

**LINGUISTIC LANDSCAPE OF CAFETERIAS AND RESTAURANTS IN
YOGYAKARTA: A STUDY OF INFORMATIONAL AND SYMBOLIC
FUNCTIONS**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining Bachelor's Degree in
English Department



By:

Mugayatsyah Bahraen

21101050018

ENGLISH DEPARTMENT

FACULTY OF ADAB AND CULTURAL SCIENCES SUNAN KALIJAGA

STATE ISLAMIC UNIVERSITY YOGYAKARTA

2025

NOTA DINAS



KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adi Sucipto, Yogyakarta, 55281, Telp./Fax. (0274) 513949
Web: <http://adab.uin-suka.ac.id> Email: adab@uin-suka.ac.id

NOTA DINAS

Hal: Skripsi
a.n. Mugayatsyah Bahraen

Yth.
Dekan Fakultas Adab dan Ilmu Budaya
UIN Sunan Kalijaga
Di Yogyakarta

Assalamu'alaikum Wr. Wb

Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama	: Mugayatsyah Bahraen
NIM	: 21101050018
Prodi	: Sastra Inggris
Fakultas	: Adab dan Ilmu Budaya
Judul	: LINGUISTIC LANDSCAPE OF CAFETERIAS AND RESTAURANTS IN YOGYAKARTA: A STUDY OF INFORMATIONAL AND SYMBOLIC FUNCTIONS

kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

Yogyakarta, 04/08/2025
Pembimbing

Dr. Arif Bydman, S.S, M.A
NIP:197803092011011003

VALIDATION



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adisucipto Telp. (0274) 513949 Fax. (0274) 552883 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-1508/Un.02/DA/PP.00.9/08/2025

Tugas Akhir dengan judul : LINGUISTIC LANDSCAPE OF CAFETERIAS AND RESTAURANTS IN
YOGYAKARTA: A STUDY OF INFORMATIONAL AND SYMBOLIC FUNCTIONS

yang dipersiapkan dan disusun oleh:

Nama : MUGAYATSYAH BAHRAEN
Nomor Induk Mahasiswa : 21101050018
Telah diujikan pada : Kamis, 14 Agustus 2025
Nilai ujian Tugas Akhir : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR



Valid ID: 68a9329ccc4d0

Ketua Sidang

Dr. Arif Budiman, S.S., M.A
SIGNED



Valid ID: 68a83485255cb

Penguji I

Fuad Arif Fudiyartanto, S.Pd. M.Hum.,
M.Ed., Ph.D.
SIGNED



Valid ID: 68a86dc95858a

Penguji II

Aninda Aji Siwi, S.Pd., M.Pd.
SIGNED



Valid ID: 68a9a69fa23fd

Yogyakarta, 14 Agustus 2025
UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya

Prof. Dr. Nurdin, S.Ag., S.S., M.A.
SIGNED

A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

Yogyakarta, 06/08/2025



Mugayatsyah Bahraen
NIM: 21101050018

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

MOTTO

“The future belongs to those who believe in the beauty of their dreams



DEDICATION

With all my heart, I dedicate this work to:

1. My father, Palmer Alue, and my mother, Aisyah. You are the main reason behind every step I take. Thank you for your endless love, prayers, and sacrifices. This is my way of saying thank you for all your advice and patience that has brought me this far. I hope this thesis can be a source of pride for you.
2. My sister, Fini Viorentika Bahraen, and my little sister, Ratu Balqis Bahraen. You are my greatest motivation. I have always wanted to be a good example for you, and you always remind me to keep fighting. I hope we can continue to support each other in the future.
3. All my fellow students from the English Literature Class of 2021. Thank you for being my second home. You are amazing people who accepted me and stood by me from day one, and I am grateful to have gone through all of this with you.
4. And finally, to myself. Thank you for having the courage to face fear and doubt. Thank you for rising, for improving what was wrong, and for never letting the spark of this dream fade. I am proud of your struggle.

ACKNOWLEDGEMENT

First and foremost, all praise and gratitude are due to Allah SWT, for His endless grace, blessings, and guidance, which have enabled me to complete this paper. This work would not have been possible without the invaluable support, prayers, and assistance from various parties. Therefore, through this page, I would like to extend my deepest gratitude to:

