual	Bilingual	Multilingual	
Setiabudhi	29	15	-	44
Cihampelas	50	13	-	63
Dago	30	13	-	43
Riau	30	6	-	36
Sultan Agung	52	14	-	66
Total	191(75%)	61(25%)	-	252

According to table 4.3, it can be seen that monolingual is the highest number of signs in the BBC area. The data shows that approximately 75% use monolingual signs, and 25% use bilingual signs. The data clearly shows that business owners in the BBC areas prefer to use one language to represent their

store identity. Sultan Agung and Cihampelas areas have the highest number of monolingual signs with a slight difference in numbers. The high number of monolingual signs in the two areas is because the area is always populated by people from many areas searching for clothes or souvenirs. Therefore the monolingual shop sign may be understood as reflecting the existence of a dominant group in the area. The Setiabudi area has the most bilingual shop signs compared to other areas. This is because this area provides a route to the destination area and the presence of several colleges, dormitories, and schools. So, people are becoming more aware of the presence of minor communities. The table below illustrates the detailed information about the languages used in each area.

Table 4.4 Language Used in Bandung Business Center Areas

Languages	Location					Total
	Setiabudhi	Cihampelas	Dago	Riau	Sutan Agung	
Indonesian	15 (34%)	15 (23.8%)	8 (18.6%)	8 (22%)	13 (19%)	59
Javanese	-	1 (1.5%)	-	-	1 (1.5%)	2
Sundanese	-	1 (1.5%)	-	-	-	1
English	12 (27%)	30 (47.6%)	19 (44%)	18 (50%)	35 (53%)	114
Chinese	-	-	-	-	1 (1.5%)	1
Japanese	1 (2.3%)	2 (3.1%)	2 (4.6%)	2 (5.5%)	1 (1.5%)	8
Thailand	1 (2.3%)	-	-	-	-	1
Italian	-	-	-	-	1 (1.5%)	1
Dutch	-	-	1 (2.3%)	2 (5.5%)	-	3
Arabic	-	1 (1.5%)	-	-	-	1
Indonesian-Sundanese	3 (6.8%)	1 (1.5%)	2 (4.6%)	1 (2.8%)	2 (3%)	9
Indonesan-Javanese	2 (4.5%)	1 (1.5%)	-	-	-	3
Indonesian-Balinese	1 (2.3%)	-	-	-	-	1
Indonesian-Minangnese	1 (2.3%)	2 (3.1%)	-	-	-	3
Indonesian-Japanese	-	1 (1.5%)	-	-	1 (1.5%)	2
Indonesian-Spanish	1 (2.3%)	-	-	-	1 (1.5%)	2
Indonesian-English	3 (6.8%)	7 (11.2%)	6 (14%)	-	4 (6%)	20
English-Korean	1 (2.3%)	-	-	-	1 (1.5%)	2
English-Chinese	2 (4.5%)	-	1 (2.3%)	-	-	3
English-Japanese	-	1 (1.5%)	2 (4.6%)	1 (2.8%)	2 (3%)	6
English-Sundanese	-	-	1 (2.3%)	2 (5.5%)	1 (1.5%)	4
English-Arabic	-	-	-	1 (2.8%)	2 (3%)	3
English-Italian	-	-	1 (2.3%)	1 (2.8%)	-	2
Sundanese-Japanese	1 (2.3%)	-			-	1
Total	44	63	43	36	66	252

Based on the data, various languages are used in BBC areas. The majority of the monolingual shop signs (114 in total) are written in English. Sultan Agung has the most English signs, with around 35 shop signs, followed by Cihampelas, which has 30 shop signs. English is considered a connecting language over other foreign languages so that it is used in each area. Thus, using monolingual English signs can be a simple way to deal with all potential customers. Meanwhile, there are 59 shop signs that use the Indonesian language. According to the research,

Indonesian has become the second most popular language in BBC areas. This demonstrates that the Indonesian language used in shop signs plays an important role in our nation's identity.

The bilingual shop signs are available in a variety of language combinations. The most common bilingual language used on shop signs is Indonesian-English. Other languages, such as Indonesian-Sundanese and English-Japanese, are the shop owners' second choice for their shop signs. The following information was provided concerning the languages spoken in five areas (Setiabudhi, Cihampelas, Dago, Riau, and Sultan Agung).

4.1.1.1 Setiabudhi's Shop Signs

There are 44 shop signs has collected. The signs are located only in the front of the shop. There are 29 monolingual signs and 15 bilingual signs. The results show 11 languages used: Indonesian, English, Thailand, Japanese, Korean, Chinese, Sundanese Javanese, Balinese, Minangnese, and Spanish. The variety of languages used in Setiabudhi as follows.

Table 4. 5 Language Used in Setiabudhi Area

Total	Groups	Language	Number	Percentage
		Setiabudhi		
44	Monolingual	Indonesian	15	34%
		English	12	27%
		Thailand	1	2.3%
		Japanese	1	2.3%
	Bilingual	Indonesia-English	3	6.8%
		Indonesian-Sundanesse	3	6.8%
		Indonesian-Javanese	2	4.5%
		Indonesian-Balinese	1	2.3%
		Indonesian-Minangnese	1	2.3%
		Indonesian-Spanish	1	2.3%
		English-Korean	1	2.3%
		English-Chinese	2	4.5%
		Sundanese-Japanese	1	2.3%
	Multilingual	-	-	-

Table 4.5 reveals that Indonesian is the most often used language in Setiabudhi, representing about 34% of the total. The culinary industry accounts for over half of all shop signs in Indonesian. This is related to the fact that the Setiabudhi area is close to tourism, and the shop owner wants to introduce Indonesian cuisine by using our national language.

Figure 4. 1 Monolingual Sign in Indonesian

Table 4.5 reveals that Indonesian is the most often used language in Setiabudhi, representing about 34% of the total. The culinary industry accounts for over half of all shop signs in Indonesian. This is related to the fact that the

Setiabudhi area is close to tourism, and the shop owner wants to introduce Indonesian cuisine by using our national language. For the example (see figure 4.1), the shop sign uses Indonesian to represent their shop because the owner sells authentic food from Bandung. Moreover, the owner uses the old Indonesian spelling system, such as "Waroeng Soerabi," as the shop names. Soerabi is a traditional pancake made from rice flour, coconut milk, and yeast. So, the shop owner indirectly informs us about Indonesia's traditional food by using the old Indonesian spelling system to attract the consumer. In contrast, English is widely used by foreign companies or restaurants, around 27%. English is representative of modernism and globalism, so foreign companies or restaurants prefer to use English than another language. On the other hand, Other languages such as Thailand and Japanese also contribute to the multilingual society in Setiabudhi.

Furthermore, bilingual shop signs were quietly diverse. Indonesian-English and Indonesian-Sundanese are common combination languages that are frequently used in Setiabudhi. Many local languages are combined with Indonesian and English. It is a good combination because it portrays a multiethnic business environment. Shop signs that use the local languages can indicate the presence of an ethnic community in the area. In the data, Sundanese and Javanese are the most often used on shop signs in Setiabudhi. Sundanese is the mother tongue for some people who were born in Bandung. So, it was considered that shop owners used Sundanese in their business.

