

## A MELTING POT OF MALANG: LINGUISTICS LANDSCAPE OF MALANG CULINARY SIGNS

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### ABSTRACT

There are numerous studies of linguistics landscape or study of texts in public spaces. However, study on the culinary sign is still rare in Indonesia. Thus, this paper explores the linguistics landscape of culinary signs around campus in Malang, East Java, Indonesia, the melting pot of cultures and languages. The research aims to analyze the form of language use and its function. The data collection is photographing culinary signs around three advanced campuses in Malang, namely the University of Brawijaya, State University of Malang and the University of Muhammadiyah Malang. Qualitative descriptive was used in analyzing the data. The results showed that Indonesian, English, and Javanese are the most frequent languages used in culinary banners or storefronts and other foreign languages (Japanese, Korean, Arabic, Malay) and vernaculars (Sundanese, Banjarese, Minangnese). It was found that the Malang culinary linguistics mirrored the taste and service of the store. Furthermore, foreign languages are becoming a way to go global and known by college students who most like modernization. The use of Javanese also acts as a symbol of maintaining the cultural heritage of Javanese people.

## 1. INTRODUCTION

Malang city is famous as a city of education, a city of tourism, its history, and culinary. According to the Malang City Government Official Portal (2021), Malang has 59 campuses, including polytechnics, private academies, private institutes, specialized colleges, state universities, and private universities. Thus, many students continue their higher studies in Malang. Most college students are coming from an area quite far from Malang. Based on the data collected by the MalangTODAY team, as in 2018, on average, there were about 20% of Malang natives, 30% of Jabodetabek residents, and 50% from other areas.

On that account, Malang is home to various ethnic groups, including indigenous Javanese and migrants such as Madurese, Sumatran, Makassarese, and Papuans ethnics. However, Malang is also home to numerous ethnic descendants, especially Arabic and Chinese (Sumarlam *et al.*, 2020). Alongside the growth of multiethnic and multicultural populations, several languages have



developed in Malang (Purnanto and Ardhian, 2020). According to Purnanto and Ardhian (2020), the sociolinguistics condition in Malang has several languages that used in daily basis, namely, Indonesian, English, Javanese, and others vernacular languages.

Javanese is one of the dominant local languages used for daily communication in Malang because the majority are Javanese people (Sumarlam *et al.*, 2020; Purnanto and Ardhian, 2020). On the other hand, Indonesian is the lingua franca of interethnic dialogue and is utilized formally in government offices and schools (Sumarlam *et al.*, 2020; Purnanto and Ardhian, 2020). In addition, some ethnicities used their local language that is limited to their ethnic community, for example, the use of Madurese language in the Madurese community (Purnanto and Ardhian, 2020). Despite the various use of vernaculars, English is still a foreign language that is only used in specific circumstances. However, English is more utilized as the language of business and education (Zein *et al.*, 2020; Wulandari, 2016). This is due to the fact that using English has many advantages one of which is deals with business and commerce advantage. Using English to deliver things in the business and commerce can give the sense of modern, worldwide, international, capitalization, and exclusive image that can be served as a magnet in commerce and be leveraged to improve a company's image (Sumarlam *et al.*, 2020; Ardhian *et al.*, 2021).

As an urban city, Malang is very much potential for business and commerce. Consequently, the use of more than one language is very much possible. No wonder that Malang is known for its “melting pot” language phenomenon as people will encounter monolingualism, bilingualism, or multilingualism phenomena in Malang.

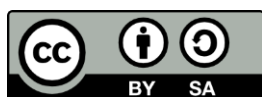
Nowadays, people may use various strategies for the marketing of lots of business through media. Establishing any business in any place is closely related to marketing strategies to attract potential buyers (Pamuji and Khristianto, 2018). Pamuji and Khristianto (2018) stated that creating a name of a product or brand or utilizing slogans and ads could be used as a distinguishing feature for their business. They also stated that the use of language in doing marketing strategies is very crucial. Studies revealed that local communities agreed that the existence of any postsecondary institution could work as a catalyst for the growth of new businesses in the area or boost their businesses (Saleh *et al.*, 2012; Soo *et al.*, 2021). Due to many students, the area around campus then became filled with micro, small and medium enterprises, such as laundry, market, photocopy



and printing services, internet cafes, and food and beverages enterprises: café, roadside stall, and restaurant. However, the food and beverage business nearby the campus area is more dominant than any other business (Soo *et al.*, 2021). Thus, food and beverage business owners use storefront signage, such as banners or similar media, to display their products or brands to attract consumers who mainly college students. This way, the study of public signage, including storefront signage, is closely related to the linguistics landscape under the sociolinguistics branch. In addition, linguistics landscape is an effective way for assessing a region's language situation (Coluzzi & Kitade, 2015).