1. Prof. Dr. Nurdin, S.Ag., S.S., M.A., as the Dean of the Faculty of Adab and Cultural Science.
2. Dr. Ulyati Retno Sari, S.S., M.Hum., as my academic advisor and the head of English Department.
3. Dr. Dwi Margo Yuwono, M.Hum., as the secretary of English Department.
4. Dr. Arif Budiman, S.S., M.A., as my paper advisor.
5. All the Lecturers and Staff of English Department. Thank you for the knowledge and guidance provided, as well as the administrative assistance that facilitated the entire academic and thesis process.
6. My Beloved Parents, my mom Aisyah and my dad Palmer Alue, my sister Fini Viorentika Bahraen and my little sister Ratu Balqis Bahraen. Thank you for your unwavering prayers, moral and material support, and sincere love throughout my life. This thesis is a small tribute to all the sacrifices you have made
7. My fellow students and friends, especially from the class of 2021. Thank you for the camaraderie, laughter, motivation, and encouragement.
8. A special and heartfelt thanks to my closest friends: Haidar, Elfa, Tyar, Adit, and

Denta, who have not only been my best support system but also my gaming buddies.

9. To my Al-ikhwan boarding house friends, Afif, Topan, and Sayyid. Thank you for making our boarding house not just a place to live, but a home filled with laughter and togetherness.
10. To my friends from home, Nabel, Bintang, and Anam. Thank you for always reminding me to finish this thesis quickly and come back home to our village.
11. To my close friends from high school, Vira, Nabila, Ian, Dhival, Adhim, Resti, and Reiva. Thank you for being a part of my journey, for always remembering me, and for staying together until now.
12. To My Beloved. Thank you for seeing my potential even when I doubted it myself. Your unwavering faith and constant encouragement were the fuel that kept me going. This achievement is as much yours as it is mine.

I am fully aware that this paper is far from perfect. Therefore, constructive criticism and suggestions will be highly appreciated. I hope this thesis can be beneficial for academic knowledge and for all those who need it.

Yogyakarta, 15th August 2025

The researcher



Mugayatsyah Bahraen
Student ID. 21101050018

TABLE OF CONTENT

NOTA DINAS	i
VALIDATION	ii
A FINAL PROJECT STATEMENT	iii
MOTTO	iv
DEDICATION	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
ABSTRACT	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 Background of Study	1
1.2 Research Questions	4
1.3 Objective of Study	4
1.4 Scope of Study	4
1.5 Significance of Study	5
1.6 Literature Review	5
1.7 Theoretical Framework	7
1.8 Method of Research	8
1.8.1 Type of Research	8

1.8.2 Data Source	9
1.8.3 Data Collection Technique	11
1.8.4 Data Analysis Technique	13
1.9 Paper Organization	14
CHAPTER II	15
THEORETICAL FRAMEWORK	15
2.1 Linguistic Landscape	15
2.1.1 Top-Down	16
2.1.2 Bottom Up	17
2.2 Linguistic Landscape Function	17
2.2.1 Informational Function	18
2.2.2 Symbolic Function	18
CHAPTER III	20
FINDING AND DISCUSSION	20
3.1 Findings	20
3.1.1 Linguistic Landscape Signage	20
3.1.2 Linguistic Landscape Function	22
3.2 Discussion	23
3.2.1 Linguistic Landscape Signage	24
3.2.2 Linguistic Landscape Function	52
CHAPTER IV	72
CONCLUSION	72

REFERENCES	74
APPENDICES	76
A. Linguistic Landscape Signage	76
B. Linguistic Landscape Signage	79
CURRICULUM VITAE	84



LIST OF TABLES

Table 1. University Areas	76
Table 2. Islamic Boarding School Areas	76
Table 3. Shopping Centre Areas	77
Table 4. Tourist Areas	78
Table 5. Transportation Areas	79
Table 6. Wahid Hasyim	79
Table 7. Prawirotaman	80
Table 8. Pakuwon Mall	81
Table 9. Seturan	81
Table 10. Lempuyangan & Malioboro	82



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

LIST OF FIGURES

Figure 1. Shopping Center Areas 1	24
Figure 2. Shopping Center Areas 2	25
Figure 3. Shopping Center Areas 3	26
Figure 4. Shopping Center Areas 4	27
Figure 5. Shopping Center Areas 5	29
Figure 6. Shopping Center Areas 6	30
Figure 7. Transportation Areas 1	31
Figure 8. Transportation Areas 2	32
Figure 9. Transportation Areas 3	33
Figure 10. Transportation Areas 4	34
Figure 11. Transportation Areas 5	35
Figure 12. University Areas 1	36
Figure 13. University Areas 2	37
Figure 14. University Areas 3	38
Figure 15. University Areas 4	39
Figure 16. University Areas 5	40
Figure 17. University Areas 6	41
Figure 18. Islamic Boarding School Areas 1	43
Figure 19. Islamic Boarding School Areas 2	44
Figure 20. Islamic Boarding School Areas 3	45
Figure 21. Islamic Boarding School Areas 4	46