Figure 4. 2 Indonesian-Sundanese Sign

The figure 4.2, it can be seen that the word "Ma'Uneh" is a Sundanese
name. The owner of the restaurant is known as "Ma'Uneh." The shop signs inform
us about Sundanese traditional cuisine through the language used on the sign.
Additionally, Setiabudhi is also near educational areas such as schools, Islamic
boarding schools, and universities. It is no wonder that many local languages are
used on shop signs.

4.1.1.2 Cihampelas's Shop Signs

There are 63 shop signs that have been collected, and seven languages
were used, such as English, Indonesian, Japanese, Arabic, Sundanese,
Minangnese, and Javanese. Nearly half of the shop signs are monolingual, with 13
being bilingual. English has the highest number of monolingual signs, around 30
signs. The table below displays detailed information on the languages that were
used.

Table 4.6 Language Used in Cihampelas Area

Cihampelas				
Total	**Groups**	**Language**	**Number**	**Percentage**
63	Monolingual	Indonesian	15	23.8%
		English	30	47.6%
		Javanese	1	1.5%
		Arabic	1	1.5%
		Japanese	2	3.1%
		Sundanese	1	1.5%
	Bilingual	Indonesian-English	7	11.2%
		Indonesian-Sundanesse	1	1.5%
		Indonesian-Minangnese	2	3.1%
		English-Japanese	1	1.5%
		Indonesian-Javanese	1	1.5%
		Indonesian-Japanese	1	1.5%
	Multilingual	-	-	-

From the data above, it is clear that most languages are written in English, about 47.6%. In contrast, Indonesian shop signs have 23.8%. Some culinary businesses use Indonesian for their shop signboards because many people easily understand Indonesian. However, English shop signs most dominant in Cihampelas. It related to the fact that Cihampelas is a shopping center and jeans production center. In general, English is the most prominent language in the fashion industry. It can happen because the status of the English language is seen as more fashionable and modern. For example, shop owners use English as a shop name or additional information to make it look modern (see Figure 4.3). In the shop sign clearly describes the global image. "Hype Store" reflects that the goods available are very up to date.

Figure 4. 3 English Sign

In bilingual signs, Indonesian-English becomes the common language, in the percentage of about 11.2%. The Cihampelas area has a unique atmosphere so that many visitors from various backgrounds are around this area. For example, Javanese people who live in Bandung directly form their community through the language used in business or public places. The example of "Odjolali" in Javanese conveys the message "do not forget" to people who have visited to come back again. The Indonesian text describes what items are provided by the shop.

Figure 4. 4 Indonesian-Javanese Sign

In other words, Indonesian, foreign languages, and local languages provide information for multilingual people who live around the area. Moreover, the languages used on shop signs convey a piece of new knowledge about ethnicity.

4.1.1.3 Dago's Shop Signs

The data already counted, about 43 shop signs have been found in this area. There are divided into two kind of languages, monolingual 30 shop signs and bilingual 13 shop signs. The researcher found six languages used in Dago area, such as Indonesian, English, Japanese, Chinese, Italian, and Sundanese. The language used in Dago area is illustrated in the table below.

Table 4.7 Language Used in Dago Area

Dago				
Total	**Groups**	**Language**	**Number**	**Percentage**
43	Monolingual	Indonesian	8	18.6%
		English	19	44%
		Japanese	2	4.6%
		Dutch	1	2.3%
	Bilingual	Indonesian-English	6	14%
		Indonesian-Sundanesse	2	4.6%
		English-Italian	1	2.3%
		English-Japanese	2	4.6%
		English-Chinese	1	2.3%
		English-Sundanese	1	2.3%
	Multilingual	-	-	-

From the table above, most of the monolingual signs are written in English. Data shows that English has 44%. In contrast, Indonesian shop signs have 18.6%. Dago area is full of factory outlets, restaurants, and cafes. English in Dago is dominated by foreign brands, such as Nike, Adidas, and Puma (see Figure

4.5). These brands are big companies that have contributed to many countries. The existence of foreign brands affects local businesses, as seen from the many uses of foreign languages on shop signboards.

The other hand, Indonesian shop signs help explain a specific ethnic symbol to understand its meaning easily. For example (see Figure 4.6), that the shop's signboard is written in Indonesian, but the shop sells traditional Padang cuisine. In addition, there is a symbol of the Minangkabau traditional house icon. The owner has chosen Indonesian to make it easy for people to understand the restaurant. So, Indonesian can be a lingua franca in the business field.

Figure 4. 5 English Sign

Figure 4. 6 Indonesian Sign

On the other hand, there are many different languages in the bilingual sign. Indonesian-English is a combination language that often appears on shop

signboards, around 14%. The pedestrian in the North of Dago seems unique.

Iconic architecture and sidewalks with classic street lamp styles and tall trees. The

combination of English-Sundanese becomes interesting. For example, the hotel's

name is written in English-Sundanese. The term "Geulis" means "beautiful" in

English but is written in Sundanese. It represents the hotel's identity while keeping

a global look. (See Fig. 4.7)

Figure 4. 7 English-Sundanese Sign

4.1.1.4 Riau's Shop Signs

    Riau, known as Jalan R.E Martadinata, is a famous area of culinary and

fashion center. The data around 36 shop signs in this area. The shop signs

distributed in 30 monolingual shop signs and 6 bilingual shop signs. The

researcher found six languages in Riau: Indonesian, Japanese, English,

Sundanese, Arabic, and Dutch. English is the language used most on shop signs.

The specific data is presented in the table.

Table 4.8 Language Used in Riau Area

Riau				
Total	**Groups**	**Language**	**Number**	**Percentage**
36	Monolingual	Indonesian	8	22%
		English	18	50%
		Japanese	2	5.5%
		Dutch	2	5.5%
	Bilingual	Indonesian-Sundanesse	1	2.8%
		English-Italian	1	2.8%
		English-Japanese	1	2.8%
		English-Arabic	1	2.8%
		English-Sundanese	2	5.5%
	Multilingual	-	-	-

The table above reveals that monolingual signs, especially those written in English, are quite prominent. Of the 36 signs examined, 18 shop signs were written in English, followed by Indonesian 8 signs and other languages. English has an important role in the business sector. However, some languages have emotional ties to the history that existed in the region. For example, because the history of Dutch colonization is strong in Bandung, many historical buildings have been converted into restaurants, hotels, or retail outlets. Dakken is a European restaurant with colonial-style architecture and vintage Dutch interior decorations. Moreover, Dakken has a middle-upper class market because most of the menus offered are generally European, and the prices are pretty expensive (see Figure 4.8). It clearly illustrates the relationship between language and history in the area. The researcher provides an example of a monolingual sign as below.

