Linguistic Landscape at Businesses Nameplate in Medan

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ARTICLE INFO	ABSTRACT
	The objectives of this study were to describe how linguistic landscape look like in a multi-ethnic city, in Medan. In addition to this, this study was also aimed at finding the underlying reason why the linguistic landscape was used as the way it was. This study used descriptive qualitative method and used the culinary business nameplates in Medan as the subject of the study. The data was the phrases used in those nameplates which were presented in Bahasa Indonesia, English, and Local language. This study revealed that most of the culinary business nameplates in Medan used Bahasa Indonesia as their business brand. It might be aimed at reaching many prospective consumers from various ethnics in Medan.

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1. Introduction

Language is not only what people utter through words in spoken form. But it also exists around human or society in their daily lives. It can be seen on shop windows, commercial signs, posters, official notices, traffic signs, etc. The language that appears like this is called 'linguistic landscape'. It is also emphasized by Landry and Bourhis (1997) who said that linguistic landscape as "the visibility and salience of languages on public and commercial signs

According to the dictionary, 'landscape' as a noun has basically two meanings. On the one hand the more literal meaning of the piece or expanse of scenery that can be seen at one time from one place. On the other hand, a picture representing such a view of natural inland scenery, as distinguished from sea picture or a portrait. In the studies of the linguistic landscape presented here, one can say that both meanings are also used. On the one hand the literal study of the languages as they are used in the signs, and on the other hand also the representation of the languages, which is of particular importance because it relates to identity and cultural globalization, to the growing presence of English and to revitalization of minority languages.

The study of linguistic landscape has been researched by several researchers. Oktavianus, Anwar and Revita (2017) and Yannuar and Tabiati (2016). Their study focused on names and cultural values of Rumah Makan Minang existing in Sumatra, Java, Bali and Lombok. While the names are derived from names of Minang people, parts of body connected to eating activity, organism, sensation, provenance, hope and prayers from family; the values are undiversified, faithfulness and friendliness.

Andriyanti (2019) revealed linguistic landscape at Yogyakarta's Senior High Schools existed in three lingual patterns, they were: monolingual, bilingual, and multilingual signs which were ordered from the most to the least frequency. As a means of communication and representation, the signage is both informative and

symbolic. The studied school linguistic landscape reflects which languages are used and locally relevant to the school environments and how they are positioned. Bahasa Indonesia is dominant while Javanese is marginalized. The use of English in the school signs is frequent but indicates the sign makers' less capability of the language. The use of Arabic is related to schools' Islamic identity.

In this paper, some examples and descriptions of linguistic landscape will be shown in order to widen our understanding to the more vivid ideas about linguistic landscape which was categorized according to Bahasa Indonesia (BI), Foreign Language (FL), and Local Language (LL) which took place in Medan, the capital of North Sumatera, Indonesia.

2. Literature Review

Language in spaces often attract the attention of people from diverse disciplines such as from linguistics to geography, education, sociology, politics, environmental studies, semiotics, communication, architecture, urban planning, literacy, applied linguistics, and economics. Those people are interested in finding the message whether it is implicitly or explicitly stated.

Language in spaces or linguistically known as Linguistic Landscape (LL) consists of multiple items, they are single words, colorful images, sounds and moving objects and infinite creative representations. The existence of LL delivers a message to societies, economy, policy, class, identity, multilingualism and many more additional phenomena. Thus, the research on Linguistic Landscape (LL) is a sociolinguistic investigation, seeking the correlations between language use and social class, uncovering the relationship between language and other social attributes such as religion, ethnicity, nationality and race (Shohamy & Gorter, 2009). Thus, it is understood that Linguistic Landscape is meant to see how a group of society live or hold their value, direct their motivation as to influence readers or visitors with huge financial interests at stake.

In relation to this, there were some similar studies had been conducted. First, Sutthinaraphan (2016) conducted a study about linguistic landscape of advertising signage on skytrain in Thailand. The study was aimed at examining the extent and ways of Thai and English, as well as describing the bilingual strategies are used. From this study, it was revealed that the majority of signs were in bilingual Thai and English by script. Thai is used for informational purpose, while English is used for symbolic function to express senses of sophistication. Second, Bianco (2018) studied Linguistic Landscape depicted in Shop Signs in Turin, a region in Italy. It was found that Italian was dominantly used in commercial setting. It was likely due to the inevitable sociolinguistic or demographic situation who are mainly native-Italian speakers. However, minority language and English also exist in public which also contributes to the shaping of linguistic landscape. The reason of using the minority language in shops was because the shopkeepers want to show their identity and own a sense of inclusion in society. Meanwhile, English was used to represent international communication; to attract tourists to come and shop.