Figure 22. Tourist Areas 1	47
Figure 23. Tourist Areas 2	48
Figure 24. Tourist Areas 3	49
Figure 25. Tourist Areas 4	51



LINGUISTIC LANDSCAPE OF CAFETERIAS AND RESTAURANTS IN YOGYAKARTA: A STUDY OF INFORMATIONAL AND SYMBOLIC FUNCTIONS

By Mugayatsyah Bahraen

ABSTRACT

This research examines the linguistic landscape of cafes and restaurants in Yogyakarta, focusing on the use of English in their signage to understand how language functions as both an informational and a symbolic tool that reflects social and cultural dynamics. Using a qualitative-descriptive approach, this research collected data from 25 establishments across five different public areas: universities, Islamic boarding schools, shopping centers, tourist areas, and transportation areas. The findings indicate that all signs analyzed are "bottom-up" signs created by private business owners, where the socio-cultural context of the location heavily influences their function. In shopping centers and transportation areas, signage tends to be more informational, providing efficient clarity about the products. The findings indicate that all signs analyzed are "bottom-up" signs created by private business owners, where the socio-cultural context of the location heavily influences their function. In shopping centers and transportation areas, signage tends to be more informational, providing efficient clarity about the products. Conversely, in university and tourist areas, naming highlights a stronger symbolic function, using creative language to attract specific audiences and build a modern identity. Meanwhile, in the Islamic boarding school area, naming tends to be simpler and more neutral, reflecting cultural sensitivity and respect. This research concludes that the use of English on signage is a deliberate and strategic choice, not only for functional purposes but also to project an image of modernity, cosmopolitanism, and brand power. This ultimately contributes to a deeper understanding of how language shapes public spaces and cultural identity in a constantly changing urban environment.

Keyword: *Linguistic Landscape, Informational and Symbolic Functions, Socio-cultural Dynamic*

LINGUISTIC LANDSCAPE OF CAFETERIAS AND RESTAURANTS IN YOGYAKARTA: A STUDY OF INFORMATIONAL AND SYMBOLIC FUNCTIONS

By Mugayatsyah Bahraen

ABSTRAK

Penelitian ini mengkaji lanskap linguistik kafe dan restoran di Yogyakarta, dengan fokus pada penggunaan bahasa Inggris pada papan tanda mereka untuk memahami bagaimana bahasa berfungsi sebagai alat informatif dan simbolis yang mencerminkan dinamika sosial dan budaya. Dengan pendekatan kualitatif-deskriptif, penelitian ini mengumpulkan data dari 25 tempat usaha di lima area publik yang berbeda: kampus universitas, pesantren Islam, pusat perbelanjaan, kawasan wisata, dan kawasan transportasi. Hasil penelitian menunjukkan bahwa semua papan nama yang dianalisis merupakan papan nama “bottom-up” yang dibuat oleh pemilik usaha swasta, di mana konteks sosial-budaya lokasi sangat mempengaruhi fungsinya. Di pusat perbelanjaan dan area transportasi, papan nama cenderung lebih informatif, memberikan kejelasan yang efisien tentang produk. Hasil penelitian menunjukkan bahwa semua papan nama yang dianalisis merupakan papan nama “bottom-up” yang dibuat oleh pemilik usaha swasta, di mana konteks sosial-budaya lokasi sangat mempengaruhi fungsinya. Di pusat perbelanjaan dan area transportasi, papan nama cenderung lebih informatif, memberikan kejelasan yang efisien tentang produk. Sebaliknya, di area kampus dan wisata, penamaan menonjolkan fungsi simbolis yang lebih kuat, menggunakan bahasa kreatif untuk menarik audiens tertentu dan membangun identitas modern. Sementara itu, di area pesantren Islam, penamaan cenderung lebih sederhana dan netral, mencerminkan sensitivitas budaya dan rasa hormat. Penelitian ini menyimpulkan bahwa penggunaan bahasa Inggris pada papan tanda merupakan pilihan yang disengaja dan strategis, tidak hanya untuk tujuan fungsional tetapi juga untuk memproyeksikan citra modernitas, kosmopolitanisme, dan kekuatan merek. Hal ini pada akhirnya berkontribusi pada pemahaman yang lebih dalam tentang bagaimana bahasa membentuk ruang publik dan identitas budaya dalam lingkungan perkotaan yang terus berubah.

Kata kunci: *Linguistik Lanskap, Fungsi Informasional dan Simbolik, Dinamika Sosial-Budaya*

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is central to marketing functions, such as market segmentation and differentiation, which require substantial linguistic effort. In the modern marketing era, the focus is on the narrative of the consumer experience, where language plays a role in adding value by engaging consumers in building their experiences (Kelly-Holmes, 2019). As stated by Kostenko et al. (2021), business discourse employs specific linguistic strategies to fulfill communication functions such as informing, persuading, and reporting, which are crucial in business communication, particularly in the food and beverage sector.