Figure 4. 8 Dutch Sign

The history of colonialism was significant for the city of Bandung. Nevertheless, the English use of shop signs has always been the most popular. In bilingual signs, English becomes a language pair that often appears with other languages. In Riau, the most common language pair is English-Sundanese. It is an excellent combination between international language and local language. The combination of international and local languages makes the shop look attractive and unique. For example, Siki Coffee is a coffee shop that uses English-Sundanese (see Figure 4.9). Siki means seeds in English. It was clear that the owner wanted to inform us about the coffee shop by using the local language. The other possible language combinations may include Indonesian-English, Indonesian-Sundanese, English-Japanese, English-Italian, and English-Arabic, although the percentages of these pairs are relatively low. The following is an example of a bilingual sign.

Figure 4. 9 English-Sundanese Sign

4.1.1.5 Sultan Agung's Shop Signs

The researcher has been found 66 shop signs. There are 52 monolingual signs and 14 bilingual signs. The researcher found ten languages used in Sultan Agung: Indonesian, English, Javanese, Italian, Chinese, Japanese, Sundanese, Korean, Spanish, and Arabic. The table below contains more information about the data.

Table 4.9 Language Used in Sultan Agung Area

Sultan Agung				
Total	**Groups**	**Language**	**Number**	**Percentage**
66	Monolingual	Indonesian	13	19%
		English	35	53%
		Japanese	1	1.5%
		Javanese	1	1.5%
		Chinese	1	1.5%
		Italian	1	1.5%
	Bilingual	Indonesian-English	4	6%
		Indonesian-Sundanesse	2	3%
		Indonesian-Spanish	1	1.5%
		Indonesian-Japanese	1	1.5%
		English-Japanese	2	3%
		English-Arabic	2	3%
		English-Korean	1	1.5%
		English-Sundanese	1	1.5%
	Multilingual	-	-	-

As seen the table 4.7, English is a frequent language that appears on shop signs, about 53%, followed by Indonesian 19%. The other monolingual groups like Javanese, Japanese, Chinese, and Italian are about 1.5%. Sultan Agung is a distribution clothing center where the teenagers are constantly hanging together in this area. Thus, many languages used on shop signs in Sultan Agung are primarily written in English. English is the preferred language of cloth shops, cafés, and restaurants, while hotels, professional services, and other businesses display an equal proportion of Indonesian, English, and other languages. Sultan Agung has a unique atmosphere. There is a lot of clothing center along the street. Young entrepreneurs designed many clothing stores, so they have always created something new for their shop brands. For example (see Figure 4.10), Bloods is a clothing independent that provides men's fashion such as t-shirts, shirts, jackets, and other fashion accessories. Currently, Bloods has 11 concept stores in several big cities on the island of Java. The use of English on the shop sign reflects a global image and the exclusivity of a store that is needed to increase consumer interest.

Furthermore, shop signs in Indonesian are more informative than in English. Some shop signs in English only display the name of the store without including the store information. Although people are more interested in English than Indonesian shop signs, they don't really understand the store as a whole, such as the products the store sells. Meanwhile, signs that use monolingual signs such as Japanese, Javanese, Italian, and Chinese are even fewer. Shop owners use the language to mark their identity, thereby attracting customers from the same group.

Figure 4. 10 English Sign

In bilingual signs, Indonesian-English seems more frequently than other pair languages. The table shows that several languages are combined with Indonesian and English. The percentages of Indonesian-English are about 6%, followed by Indonesian-Sundanese, English-Japanese, and English-Arabic are about 3%. Coffee shops and cafés prefer Indonesian-English, whereas restaurants display in Indonesian-Sundanese. There are unique combination languages between Indonesian-Spanish because it can provide a new perspective on using other foreign languages besides English. For example (see Figure 4.11), Kopi Tuya is a coffee shop with the concept and design of a summer. The word "Tuya" is derived from the Spanish language, which means yours. Kopi is derived from Indonesian, which means coffee. The coffee shop is eye-catching, with a unique color combination of pink, turquoise, and flamingo in it. The coffee shop provides a new trend to the businesses industry not only English can give a significant role in shop signs. It is also worth it that other languages have a significant presence in the business center and contribute to the multilingual society.

Figure 4. 11 Indonesian-Spanish Sign

4.1.2 The Characteristics of Shop Signs in Bandung Business Center Areas

This part examines the characteristics of Signs in each BBC area. The researcher examines the bilinguals' composition. This sign has its characteristics, and it is not only how the language is distributed throughout the area, but how it is displayed by people with authority to display them in their characteristics. The characteristics show us the relative significance given to each language. Cenoz and Gorter (2006) have five indicators to define it. The indicators are as follows; the first language in bilingual signs, the text size in bilingual signs, the type of font in bilingual signs, and the amount of Information. These indicators are used to give a clear understanding of its characteristics. The result shows different characteristics of signs in the BBC area.

4.1.2.1 Setiabudhi

Setiabudhi is a strategic area. It is close to public services, tourist sites, and educational institutions such as universities, schools, and Islamic residential

schools, in addition to shopping centers. As a result, Setiabudhi is highly mobile, and people pass by daily. At the same time, the language in the area is rapidly changing. Rapid language changes have an impact on how people use language in society, particularly in business centers. In other words, the researcher examined bilingual shop signs in this area to explain other aspects of the language used in the sign.

4.1.2.1.1 The First Language on Bilingual Sign

The researcher looks for the sign characteristics in the Setiabudhi area. In this part, the researcher identified what language comes first at the sign and what follows it. The data used is from bilingual signs, which are 15 signs. The shop owners prefer Indonesian words as the first language on shop signs to other languages. It is due that most population in Setiabudhi were from other regions in Indonesia. So, it helps many people to understand about the shop signs. In addition to the business center, this area is also near tourist and educational areas. On the other hand, English, Korean, and Sundanese have space in this region, although the percentage is relatively low. For more details, see the table below.

Table 4.10 First Language on Bilingual Sign

Languages	Number of Signs	Percentages
Indonesian	12	80%
English	1	6.6%
Korean	1	6.6%
Sundanese	1	6.6%
Total	15	100%

From the table 4.10, Indonesian words take a significant role as the first language on shop signs. Approximately 80% of shop signs use Indonesian words as the first language on their shop signs. Indonesian is the national language so that people better understand the information the business owner wants to convey. A few languages, such as English, Korean, and Sundanese, are also considered primary languages in their businesses.

Figure 4. 12 Indonesian word as First Language on sign

Figures 4.12 indicate the use of Indonesian words as the first language on the sign. The shop sign above shows that the first language used is the primary to convey the shop's information. The owners convey information by using Indonesian words in the first name. The term "Jegeg" is derived from the Balinese language. It correlated with using the Indonesian word as the first language on the sign because the owner wants to intoduce us about a traditional Balinese salad that some people do not know about. It also may be that the shop has targeted Indonesian people as its market. Many shop signs use the Indonesian word as the

first language because most tourists or visitors are from various regions in

Indonesia.

4.1.2.1.2 The Size of Text on Bilingual Sign

The second analysis is the size of the text in bilingual signs. This

characteristic describes how the size that exists in bilingual signs, whether in one

sign using the same size, or even the sign used by one language is bigger than the

size of other languages. The size of the text commonly uses capital letters. It

provides transparent information through the shop signs.