3. Method

3.1 Research Design

This study used descriptive qualitative method in which the data were displayed descriptively. Although there were tables and numbers, it was just used to support the description and to show readers about the classification. This study was aimed at describing and explaining Linguistic Landscape, a social language phenomenon that exists naturally at streets in Medan.

3.2 Data and Data Collection

The data were collected from the Linguistic Landscape on streets around Medan Timur, Medan Denai, and Medan Helvetia by capturing photos of businesses nameplate in Medan. In order to find the closest representation from the data, it was important to note the criteria of the data. The criteria involve the survey areas, survey items and their language properties (Backhaus, 2007). Survey area is based on the geographical or the area distribution of business activity. Survey items refer to the signs of commercial nature, selected among the front frames like signs placed over shop windows and indicating the name of the commercial activity. The language properties mean focusing on combination patterns.

3.3 Technique of Data Analysis

The data were analyzed by using descriptive qualitative design. Although numbers or tables were displayed in this research, it was only functioned to support the description of the finding. Since the aim of this study was to describe the varieties of language use in business nameplates (linguistic landscape) in multi-ethnic city, the data collected for the analysis of language in the business sector of Medan are monolingual,

bilingual and multilingual business nameplates. They were categorized according to those language properties.

4. Results and Discussion

4.1. Results

The data were categorized into the words that used monolingual (Bahasa Indonesia, Local Language, and Foreign Language); bilingual and trilingual.

4.1.1 Monolingual

(a)	(b)	(c)
(d)	(e)	(f)

Figure 1. *Linguistic landscape that used bahasa Indonesia*

Figure 1 (a) represents a service business that is a restaurant. They use the phrase "Restoran Garuda". This data was categorized in Bahasa Indonesia because they used the word "restoran" which was derived from "restaurant" and the word "Garuda" that represented Indonesia emblem.

Figure 1 (b) was taken from a restaurant. The owner used term like "Rumah Makan Hasupsi". The word "Rumah Makan" is the translation of "restaurant" into Bahasa Indonesia, while the word "Hasupsi" may refer to the name of the owner. The use of Bahasa Indonesia as its brand indicated that the owner wanted to promote only Indonesia food typically.

Figure 1 (c), the name of this stall is *Bakso Perjuangan Pak Min*. This name refers to the owner of the food stall.

Figure 1(d), the name of this meatball stall is *Warung Bakso Tergores*. The word *Tergores* refers to the appearance of the meatballs when they are served.

Figure 1 (e), this stall is labelled as *Bakso Beranak* since it refers to the appearance of the food they serve. *Beranak* in Bahasa Indonesia means something small is in the body of something bigger, just like a pregnant woman. Due to this analogy, the meatballs that the owner serves will be like a big meatball, but it has some smaller meatballs in it.

This stall sells steamed shellfish or *kerrang rebus* in 19ahasa Indonesia. The owner used number 777 as its brand in order to attract people's attention since number 77 actually refers to an outstanding restaurant that serves fresh drinks like *es teller, es campur,* and so on. The owner of *Kerang Rebus 777* may implicitly mean that the shellfish that they serve is always delicious and fresh just like *es teller 77,* while the owner adds one more 7 in order to avoid brand rights.

(g)   (h)   (i)

(j)   (k)

Figure 2. *Linguistic landscape that used local language*

Figure 2 (g), the brand "RM. BPK Dalanta Jumpa" refers to a Bataknese restaurant. The phrase "Dalanta Jumpa" was derived from Bahasa Karo, an ethnic from North Sumatra. "Dalanta Jumpa" means "We meet here." The owner might want to say that this restaurant is a good place for people to hang out and enjoy their food. This brand also showed the passerby that this restaurant was owned by a Karonese people. In fact, the owner was a half Bataknese and Karonese.

Figure 2 (h), the brand of this stall is "Bo Cio Pai". It sells many kinds of curry puff or usually known as "Karipop". The brand "Bo Cio Pai" is derived from an ethnic in Medan, that is Tionghoa. The meaning of this brand is "No name". The owner used this local language to show the identity of its owner, that is Tionghoa and the curry puffs have a special taste from Chinese recipe.

Figure 2 (i), *RM. Tabona* is a name of a restaurant that sells chicken noodles and curry. The word *Tabona* gives an impression to people that this is a restaurant that sells Bataknese food. In fact, it refers to neither Batak nor any other cultures. This restaurant serves halal food and not distinctive to Batak culinary.