The theory put forward by Landry & Bourhis (1997). Linguistic landscape (LL) studies, which focus on the visibility and presence of language in public spaces, offer valuable insights into how language is used to communicate, construct identity, and reflect socio-cultural dynamics. Public signage, including business names, advertisements, and shop signs, serves as a key element of the linguistic landscape, providing a window into the social and cultural values of a community. Linguistic landscapes reflect the ethnolinguistic vitality of a region and serve as important indicators of language use in public spaces (Landry & Bourhis, 1997, p. 25).

In linguistic landscape studies, signs in the surrounding environment are considered as visual texts that can be read, photographed, and analyzed from both linguistic and cultural perspectives (D. Gorter, 2013). These signs serve to spread general messages to the public in the form of information, instructions, warnings, and similar forms of communication. The linguistic landscape (LL) in the food and beverage industry refers to signs located outside or inside the public domain, such as those found in cafes and restaurants within a specific area. As stated by Qulub and Rusmawati (2024), the use of linguistic landscapes in the business world has been explored in several studies, demonstrating the complexity of language varieties employed. In a study on the position of Indonesian, Yannuar and Tabiati (2016) found that Indonesian holds a dominant role in the linguistic landscape of Malang. As a public space, language is utilized not only to inform potential customers but also to establish brand identity, engage with target audiences, and convey cultural affiliations. The choice of English in signage reflects underlying social and cultural dynamics, as well as business owners' economic strategies for attracting specific customers.

This research focuses on the linguistic landscape of cafes and restaurants in Yogyakarta, examining how language is used in the food industry to convey identity, attract customers, and navigate between local and global influences. These areas were deliberately chosen to reflect the socio-cultural diversity of Yogyakarta. Seturan, as the university centre, represents an environment dominated by young people, students, and the global community, who are often exposed to and familiar with the English language. In contrast, Jalan Wahid Hasyim was chosen to provide a perspective from an area with an intense

religious atmosphere, where interaction with foreign languages may have different characteristics. Pakuwon Mall Yogyakarta was selected as a representation of modern commercial space, where global identity and current trends are often expressed. Meanwhile, Prawirotaman was chosen because it is a tourist destination, so signage there is expected to specifically target an international audience. Finally, the combination of Malioboro and Lempuyangan Station serves as an illustration of how English is used in a bustling public space, acting as a meeting point between residents, domestic tourists, and international tourists. By covering these five areas, this study aims to present a comprehensive and multidimensional picture of the role of English in Yogyakarta's linguistic landscape.

This study will employ the linguistic landscapes (LL) framework, which focuses on the visibility and presence of language in public spaces. Specifically, it will address two primary functions of LL proposed by Landry and Bourhis (1997): the informative function and the symbolic function. The informative function relates to the delivery of practical information, such as the services or products offered. In contrast, the symbolic function reflects social identity, cultural values, and the image a place or entity wishes to project. Furthermore, the analysis will consider the types of linguistic landscape signage, particularly “bottom-up” or “private signs” created by individuals or private parties, such as the names of cafes and restaurants. Thus, this study will explore how the language choices on cafe and restaurant signage in Yogyakarta serve not only to provide information but also as strategies for communicating identity, attracting customers, and navigating local and global influences.

Understanding the linguistic landscape of cafes and restaurants in Yogyakarta can offer insight into broader issues, such as cultural hybridity, the impact of globalization, and the role of language in shaping social identity in contemporary urban spaces. As Yogyakarta develops into a tourism and cultural center, this research will contribute to the growing body of knowledge on linguistic landscapes, particularly in multicultural and rapidly changing urban environments.

1.2 Research Questions

This research aims to address the following questions, as derived from the issues discussed in the study's background.

1. How does the use of English in the names of Cafes and restaurants in Yogyakarta reflect socio-cultural identity and audience targeting?
2. How do the informational and symbolic functions of English-language signage vary across different urban areas in Yogyakarta?

1.3 Objective of Study

This research aims to:

1. To analyze the use of English in cafe and restaurant signage in Yogyakarta through the lens of linguistic landscape theory.
2. To identify the socio-cultural and commercial factors that influence language choice in public signage in various urban contexts.