Table 4.11 Size of Text on Bilingual Sign

Languages	Number of Signs
Indonesian	5
English	1
Javanese	1
Sundanese	2
Same size in all languages	6
Total	15

The result shows that Indonesian has a bigger size than other languages. It

is related to the previous indicator (first language on sign). The language that

appears as the first language on bilingual signs has the possibility of having a

bigger text size than other languages. The use of big size is intended to emphasize

the shop names. The shop owner wants people to notice their shops with use the

bigger words in a particular language. In such cases, Indonesian words on shop

signs are chosen as a primary language. However, some shop signs use bigger

words in other languages, such as English, Javanese, and Sundanese. It means that maybe other languages are also considered by shop owners. Same all category appears on the table demonstrates how many bilingual signs put on the same size the text in sign displayed. Moreover, the same size of the words seems to convey a symbolic meaning that two language varieties are equally emphasized.

Figure 4. 13 Javanese Word is Bigger than Indonesian

Figure 4.13 shows that the Javanese word is the biggest and the Indonesian words are the smallest. Generally speaking, using larger words is typically a way to make a certain language more prominent than other languages. In such cases, the Javanese word is more prominent than the Indonesian word. It was considered that Setiabudhi is an educational area, so Javanese people probably live in the area.

4.1.2.1.3 The Type of Font on Bilingual Sign

The size of text cannot be separated from the type of font that they use. It is because the type of font is connected. This case explains how the fonts present in bilingual shop signs, whether in one shop sign has the same font or even the

font used in one language, are different from the font of another language. The

data is served in table 4.12.

Table 4.12 Type of Font on Bilingual Sign

Type of Font	Number of Signs
Same type of font in all Language	8
Different type of font in each language	7
Total	15

The table above shows there are no significant differences in the use of

font types. The shop signs use the same fonts to make the signs keep consistent

with the design. Meanwhile, the shop signs that use a different font in particular

languages are probably supplementary in function. However, the researcher found

Hangul character on the sign. Using the different font type usually wants to

represent the shop's identity. The example of different font types is presented in

figure 4.14.

Figure 4. 14 Different Font Type

The sign in Figure 4.14 shows the use of different fonts to represent the identity of the store. The Korean letters used on the sign represent Korean cultural identity. The owner added a typical Korean house sign making the restaurant more authentic. The English letters "Korean House" using capital letters and bold letters emphasize that the shop owner also wants to show the modern side of his shop by using English. It means that not only Asians or Korean-speaking people can understand the meaning of the sign. Store signs that use different fonts in particular languages may serve as a compliment. Hangul letters on signs indicate that the shop owner wants to convey important information to the same group.

4.1.2.1.4 Amount of Information

The amount of information refers to language that provide more information in signs. The shop sign is usually puts more than one piece of information or message. The information indicates the shop's name, the shop's direction, the shop's address, the product, or the service. The restaurant usually puts some menu in the front of the restaurant. The language used to convey the information is essential here. As a result, Indonesian provides more information than others. The researcher provides the data in a table.

Table 4.13 Amount of the Information on the Sign

Languages	Number of Sign
Indonesian	6
English	4
Arabic	1
Korean	1
Total	15

The results show that Indonesian is frequently used to provide more information than others, followed by English. The researcher could state that bilingual shop signs in Setiabudhi have more information than other languages when one language puts more words than other languages. The following is an example that Indonesian provides more information than others.

Figure 4. 15 Amount of Information in Indonesian

The sign above uses two languages, Indonesian and English. As we have seen from the example, the sign presents the restaurants' menu, English is used to define the shop itself. At the same time, Indonesian gives information about the shop in more detail. Some of the shop signs in Setiabudi provide more information about the products and services and show the restaurants' menu. More

information on signs is essential because before people visit the shop, they would actually read the description on the sign. If there is no further information on the sign, people may be confused or presumptive about the shop.

4.1.2.2 Cihampelas

The second area, Cihampelas, is known as a shopping center and jeans center. *Teras Cihampelas* is a popular tourist spot in Cihampelas. So, many people visit from various regions. The table below depicts the sign characteristics in Cihampelas.

4.1.2.2.1 The First Language on Bilingual Sign

This area only has 13 bilingual signs. There are seven languages used as the first language comes up in the sign. Based on the data, many languages are considered by the shop owners to use on their shop signs. The Indonesian words are considered by many shop owner, it can be seen in the data about 75%. It may be the shop owner preferred use Indonesian words on their shop sign because the vast majority of visitors or tourists in that area are Indonesian people. However, the variation of languages in Cihampelas area are indicates the existence of a multiethnic society. The first language on signs is illustrated in the table.

Table 4.14 First Language on Bilingual Sign

Languages	Number of Signs	Percentages
Indonesian	9	75%
English	1	8.3%
Javanese	1	8.3%
Sundanese	1	8.3%
Minangnese	1	8.3%
Total	13	100%

From the table above, it can be seen that Indonesian is more prominent
than other languages. However, the diversity of languages used in the sign as the
first word represents the multilingual community in Cihampelas. It means that
some shop owners consider choosing another language for their shop boards. This
region has more language options than any other region on the BBC. Therefore
this area can provide a new perspective to the community and help visitors in the
area. The following sign uses Indonesian as the first language.

Figure 4. 16 Indonesian Word as First Language on Sign

Figure 4.16 above shows that the shop used Indonesian words as the first
language for its sign. It means the Indonesian word is more prominent than

English. Many bilingual signs constantly use a combination of English and Indonesian. It is because both languages are more easily understood for many communities in the Cihampelas area.

4.1.2.2.2 The Size of Text on Bilingual Sign

The researcher found that the size of Indonesian text was more prominent than in English. However, most shop signs use the same text size. The shop owner conveys the same information in two languages using the same text size on the sign. For more details, the data are presented in the table below.

Table 4. 15 Size of Text on Bilingual Shop Sign

Languages	Number of Signs
Indonesian	5
English	1
Same in all languages	9
Total	15

As seen in Table 4.15, most shop signs use similar sizes. It can be seen that there is no variety of language in large text on the sign. However, various languages used a similar size, such as Indonesian-Minangnese, English-Arabic, and Indonesian-Sundanese. These languages are presented in the same size of text and are generally used as the primary names on bilingual signs. See the example below.

Figure 4. 17 Sundanese-Indonesian Words has the Same Size

Figure 4. 18 Indonesian Word is Bigger than English

The researcher provided two examples: The signs with the same text size and the signs with different text sizes. Figure 4.17 shows that the text in Indonesian-Sundanese is the same size. It indicates that both languages are prominent and equally emphasized on the shop signs. Besides that, using the same font size sends a clear message to buyers. Some shop owners capitalized Indonesian words more than in other languages. From the example (see Figure 4.18), the larger text emphasizes the shop's name, while the smaller text usually explains what the shop sells or services.

4.1.2.2.3 The Type of Font on Bilingual Sign

The researcher finds some type fonts in Cihampelas. In this case, the data shows that in total 14 signs, ten signs use the same type of fonts and five signs that use different fonts in all languages. Thus, there is a slight variation of fonts used on the shop signs in the Cihampelas area. The detailed information is illustrated in the table.