Figure 2 (j), the name of this restaurant is "Rumah Makan Elok Besamo". This is a Padangnese cuisine restaurant. That is why the owner uses Padang language as its brand. The phrase "Elok Besamo" means "Maju Bersama" in Bahasa Indonesia or "To Live Prosperously Together". There might be a philosophy underlying this brand. This restaurant might not be owned by only one person, it could be a family's business that was why the name became "Elok Besamo"

Figure 2 (k), *RM. Olakisat* is a brand for Karonese restaurant. The word *Olakisat* is derived from the word *Ola* means do not, and *kisat* means lazy. So, this restaurant is labelled as *Olakisat* to make people understand that this is purely Karonese restaurant and persuade people to come there often.

The categories of linguistic landscape used in terms of food culinary can be seen in the table below:

Table 1. *Categories of Linguistic Landscape used in Culinary Nameplates in Medan*

No.		Monolingual			Bilingual/ Multilingual
	Business	Bahasa Indonesia	English	Local Language	Mixed Language
1.		Rumah Makan Hasupsi		Bo Cio Pai(Hokkien)	RM. Elok Besamo (Bhs. Indonesia-Minang)
	Restaurant	Sop Sumsum Langsa		RM Ola Kisat(Karo)	

		Warung Kudeta	BPK Dalanta Jumpa(Karo)
		Restoran Ria	
		Restoran Garuda	
2.		Bakso Tergores	
		Bakso Bom	
		Bakso Kurcaci	
		Bakso Perjuangan Pak Min	
	Meatball	Bakso Beranak	
		Bakso Amat	
		Bakso Tergores	
		Bakso Lapangan Tembak	
3.	Noodle	Mie Balap Mail Krakatau	
		Mie Ayam Jamur Spesial H. Mahmud	
4.	Steamed shellfish	Kerang Rebus Segar Medan	
		Kerang Rebus Abadi	
		Kerang Rebus 777	
5.	Drinks	Bandrek Sahib	Daily Dose Coffee
		Bandrek Jempol	

From Table 1, it could be seen that most of the culinary business nameplates used bahasa Indonesia. But, for cultural dishes, *non-halal* food, the sellers used their local language; in this table, it could be seen that they used bahasa Karo as their food is a special cuisine from Karo culture. The reason of using bahasa Indonesia in the culinary businesses was because the sellers wanted to intrigue passerby or more customers from all cultural background to come and enjoy their dishes.

Table 2. *Categories of Reasons of Using the Culinary Nameplates as the Linguistic Landscape in Medan*

No.	Nameplates	Reasons	f
1.	Rumah Makan *Hasupsi*		
	Bakso Perjuangan *Pak Min*		
	Bakso *Amat*	Owner's name	5
	Mie Ayam Jamur Spesial *H. Mahmud*		
	Bandrek *Sahib*		
2.	Bakso *Tergores*		
	Bakso *Bom*		
	Bakso *Kurcaci*		
	Bakso *Beranak*	Food description	
	Kerang Rebus *Segar* Medan		9
	Daily Dose Coffee		
	Bandrek *Jempol*		
	Sop Sumsum Langsa		
	RM. Tabona		
3.	Mie Balap Mail *Krakatau*	Selling place	2
	Kerang Rebus Segar *Medan*		
4.	Bakso *Perjuangan* Pak Min		
	Bakso *Lapangan Tembak*		
	Kerang Rebus *Abadi*		
	Kerang Rebus *777*	Owner's wish	8
	RM *Ola Kisat*		
	BPK *Dalanta Jumpa*		
	RM. *Elok Basamo*		
	BPK *Dalanta Jumpa*		

From table 2 above, the reason of naming the culinary business nameplate was due to its description (food description). The sellers used *food description* in their nameplate because they wanted to appetize people by giving a little clue about their dishes.

4.2 Discussion

This study reveals that linguistic landscape exists in businesses nameplates in Medan, specifically for culinary. It even shows the varieties of languages used in those nameplates such as the use of Bahasa Indonesia, English and even Local language. The uses of those languages are aimed at taking people's attention to their nameplates and being persuaded to buy their products. Sciriha (2017) studied linguistic landscape in Malta. The researcher found that most of the public places used English for the public texts or nameplates, while they actually had their own language that was Maltese. English was even exposed mostly in government domain. It means that English is more respected and recognized in the society. In contrast, the finding in this article was Bahasa Indonesia dominantly used in culinary nameplates in Medan, which also meant that Bahasa Indonesia was still more respected or acknowledged in order to gain the economic goals of the culinary businesses.

5. Conclusuion

Linguistic landscape is a source of language exposure that can be approached from different perspectives such as economy, psychology, and education which would later lead to language policy. The linguistic landscape from the perspective of economy and psychology appears to be customers persuasion. The persuasion was affected by the product of the business in the attempt to get high sale. Ways of persuasion were varied ranging from size, shape, taste, ingredients, and owner.

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