1.4 Scope of Study

This study focuses its analysis on English language signs in cafes and

restaurants located in the city of Yogyakarta. Sampling was explicitly conducted in several areas within the city that represent different socio-cultural dynamics. These areas are as follows: the Seturan area was chosen to represent a university district with high student activity. At the same time, Jalan Wahid Hasyim was designated as a *pesantren* (Islamic boarding school) area. Furthermore, Pakuwon Mall Yogyakarta was chosen as a representation of a commercial shopping area, and the Prawirotaman area was focused on as a tourist destination. Finally, Malioboro and Lempuyangan Station were included in the study to represent areas with high population mobility and public transportation. With this approach, the analysis conducted can emphasize the visual and linguistic characteristics of the signs, using a linguistic landscape approach to interpret the messages conveyed and their implications for cultural identity, audience engagement, and globalization.

1.5 Significance of Study

This research makes an academic contribution by enriching linguistic landscape studies in Indonesia, particularly in the use of English in Yogyakarta's public spaces. Practically, the results of this study provide insight for business owners in understanding the influence of language on business attractiveness and become a reference for policymakers in maintaining local cultural identity amid globalization.

1.6 Literature Review

Backhaus (2006), in his research analyzed multilingual signs in Tokyo to see how language expresses power and solidarity. The study utilized Spolsky and

Cooper's theories of “power” and “solidarity,” as well as the distinction between official and unofficial signs, distinguished by their origin (government or citizen). The research method involved a field survey at 28 Yamanote Line stations, recording 11,834 signs, of which 19.6% were multilingual, with English being the most dominant language. The results show that official signs reinforce the dominance of Japanese, while unofficial signs often use foreign languages, especially English, to attract international solidarity or promote a foreign atmosphere. This research aims to understand how language dynamics in Tokyo's public spaces indicate a shift towards linguistic diversity in a previously monolingual city.

Then, in the second study, conducted (Manan et al., 2015) explored the dynamics of language in Kuala Lumpur public signage reflecting political, economic, and identity factors (Manan et al., 2015). Using Landry and Bourhis' “ethnolinguistic vitality” theory and Lanza and Woldemariam's concept of language ideology, as well as interviews with business owners, the results show that government signage tends to use Malay as a national unification effort. At the same time, English dominates private signage as a commercial tool and Mandarin and Tamil for ethnic identity. This research aims to understand how language policies in public spaces are influenced by socio-political forces and accepted or challenged by the broader community (Manan et al., 2015).

Furthermore, the third study (Cocq et al., 2022) explored the linguistic landscape in Kramfors, Sweden, using a mixed-methods approach that combined quantitative and qualitative analyses of multilingual signs. The main finding was that most signs were in Swedish, with English serving as an additional language.

Further analysis reveals that the use of minority languages in public signs is minimal and heavily controlled by public actors, reflecting a stable social structure.

Furthermore, the fourth study (Syrjälä, 2022) used Lefebvre's approach of Social Space to analyze the linguistic landscape on the Stockholm islands. Using a qualitative approach, the study found that signs are generally in Swedish, reflecting local interests rather than tourism interests. The author concludes that the Swedish language serves as a dominant element in establishing place identity, which makes the area appear organic rather than commercial.

From the literature analysis above, although these studies provide valuable insights, most focus on large cities, tourist areas, or government signage. Few explicitly analyze the use of English on cafe and restaurant signage in medium-sized Indonesian cities such as Yogyakarta, particularly through a comparative regional context (e.g., university areas, Islamic boarding schools, shopping centers, tourism, and transportation). This study aims to fill this gap by exploring how English signage in Yogyakarta functions as both a symbol and a source of information, influenced by spatial, cultural, and commercial factors.

1.7 Theoretical Framework

This research focuses on the linguistic landscapes approach, which is the study of language use on public signs that reflect identity, ideology, and social interaction in a region. Linguistic landscape considers signs in public spaces, such as the names of cafes and restaurants, as a representation of the linguistic preferences of the community and the influence of globalization in commercial contexts (Landry & Bourhis, 1997). This approach enables research to identify

the language used in public spaces as part of a community's cultural and social landscape, which encompasses elements such as language choices and visual elements on commercial signs (D. Gorter, 2006).

In the context of Yogyakarta, which is renowned for its cultural diversity and status as a popular tourist destination, the use of English on commercial signage holds symbolic significance. English is often perceived as a symbol of modernity, international appeal, and a representation of commercial identity oriented towards the global market (Zabrodska, 2007). On the other hand, this phenomenon can also be understood as a form of cultural adaptation, where foreign language elements are harmonized with local identities to attract a wider audience, including local and foreign tourists (S. 2009; Gorter, 2009).

The linguistic landscape approach enables research to identify the social functions of English language use in public spaces, understand how this phenomenon reflects socio-cultural dynamics, and examine people's reactions to globalization in Yogyakarta's commercial spaces. In this case, the Linguistic landscape plays a crucial role in understanding how language influences the perception of identity, ideology, and social interaction in a region rich in cultural diversity (Hult, 2009).