Table 4. 16 Type of Font on Bilingual Sign

Type of Font	Number of Signs
Same type of font in all Language	10
Different type of font in each language	5
Total	15

Although the data result shows a slight variation of fonts used on the shop signs, it does not change people's attraction to visit this place. The shop owners always have unique ways of conveying information or message to consumers. Some signs used capital, italic or bold, even they used the same types of fonts. See the example below.

Figure 4. 19 Same Font Type

Figure 4. 20 Different Font Type

In the example of Figure 4.19, the shop sign sells traditional cuisine of Minangkabau. The sign used capital and Arial font type. Besides that, the sign uses a red and yellow color that is identically representative of Minangkabau restaurant. The type of font dramatically affects the appearance of a sign, so to make a shop sign should consider the font type and the color. Most shop sign in Cihampelas uses the same type of font to make them look simple and readable. Moreover, there are some different letters on the signs, such as Katakana in Japanese. In such a case, the shop signs with different font types usually indicate their shop identity or characteristic. (see Figure 4.20)

4.1.2.2.4 Amount of Information

The amount of information is vital for the shop itself. Generally, the detail of information is located under the name of the shop. It contains the shop's address, a product of the shop, or a service of the shop. The use of language to write the information is varied. In Cihampelas, only a few languages that utilized to write detailed information about the shop. The data presented in the table.

Table 4. 17 Amount of the Information on the Sign

Languages	Number of Sign
Indonesian	10
English	5
Total	15

From table 4.17, the researcher found two languages that were used as the detailed information for the shops. Indonesian convey much information around ten signs. While English, only five signs are used to convey information. See this case, Indonesian is still the dominant language to convey a message or information through the shop signs. English also has a role in providing balance in the area.

4.1.2.3 Dago

Dago area is one of the iconic areas in Bandung. This area is famous for its factory outlets and hotels. There are industrial buildings or branded products that attract tourists to visit this area. People frequently pay attention to shop signs from one another. Aspects related to the characteristics of the sign are described as follows.

4.1.2.3.1 The First Language on Bilingual Sign

This area has 13 bilingual shop signs. The language used as the first words on the signs is only five languages. The language used in Dago area is more diverse than in other regions in BBC. The shop owners prefer to use Indonesian

words as the first language on signs than other languages. However, some shop

owners also considered using English, Chinese, Sundanese, and Japanese,

although low percentages. The researcher provided the data in an illustration table.

Table 4.18 First Language on Bilingual Sign

Languages	Number of Signs	Percentages
Indonesian	6	46%
English	3	23%
Arabic	1	7.7%
Sundanese	1	7.7%
Japanese	2	15%
Total	13	100%

From the table above, Indonesian has a significant number, around 46%,

followed by English as much as 23%, and Japanese 15%. Other languages have

only 8.3%. Indonesian words are mainly used in restaurant names because most

restaurants are combined with local languages such as Sundanese. Using

Indonesian words as the first language on signage makes it easier for customers to

identify the shop. In contrast, English words are used in fashion shops and cafes.

However, other languages, besides Indonesian and English, may have their own

potential customers. Arabic, for example, as the first language on a store sign,

frequently has segmented visitors. See the example of fashion shop below.

Figure 4. 21 Arabic Word as First Language on Sign

The sign above use Arabic-English to depict globalism. The Arabic word is indicates the shop identity of a community. This shop sells Muslim clothes and accessories. So, the type of shop affects the language used on sign. It can be concluded that the shop owner and merchants may use the other languages words to mark off their ethnic identity, thus appealing customers from the same group.

4.1.2.3.2 The Size of Text on Bilingual Sign

The text size on the sign affects the appearance of the whole sign. It is because the text size on the sign influences the information or messages when people read it. A total of 13 shop signs have been analyzed based on the size of the text in bilingual signs. The following number of the data that have been analyzed are provided in a table.

Table 4. 19 Size of Text on Bilingual Sign

Languages	Number of Signs
Indonesian	3
English	2
Italian	1
Sundanese	2
Japanese	1
Same in all languages	4
Total	13

The data depicts the variation of languages that use larger text on the shop signs. Indonesian words are preferred as the first language on the signs. However, the shop owners also considered using other languages as the first words on the signs. The larger size is typically the way to make a certain language more prominent compared to other languages. The prominent name can be seen as the primary name in shop signs, while other texts are additional or supplementary in function. The similar text size conveys a symbolic meaning that the sign emphasized two languages equally.

Figure 4. 22 Sundanese Word is Bigger than English

The figure 4.22 above show the difference in the size of the text in bilingual sign. The larger words on the sign written in Sundanese and the smaller words written in English. The larger words are indicate the primary names, while the smaller words are supplementary in function. Besides that, the smaller words usually explain the primary words. By looking at the examples, it is concluded that usually, the larger words was used as the name of their shop.

4.1.2.3.3 The Type of Font on Bilingual Sign

The type of text/letter can be different from one to the other. Besides the size text on the sign, a type of text was necessary to be analyzed. In one sign, it can be two or more types of font that are written. The data analyzed two types of font categories: the same and different font types in bilingual signs. The data is present in table form to provide a clear explanation.

Table 4. 20 Type of Font on Bilingual Sign

Type of Font	Number of Signs
Same type of font in all Language	9
Different type of font in each language	4
Total	13

The data demonstrated that some of the shop signs use similar types of font. Similar font types are common because the design makes it simple and easy to understand. It makes the shop owners prefer to use similar font types to make the sign readable for customers or visitors. In contrast, a few shop signs utilize

different font types to draw the customer's attention or reveal the shop identity.

The following is an example of the sign.

Figure 4. 23 Different Font Type

According to figure 4.22 above, the shop sign uses different font types in
bilingual signs. The shop signs are a Japanese restaurant, so that there is a "Kanji"
letter followed by different font types written in English. The Kanji letter has a
bold style, which means that kanji is the primary language on the signs. The
English terms are used to describe the details about the restaurant. As a result, the
business owners hope to inform us about Japanese culture through their signs. The
researcher noticed that the Dago area is often crowded with tourists from many
places, so several languages are utilized on the signs with similar or different
characteristics.

4.1.2.3.4 Amount of Information

The amount of information on shop signs is essential. The shop has added more text on signs makes people can quite understand the shop itself. The researcher found a few shops that do not add more information, only write the shop's name. To be specific, the researcher presented the data in the table form.

Table 4. 21 Amount of the Information on the sign

Languages	Number of Sign
Indonesian	4
English	6
Not add any information	3
Total	13

The data displays the total number of shops that add text on a sign to provide transparent information about the shop. Six shop signs use English text, and also four shop signs use Indonesian text. Furthermore, the researcher discovered a few shops that did not add any text to their shop signs, just the shop name. Some people might be confused about the shop itself. However, it depends on how the shop owner clearly explains the shops by the name or detailed information.