1.8 Method of Research

1.8.1 Type of Research

Generally, research can be categorized into two main types: qualitative research and quantitative research. Quantitative research emphasizes the use of numerical data, measurement, and statistical analysis to test hypotheses and

identify patterns across large datasets (Abdullah, 2021). This approach is commonly employed when the researcher seeks to examine relationships between variables or to generalize findings to a broader population. On the other hand, qualitative research focuses on exploring meanings, experiences, and social phenomena in depth. Rather than relying on numbers, qualitative studies prioritize descriptive data such as texts, visuals, and observations to provide a comprehensive understanding of the subject matter (Rasyid, 2022). The choice between these two approaches depends on the study's objectives, the nature of the data required, and the type of analysis the researcher intends to carry out.

Furthermore, this research employs a qualitative-descriptive approach to understand the socio-cultural phenomenon of language use in cafes and restaurants. The study focuses on English-language signs found in these establishments and explores the cultural and social meanings behind the choice of language. Specifically, the analysis is conducted in five distinct locations in Yogyakarta: Universities area, Islamic boarding school areas, Shopping center, Tourist area frequented by international visitors, and public transportation hub, through this approach, the research seeks to understand how English is utilized as part of visual identity and commercial appeal, and how its presence reflects the influence of global culture within the local context of Yogyakarta.

1.8.2 Data Source

Data is a set of facts obtained through a suitable measurement process, making it possible to draw informed decisions or conclusions (Aditya, 2013, p. 1). Based on the data, the research can be categorized into two types: primary research and secondary research. Hardani et al. (2020) state that primary research

is research that uses data directly from the main source, often referred to as respondents. In contrast, secondary research uses data that is not derived from primary sources and is often referred to as literature-based research.

As explained above, this research employs a secondary research approach, as the initial data regarding the locations of cafes and restaurants in Yogyakarta will be obtained through the Google Maps digital application. The visual data were collected from personal documentation and user-generated content in reviews available on Google Maps. This method allows the researcher to efficiently identify and categorise relevant commercial spaces without conducting direct field observations. Furthermore, the visual data used in this study were collected from two primary sources: personal documentation captured during informal visits and user-contributed content available on Google Maps, including photographs, comments, and information represented by the public. By utilising these digital sources, the study can construct a foundational dataset for analysing the linguistic and visual landscapes of cafes and restaurants in the area.

Other than that, the use of the term “Cafeterias and Restaurants” in data collection and analysis practices focuses primarily on the more specific terms “cafes and restaurants”. This choice is based on field observations and the characteristics of the businesses targeted in the study. “Cafes” and “Restaurants” often have more prominent and varied visual identities and naming strategies within the linguistic landscape, enabling a more in-depth analysis of their informative and symbolic functions. In contrast, “cafeterias” often refer to more generic or institutional dining facilities (e.g., in offices or universities) with signage that tends to be more functional and less reflective of complex brand

identities.

After identifying the names of cafes and restaurants that utilize the English language, the researcher will employ a primary research method by conducting site visits to each selected location. The selection of these locations is based on their use of English in signage, particularly in the naming and branding of the cafes and restaurants. This criterion ensures that the establishments chosen for analysis prominently feature English as part of their public-facing image, making them relevant subjects for examining the linguistic landscape. By physically visiting these sites, the researcher can validate the presence of English elements, capture the environmental context, and ensure the accuracy and authenticity of the data collected.

1.8.3 Data Collection Technique

Data collection in this research was carried out through observation and documentation studies. Observation is a data collection technique where the researcher makes direct observations of the object or phenomenon under study to obtain relevant data, allowing them to capture factual details in a natural context without direct intervention (Soegiyono, 2011). In this research, observations were made by visiting various cafes and restaurants in Yogyakarta that use English names, and documenting the linguistic elements on the name tags, including design, layout, and the use of English.

In addition, this research also employed documentation studies, a technique that involves examining various sources or written documents relevant to the research topic (Suharsimi Arikunto, 2002). The documentation study was

conducted by using Google Maps as an initial reference source to identify and record the names of English-speaking cafes and restaurants in Yogyakarta prior to the field visit. This combination of observational and documentary study provides in-depth primary and secondary data, enabling the researcher to gain a comprehensive understanding of the use of English on cafe and restaurant signage in Yogyakarta.

This study uses a purposive sampling technique to determine the sample. Purposive sampling is a sampling technique in which the researcher selects samples based on specific considerations or criteria that are relevant to the research objectives (Soegiyono, 2011). This technique enables researchers to focus on units that are believed to contain the most relevant information for the research problem. In the context of this study, the cafes and restaurants selected as samples were places that used English on their signage. This selection was based on the criterion that the linguistic elements on the signboards reflect the phenomenon of English usage in Yogyakarta's public sphere, and are therefore relevant to the research objectives.