4.1.2.4 Riau

Riau is Bandung's factory outlet center. This is a popular destination for the general populace and tourists. The typical Dutch colonial building attracts many people to visit this area. Usually, this area will be crowded on weekends and

seasonal holidays; Meanwhile, weekdays will be crowded in certain areas.

Therefore, the researcher analyzed the characteristics of bilingual shop signs in

this area. There are six bilingual shop signs. The following analysis shows the

characteristics of signs in Riau.

4.1.2.4.1 The First Language on Bilingual Sign

The first language on a bilingual sign is when the first words are written

on the sign. Researchers only found six bilingual signs. Shop owners consider

Indonesian words and Sundanese words, and it can be seen in the data about 34%.

It is because most of the visitors or tourists in the area are Indonesians and

Sundanese. See the table illustration as follows.

Table 4. 22 First Language on Bilingual Sign

Languages	Number of Signs	Percentages
Indonesian	2	34%
Sundanese	2	34%
Japanese	1	16%
Arabic	1	16%
Total	6	100%

The data above, four languages appear as the first language of the shop

signs. This area has fewer shop signs than other areas in BBC. So, there is no

significant number of languages in this area. The presence of Indonesian and

Sundanese words on the shop signboards represents the majority of the population

in Bandung who use Indonesian and Sundanese for daily communication.

However, the other languages appear to symbolize the existence of their

community. The example of the sign-in figure 4.24, the shop sign uses

Indonesian, followed by Japanese.

Figure 4. 24 Indonesian Word as First Language on Sign

The words on the sign were in Indonesian-Japanese. Even though

Indonesian and Sundanese are major languages in the Riau area, there is a

possibility to use other language pairs such as Japanese. The presence of Japanese

words on shop signs provides another interest to other languages. It means that

people have a positive or negative attitude toward the particular language on the

sign. In contrast, people preferred to use the Indonesian word as the first language

on the sign. In other words, they have a more positive attitude towards Indonesian.

4.1.2.4.2 The Size of Text on Bilingual Sign

The researchers found that nearly half of the signs used the same size text

on their shop signs. Some other shop signs use larger text than others. The data

are presented in an illustrative table.

Table 4. 23 Size of Text on Bilingual Sign

Languages	Number of Signs
English	1
Japanese	1
Sundanese	1
Same Size in all languages	3
Total	6

The data reveals that there are only three languages that use larger text than others. The language used in Riau shows that business owners are interested in languages other than Indonesian in writing a large text on the sign. According to this data, most shop signs use the same text size for the language they use. Shop owners typically use larger words on signs to make it easier for customers to see their shop. People cannot read the information on the signs clearly if the words are too small. The example of the sign presented below.

Figure 4. 25 English Word is Bigger than Sundanese

From the example, the word "Queen" is larger than the rest of the text. The word "Queen" is the name of the shop. It means that the business owner wants to emphasize the name of his shop. So, when people see this sign, they will immediately remember the shop. That is one method of marketing to get people to

notice and visit the store. In addition, using large text on the sign makes it easier
for people to read the information.

4.1.2.4.3 The Type of Font on Bilingual Sign

In bilingual signs, the result shows that only a few types of font are used
on signs. There are no specific rules for using font types on the signs. The type of
font is used primarily the same. It can be seen in the detail of the data illustrated
below.

Table 4. 24 Type of Font on Bilingual Sign

Type of Font	Number of Signs
Same type of font in all Language	4
Different type of font in each language	2
Total	6

In the table above, four signs use the same font type. Shop owners use the
same font to reduce visitor confusion when reading signs. Store signs with
different font types are used as advertising to make them look attractive. Look at
figure 4.26.

Figure 4. 26 Different Font Type

In Cihampelas, most clothing stores use the same font, while different fonts are used in restaurants/food stalls. From the example above, the shop sells Sundanese snacks. It can be seen that the sign used different fonts in each word. Lucida handwriting and Arial bold font are used on the shop sign. It makes the signs look attractive, and also, the shop owner added a figure on the left side of the words "Neng Geulis," which means beautiful girl.

4.1.2.4.4 Amount of Information

The following characteristic is the amount of information. One sign commonly used one or more languages to convey the information. The result shows a few languages that are used to convey a piece of information. Besides, the researcher found the signs with no further information, only the shop's name. The data can be seen in the table.

Table 4. 25 Amount of the Information on The Sign

Languages	Number of Sign
Indonesian	1
English	2
Not add any information	3
Total	6

There are only two languages used on signs to give further information. The sign that uses English as many as two signs then followed with Indonesian only one sign. Meanwhile, the rest number of the shop signs have no further information on the signs. The advantage writes further information on signs is that people can be quickly known about the shop itself.

4.1.2.5 Sultan Agung

Sultan Agung area is the distribution outlet (Distro) center. This place is famous among teenagers. Sultan Agung is a great business place, a lot of young entrepreneurs starting their business in this area. Hence, many businesses have unique characteristics in each store. These unique characters create a different environment, becoming more creative, innovative, and up-to-date than other places. The following are characteristics of signs that exist in Sultan Agung.

4.1.2.5.1 The First Language on Bilingual Sign

The area has 14 bilingual signs. According to the data, many languages are considered to be put on the signage by shop owners. However, the data shows that about 35% of shop signs use Indonesian words as their first language. Some shop

signs consider another language as the first language on their sign, such as Sundanese, Japanese, Arabic, Korean, and English. The diversity of languages in the Sultan's territory shows the existence of a multi-ethnic society. On the other hand, many young investors influence the culture, language, and concepts in business development in this area.

Table 4. 26 First Language on Bilingual Sign

Languages	Number of Signs	Percentages
Indonesian	5	35%
Sundanese	1	7.2%%
Japanese	3	21.5%
Arabic	2	12.3%
English	2	12.3%
Korean	1	7.2%
Total	14	100%

The data shows there are six languages used as the first words on shop signs. Indonesian words took a significant role as the first language, followed by Japanese. Other possible languages include English, Korean, Arabic, and Sundanese, although the percentages are low. Indonesian words are used in the names of restaurants or cafes in combination with other languages, such as Indonesian-Sundanese, Indonesian-English, and Indonesian-Spanish. Sundanese cannot be separated from the Indonesian language as a mother tongue because it has a significant role in daily communication. The shop signs give us clues about the public's interest in the languages listed on the signs. See the example of the signs below.

Figure 4. 27 English Word as the First Language on Sign

The example sign indicates the use of Indonesian words as the first language, followed by English. Accordingly to the results that Indonesian words have the highest number than others, it reflected on the example above that the first words on the signs use Indonesian words. The English words on signs are just supplementary information. The researcher concludes that the languages put on signs affect the public interest in a particular language. In addition, words in other languages such as Japanese, Arabic, English, Korean, and Sundanese have proven to be in great demand and created new markets in the community.

4.1.2.5.2 The Size of Text on Bilingual Sign

The font size in a language may be the same or different. Fourteen shop signs were analyzed, about seven languages using larger text. In this case, the same text size is used more often than different sizes. As previously explained, Sultan Agung is a great place for business, so using the same or different sizes on the sign is not surprising. Details of the data are presented in the table below.