Purposive sampling is used because this technique is most effective in helping researchers identify subjects that fit the study's needs, especially when the population under study has specific characteristics. In this study, this technique ensures that the sample taken truly represents the object of study, namely English language cafes and restaurants in Yogyakarta. Thus, the data collected is more focused and in-depth, supporting a comprehensive analysis of English language use in the context of linguistic landscapes.

Data collection will be focused on the main areas in Yogyakarta, namely:

(1) Public transportation areas , such as stations. (2) Islamic boarding school areas, (3) University areas, (4) Tourist areas, and (5) Shopping centers. Each area was chosen because it has diverse social and cultural characteristics, allowing for a more comprehensive picture of the use of English in the context of linguistic landscapes. The data collected includes elements of signage such as design, layout, and English usage that reflect social and cultural phenomena in each region.

1.8.4 Data Analysis Technique

The data analysis technique in this study was carried out with a descriptive and contextual approach to understand the use of English in the names of cafes and restaurants in Yogyakarta in an in-depth yet straightforward manner. The first stage is visual analysis, where each signboard is examined based on key elements, including the language used, design style, text layout, and color of visual symbols. From here, patterns such as the frequency of English use, language combinations, or elements that convey a sense of modernity can be identified.

The second stage of context analysis involves connecting the documented signage to its surrounding environment, such as whether it is located in an area frequented more by tourists or the local community. In this stage, the researcher also notes the impressions and interpretations that may arise from the use of English in public spaces, as well as its impact on the attractiveness of the cafe or manager to understand the reasons for the choice of language and signage design. providing additional perspectives on the use of English as a commercial attraction or identity symbol.

1.9 Paper Organization

The structure of this study consists of four main chapters. The first chapter is the introduction which includes several sub-chapters, such as the research background that explains why the researcher conducted this study, research questions, research objectives, research scope, and research benefits, this chapter also details the theoretical review and research methods used, including the type of research, data sources, data collection and analysis techniques, and writing structure.

In the second chapter, the researcher outlines the theoretical framework on which the research is based. The third chapter focuses on the results and discussion related to the description of linguistic signs in public landscapes, especially English signs in Yogyakarta, as well as the interpretation of the meaning and function of these signs through linguistic and cultural analysis. The final chapter presents relevant conclusions and recommendations based on the findings of this research.

CHAPTER IV

CONCLUSION

4.1 Conclusion

This study investigated the use of English in the names of 25 cafes and restaurants across five distinct public areas in Yogyakarta: the university area, the Islamic boarding school area, shopping centers, tourist zones, and transportation areas. By applying the linguistic landscape (LL) framework proposed by Landry and Bourhis (1997), the research found that the sociocultural context of each location significantly influences the function and form of naming. In university and tourist areas, signage often carries a strong symbolic function, frequently employing creative, playful, or metaphorical language to appeal to a younger and international demographic. Names like "Till Drop" or "Bighen" are designed to build an emotional connection and establish a brand identity, rather than providing information.

Conversely, in shopping centers and transportation areas, the use of English signage is more informational, with names such as "Subway" or "Civet Coffee and Food" providing direct clarity on the products or services offered. This aligns with the transactional and fast-paced nature of these locations, where clarity and ease of access take precedence over symbolic appeal. In the Islamic boarding school area, a trend toward more modest, neutral, or subtly symbolic names, such as "Plummy Coffee" or "Sunset Coffee & Eatery," was observed. These choices demonstrate cultural sensitivity and restraint, suggesting that English is used more

for functional communication than for a prominent identity projection. Ultimately, the use of English in signage in Yogyakarta is not arbitrary but reflects a convergence of linguistic strategy, social aspiration, and spatial awareness. English serves as both a language of information and a symbol of modernity, cosmopolitanism, and branding power, in line with the broader phenomenon of globalization.

4.2 Suggestion

Based on the findings of this research, several suggestions are presented to contribute further to both academic and practical domains. For academics, future studies could expand the scope by analyzing more areas in Yogyakarta to gain a more comprehensive picture of how the use of English varies across different sociocultural landscapes. Researchers could also incorporate additional qualitative methodologies, such as in-depth interviews with business owners or managers, to uncover the specific motivations behind their language choices, including marketing strategies and perceptions of their target audience. For business owners, the findings serve as a reference to understand the influence of language on business attractiveness. This understanding can help them formulate more effective naming and branding strategies that align with the local context and their target audience. Finally, for policymakers, the results of this study can provide valuable input for creating balanced regulations regarding signage, which encourage business innovation while preserving the vitality of local languages and cultural identities in the face of globalization.

REFERENCES

Books

Aditya, D. (2013). *Data Dan Metode Data Penelitian*. 1–3.

Journals

Backhaus, P. (2006). Multilingualism in tokyo: A look into the linguistic landscape.

International Journal of Multilingualism, 3(1), 52–66. <https://doi.org/10.1080/14790710608668385>

Cocq, C., Granstedt, L., Lindgren, E., & Lindgren, U. (2022). Multilingualism in the North: From Baklava to Tre Kronor. *Languages*, 7(2), 1–13. <https://doi.org/10.3390/languages702014>

Gaho, R., Nyoman Kardana, I., & Purnama Sari, R. (2022). Linguistic Landscape (LL): A Theoretical Review. *KnE Social Sciences*, 215–221. <https://doi.org/10.18502/kss.v7i10.11290>

Gorter, D. (2006). Further possibilities for linguistic landscape research. *Linguistic Landscape: A New Approach to Multilingualism*, 81–89. <https://doi.org/10.21832/9781853599170-006>

Gorter, D. (2013). Linguistic landscapes in a multilingual world. *Annual Review of Applied Linguistics*, 33, 190–212. <https://doi.org/10.1017/S0267190513000020>

Gorter, S. 2009. (2009). *linguistic landscape expanding the scenery* (2009th ed.). Routledge.

Guo, Y., & Zhao, B. (2021). The Discourse Communication Function of Urban Linguistic Landscape.

Hardani, Ustiawaty, J., Andriani, H., Fatmi Utami, E., Rahmatul Istiqomah, R., Asri Fardani, R., Juliana Sukmana, D., & Hikmatul Auliya, N. (2020). Metode Penelitian Kualitatif dan Kuantitatif. In *Yogyakarta: CV. Pustaka Ilmu* (Issue Maret).

Kelly-Holmes, H. (2019). Multilingualism and Technology: A Review of Developments in Digital Communication from Monolingualism to Idiolingualism. *Annual Review of Applied Linguistics*, 39 (March 2019), 24–39. <https://doi.org/10.1017/S0267190519000102>

Kostenko, V., Bieliaieva, O., & Solohor, I. (2021). Complex Sentences in Texts of Informed Consent for Dental Treatment: Structural, Semantic, Communicative and Discursive Aspects. *Germanic Philology Journal of Yuriy Fedkovych*

- Chernivtsi National University*, 831–832, 135–147. <https://doi.org/10.31861/gph2021.831-832.135-147>
- Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23–49. <https://doi.org/10.1177/0261927X970161002>
- Lam, T. C. J. (2023). Linguistic Landscape as a Bottom-up Approach: Investigation of Semiotic Features and Language Use in the Catering Industry in Hong Kong. *Scholars Journal of Arts, Humanities and Social Sciences*, 11(07), 175–186. <https://doi.org/10.36347/sjahss.2023.v11i07.004>
- Manan, S. A., David, M. K., Dumanig, F. P., & Naqeebullah, K. (2015). Politics, economics and identity: mapping the linguistic landscape of Kuala Lumpur, Malaysia. *International Journal of Multilingualism*, 12(1), 31–50. <https://doi.org/10.1080/14790718.2014.905581>
- Pratama, M. R., & Kartika, D. (2023, September 2). LANSKAP LINGUISTIK PADADAFTAR MENU RESTORAN ALA JEPANG DI KOTA PADANG. <https://ejurnal.bunghatta.ac.id/index.php/JFIB/article/view/23650>
- Qulub, M. F., & Rusmawati, R. (2024). A Study of Linguistic Landscape in Culinary Business. *Suar Betang*, 19(1), 115–125. <https://doi.org/10.26499/surbet.v19i1.14987>
- Soegiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.
- Suharsimi Arikunto. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*, Edisi Revisi IV. Jakarta: Rineka Cipta, 23.
- Syrjälä, V. (2022). Linguistic Landscapes in the Stockholm Archipelago Producing and Reflecting a Sense of Place. *Languages*, 7(1). <https://doi.org/10.3390/languages7010037>
- Yannuar, N., & Tabiati, S. E. (2016). “Public signs in the city of Malang.” *June*, 119–134.
- Zabrodskaia, A. (2007). Backhaus, Peter (2007) *Linguistic Landscapes. A Comparative Study of Urban Multilingualism in Tokyo*. Clevedon–Buffalo–Toronto: Multilingual Matters Ltd. Pp. x, 158. Reviewed by Anastassia Zabrodskaia. *SKY Journal of Linguistics*, 20, 455–465.
- Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23–49.