Table 4. 27 Size of Text on Bilingual Sign

Languages	Number of Signs
Indonesian	2
English	1
Spanish	1
Sundanese	2
Japanese	2
Arabic	1
Korean	1
Same size text in all languages	4
Total	14

From the table, it can be seen the shop signs that use the same sizes are preferred in this area. This area is unique and different from other places in BBC. The diversity of languages makes people feel a new experience when they pass along the way. Therefore, no one feels the inequality of language and creates multiculturalism in society. Furthermore, youth entrepreneurs who invested in their businesses in Sultan Agung influenced the diversity of languages. The same text sizes have the advantages of conveying a symbolic meaning that two languages are equally emphasized. In contrast, the different text sizes usually make a specific language more prominent than other languages. Apart from bigger sizes, the layout of different languages can also mark off the shop owner code preference.

Figure 4. 28 Sundanese word is Bigger Size than Indonesian

Figure 4.28 shows the use of Sundanese words with large sizes. The words or texts in large sizes are usually used for the name of the shops. The word "Boboko" is the term in Sundanese that means a coarsely plaited basket usually used as a rice bowl. From the example, Sundanese is more prominent than Indonesian. The prominent name can be seen as the primary name in the shop sign, while other texts are additional. The Sundanese names are presented in large text, making them the primary names in bilingual signs. The small Indonesian text means to explain further information about the shop. So, the bigger text size is to emphasize, while the smaller text size is to clarify.

4.1.2.5.3 The Type of Font on Bilingual Sign

In addition to the size of the text, the font used is quite varied. The data shows that some shop signs choose to use different fonts rather than the same fonts. In this case, the results give the differences between the four places in BBC. As for the types of fonts appearing in the shop signs, overall, the statistics show eight shop signs use different fonts. These results may be closely related to the fact that Sultan Agung is a great business place, so the variation of type fonts is

more diverse than others. The following table shows the total amount of type font

in Sultan Agung.

Table 4. 28 Type of Font on Bilingual Sign

Type of Font	Number of Signs
Same type of font in all Language	6
Different type of font in each language	8
Total	14

The table illustrates that shop owners prefer to use different fonts on their

shop signs. The fonts include bold and italic types as well as traditional Japanese

scripts such as romaji, hiragana, and katakana. The traditional Japanese scripts are

more likely to be presented in restaurants, café, and bakery shops. Some cases of

different font types added the address in their shop signs. In contrast, the

researcher noticed that some signs use similar fonts written in bold and italic type.

It is usually used to emphasize the shop names. See the example of signs that use

different font types below.

Figure 4. 29 Different Font Type

The example of the sign above is a Japanese specialty restaurant. The signs use various font types included *Hiragana* and *Romaji.* Japanese characters on signs show us about culture and identity or preference the shop owner. The use of different font types actually draws the attention of visitors. As we can see, all of the scripts used bold instead of italic type. So, it may seem that one sign has various font types. In contrast, the same font types usually use bold type to draw consumers' attention.

4.1.2.5.4. Amount of Information

The amount of information on a sign usually has one or two languages. The researcher obtained data about the widely used languages to provide more information. English is the language that is often used in conveying information on store signs than Indonesian. However, the researchers found several signs that did not have further information, only the shop's name. The following table shows the data.

Table 4. 29 Amount of the Information on the sign

Languages	Number of Sign
Indonesian	3
English	8
Not add any information	3
Total	14

The data above shows that English is often used to convey more information. There are eight signs use English and three signs that use Indonesian. Furthermore, the researcher found a few shops that did not add any text to their shop signs, just the shop name. Some people might be confused about the shop itself. However, it depends on how the shop owner clearly describes his shop through the name. The data above shows that English is often used to convey more information.

4.2 Discussion

The researcher described the findings of the linguistics landscape study in the Bandung business center areas. The researcher fills in the gaps created by Oktaviani's (2019) research of the linguistic landscape in Gresik Kota Baru. She concentrated on the language used in shop names and also the language attitude of GKB visitors. In the results, Indonesian is the most commonly used language on signs, although visitors have a good impression of the sign's English name. The current study examines the linguistic landscape from a different perspective. The points are the language used in BBC areas and the signs' characteristics in BBC areas. According to the data analysis, the researcher found 252 shop signs. There are 191 monolingual signs and 61 bilingual signs. It was distributed into five areas from 252 shop signs: Setiabudhi has 44 total shop signs, Cihampelas has 63 total shop signs, Dago has 43 total shop signs, Riau has 36 total shop signs, and Sultan Agung has 66 total shop signs. The researcher found 14 languages in the BBC area: Indonesian, English, Javanese, Sundanese, Balinese, Minangnese, Italian,

Korean, Arabic, Spanish, Japanese, Chinese, Thailand, and Dutch. The results

analysis of language use in shop signs demonstrates that English and Indonesian

are the most prominent in BBC areas. At the same time, Sundanese, Japanese,

Javanese, Dutch, Arabic, Italy, Thailand, and Chinese are uncommon at the

market places. These linguistic choices in the shop signs may reflect the mass

perception of the value of language in social and economic contexts. English and

Indonesian play a role in people's lives, while some other languages have a limited

impact on society.

The highest percentage of English used in the BBC areas is Sultan Agung

and Cihampelas areas, with a slight difference in as many as 35 shop signs and 30

shop signs. Meanwhile, the highest use of Indonesian is in Setiabudhi and

Cihampelas areas with the same number of 15 shop signs. Piller (2003, pp. 175-6)

stated that English is the most often used language in advertising in non-English-

speaking markets, besides the local language. This finding related to Prayitno

research (2018) that English had been considered a modern and globalized image

for the business. In his research, English was found on monolingual signs at Pasar

Atum Mall, which most buyers were upper-middle class. As we know, most of the

BBC areas are shopping centers and culinary centers. In business centers, English

shop signs are pervasive in monolingual or bilingual signs. It demonstrates that

the shop owners are fully aware of the prestige associated with the English

language. Since English literacy has spread among all ethnic groups, the English

shop signs provide accessible information to potential customers from different

language communities. In other words, English shop signs serve universal

advertisement that is delivered to customers. In the era of globalization, English is the modern language, so shop signs may fulfill the symbolic function by keeping the shop owners abreast of the global business trends. These factors may indicate that the enormous majority of shop signs have a space for English signs.

The vitality of other languages depends on the demographic structure in Bandung. Since the Sundanese is the largest community in Bandung, and Sundanese shop owners form the majority in neighborhood centers. Understandably, the shop owners would use their mother tongue as shop signs to attract customers from the same ethnic groups. Additionally, the characters of language written on shop signs have become the language's identity. The shop owners preferred to use particular character letters to demonstrate their culture and identity. For instance, Japanese character letters such as Hiragana, Katakana, and Romaji are generally associated with their culture. It is commonly used in Asian cuisine restaurants or the Asian market, the fact that a particular language letter character on a shop sign always has a connection with what is in it.

The most common language on bilingual signs in the BBC areas is Indonesian-English, which occurs on around 19 shop signs. The majority of bilingual signs in BBC areas combine Indonesian with local or other foreign languages. Setiabudhi is an area with numerous language varieties. There are about nine languages of bilingual sign in Setiabudhi: Indonesian-English, Indonesian-Sundanese, Indonesian-Javanese, Indonesian-Balinese, Indonesian Minangnese, Indonesian-Chinese, Indonesian-Korean, Indonesian-Spanish, and Sundanese-Javanese. The number of local languages paired with Indonesian aims

to make people understand the language and culture of the area. For example, the name of a restaurant for certain regional specialties such as Padang cuisine, Sundanese cuisine, or Balinese snacks always uses ornaments or elements related to cultural beliefs in their respective regions that allow people to know more about these elements than their language. Ramadani (2018) stated that although English is the primary language in business centers, Indonesian can be used as a lingua franca because most people use it daily. On the other hand, the variety of local languages in the BBC area prove that people still preserve local languages to create language harmony with the globalization culture in the business industry. The combination of local language and foreign language is an exciting thing in business.

Regarding the second question about the characteristics of bilingual signs based on the research of Cenoz and Gorter, the researcher only found four characteristics in the BBC area. According to the research, each area of the BBC has its distinct characteristics. In general, Indonesian words are the most often used as the first language in bilingual signs. The fact that Indonesian is the official language influences the use of language in the Bandung business center areas. It might be a reflection of the general population or tourists from various parts of Indonesia. Setiabudhi has the highest number in the use of Indonesian as the first words that appear on a bilingual sign, which is as many as 12 signs. Although the Setiabudhi area has the highest Indonesian language usage, the language does not vary significantly. In contrast to the Cihampelas area, the language that often appears first on the shop signs is quite diverse, as many as seven languages. It

consists of Indonesian, Javanese, English, Japanese, Minangnese, and Arabic. In addition, most Indonesian words are displayed in Indonesian cuisine restaurants, food stalls, or snack shops. The languages diversity in Cihampelas implies that many communities want to demonstrate their identity through the shop signs. .

Furthermore, the signs have similar size text and different size text. Because there is an emphasis on the sign, many cases illustrate that large text generally represents the strength of language in an area. The owner prefers bigger text in a particular language, which may be used to display the primary language on signs. The larger size is typically the way to make a particular language more prominent compared to other languages. Moreover, it is possible to mark out the shop owner code preference. The Sultan Agung area is distinct from other areas. It is because more various languages used large text on the shop signs. The researcher found seven languages that use large text on shop signs in Sultan Agung, contrasted with other areas. Moreover, the similar text size on bilingual signs rarely provides more information on the shop signs. So that, people confused about the shop itself. Similar text size is typically the way to convey a symbolic meaning of the equivalent information in two languages.

The type of font in the BBC area primarily uses the same font in bilingual signs. The different font types were found, such as Latin in Arabic, Hangul in Korean character, Kanji, Romaji, Katakana, and Hiragana in Japanese character, and Indonesian old spelling system. These language characters are commonly used in restaurants, cafes, and bakeries. In other words, using different font types represents the shop itself, which can be seen in figure 4.14, Figure 4.20, figure

4.23, and figure 4.29. The different font types on bilingual signs reveal the identity or culture of particular ethnic groups. Furthermore, different fonts can also be used as marketing and advertising ideas to attract consumers.

The last characteristic is the amount of information in bilingual signs. The most commonly used languages are Indonesian and English. Indonesian and English are used on restaurant menus, product lists, slogans, or explanations for the store. On the other hand, there is a shop sign with no further information for the shop, and when customers notice a store without precise information on its shop sign, they get confused. However, some of the shop signs use this strategy to attract people more curious about the shop.

As previously discussed, the current study reveals some significant findings. In the BBC area, 14 languages are used to provide a multilingual and multicultural society. English is the most frequent language used in monolingual signs. The use of English reflects the business center's modern image. It implies a symbolic function as well as an informative value. From Landry and Bourhis (1997, p. 24), LL serves both symbolic and informational functions. Businesses specializing in products and services associated with modern lifestyles (e.g., clothing stores, cafes, outlets, etc.) capitalize on symbolic values that English displays. In the case of factory outlets or clothes shops are displaying information the price or special offers in English, although most buyer is native speaker of Indonesian. However, Indonesian is a preferred language used on shop signs in bilingual signs and is always paired with local or foreign languages. Because Indonesian is an official language, it can function as a lingua franca in bilingual

signs. So, both Indonesian and English always have a significant role in the business area. In addition, the characteristics of signs can give more information about the value of language, identity, culture, and ethnicity.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter is the last part of the research, which provides a conclusion and suggestion.

5.1 Conclusions

The researcher draws a conclusion based on the study results after examining the data. The purpose of this study is to discover how LL in BBC areas. The study of LL conducted in BBC areas included Setiabudhi, Cihampelas, Dago, Riau, and Sultan Agung. The first describes the languages used on shop signs. The researcher found 243 shop signs with 14 languages used in the BBC areas, including Indonesian, English, Sundanese, Javanese, Balinese, Minangnese, Japanese, Thailand, Italian, Spanish, Arabic, Korean, Chinese, and Chinese Dutch. The existing languages are distributed in 191 monolingual signs and 52 bilingual signs. According to the analysis, English is prominent language in monolingual and bilingual shop signs that are consistent with the globalization image of English as an international language in the business industry. Even though most of the visitors are native Indonesian.

The last is about the characteristics of signs, where the researcher uses Cenoz and Gorter's research finding (2006, p 74-77). The researcher found only four indicator characteristics of signs in BBC areas which are the first language in a bilingual sign, the size of text in a bilingual sign, the type of font in a bilingual

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sign, and the amount of information. Indonesian is the primary language in every aspect of the characteristics of bilingual shop signs. Because Indonesian is the national language, Indonesian words frequently appear as the first language on shop signs. So that, it is possible the language appears as the first language on shop signs having a larger text size than other languages. Larger text size for a language implies that the language is typically used to highlight a particular language compared to other languages and show the shop owner's code preference. The majority of the font types are the same. It simplifies the understanding of shop signs. Using different font types generally signifies the identity or characteristics of a particular language, and it can be more attractive, such as Japanese characters in shop signs. The amount of information in BBC areas is frequently written in English and Indonesian. The signs most provide the information about the shop to make consumers easily recognize the shop itself, such as menu of the restaurant, slogan, or shop name abbreviation. The characteristics of bilingual shop signs in this research can provide further information about symbolic and informational functions in the shop signs. Additionally, give some insight into the language, ethnicity, and culture in Bandung business center areas.

5.2 Suggestions

Based on the research, there is a suggestion for further researchers to fulfill the gaps of this research. This research only focused on the language used on shop signs and the characteristics of signs in Bandung business center areas.

The following researchers who want to conduct this study could apply other aspects, such as analyzing the linguistic landscape from shop owners' or visitors' perspectives. The researcher can also take the data from another public space such as a tourist destination, traditional marketplace, or another city with a different background from Bandung. Finally, the writer hopes this present research can be helpful for further research and provide valuable information for the readers.

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