Many studies of linguistics landscape have been published around the world; some of them are conducted in Istanbul (Inal *et al.*, 2020), Botswana (Akindele, 2011), Japan (Bayne, 2018), Italy (Vermeulen, 2019), Los Angeles (Chun, 2014), Canada (Dressler, 2015), Texas (Hult, 2014), Singapore (Tang, 2018), Philadelphia (Leung and Wu, 2012), and Philippines (Ellaga and Valdez, 2020) and Indonesia (Andriyanti, 2019; Widiyanto, 2019; Nirmala, 2019; Sinaga *et al.*, 2020;; Solikhah *et al.*, 2020; da Silva *et al.*, 2021; Purnanto and Ardhian, 2020; Ardhian *et al.*, 2021).

However, despite a large body of research on linguistics landscape in the last ten years, the extensive researches on linguistics landscape have thus far centered mostly on certain aspects like education (Sayer, 2010; Rowland, 2013; Andriyanti, 2019; Sinaga *et al.*, 2020), literacy practice (Leung & Wu, 2012, Poveda, 2012); bilingualism (Hult, 2014, Dressler, 2015); multilingualism (Gorter, 2013); tourism spot (Widiyanto, 2019; Nirmala, 2019; Solikhah *et al.*, 2020; da Silva *et al.*, 2021), Urban planning (Malinowski, 2016); and public services (Purnanto and Ardhian, 2020; Ardhian *et al.*, 2021) to mention but a few. So far the researchers have concerned, the linguistics landscape related to culinary in Indonesia has been studied by several researchers (Pamuji and Khristianto, 2018; Sumarlam *et al.*, 2020). For example, Pamuji and Khristianto (2018) investigated the linguistics landscape of the culinary center along *Jalan Soeharto* which has become one of the city's destinations in Purwokerto. On the other hand, Sumarlam *et al.* (2020) studied the linguistics landscape of stalls and restaurants of halal food in five districts in Malang. Thus, considering the fact that researches on culinary linguistics landscape is still less explored, this study delved into culinary linguistics landscape. It is of the importance to conduct culinary



sign Linguistics Landscape as one of the efforts in revealing the phenomena of both bilingualism and multilingualism occurring in the society.

In the sociolinguistics domain, several past studies have addressed the issue of linguistics landscape, such as research on storefront signage, especially in the food and beverages business or can be called culinary signs, as mentioned previously. However, research on culinary (stalls, restaurants, café) storefront signage around the campus area has never been conducted. Campuses in Malang is one of interesting points where study on linguistics landscape particularly the culinary signs can be investigated considering the fact that campus area may reveal certain linguistics characteristics which is worth to be explored one of which because Malang is regarded as a place where a lot of delicious food are available so it is dubbed as a culinary paradise in East Java (Universitas Katolik Widya Karya, 2021). The current study is focused on the surrounding campus area in Malang which is frequently targeted by prospective students for college. Therefore, to fill the gap from previous studies mentioned above, the researcher of this recent study aims to observe the linguistics landscape on the products or brands of culinary storefront signage around the campus area in Malang and how those signs function in terms of information and symbols. By studying this, theoretically the results of the study will contribute to the body of knowledge concerning the theory of linguistics landscape and practically the results will give extensive yet vivid description on the practice of bilingualism and multilingualism in the society.

## **2. LITERATURE REVIEW**

### **2.1 Linguistics Landscape**

Linguistics landscape (hereafter LL) is the study of public signage (place name, business name, street name, public traffic signs, billboards, and on public signs on government buildings) or defined as the language used or written in a given location, region, territory, and community urban as public signs that have a similar meaning to linguistic market, linguistic mosaic, ecology of languages, diversity of languages, and the linguistic situation, which reflected the group's power and status by providing a symbolic and traceable information function (Landry and Bourhis, 1997; Gorter, 2006; Akindele, 2011; Andriyanti, 2019; Ardhian *et al.*, 2021). However, a study done by Shohamy (2011) has highlighted the need to go beyond this description and including images, sounds, drawings, and movement, under current multimodality theories, which later limited by



Wang (2015) by claiming that the term is defined by how researchers collect the signs as data. As stated by Landry and Bourhis (1997), LL has two purposes, which are informative and symbolic. In the informational function, language serves as a distinguishing factor between speakers from various places with distinct languages, such as the street naming system (Amos, 2015). While in symbolic function, languages are directly tied to the portrayal of a group's ideals, status, and identity.

## 2.2 Previous Studies

As mentioned above, some studies are similar to recent research conducting LL research in the culinary branch. The first one is the study done by Pamuji and Khristianto in 2018 with the title "A Linguistics Landscape in Purwokerto: Power and Solidarity Stand Strong in a Culinary Center." This study looked at the linguistics landscape along the *Jalan Soeharto* in Purwakerto, where people use banners or others signage as marketing tools for their food brands, which later was displaying phenomena of monolingual, bilingual, or multilingual. It was found that a person's name, an origin area, and English term were used as the brands' products with the purpose of selling. Additionally, using a person's name has a sense of solidarity and closeness to the local people, which makes the customers feel familiar. As for the use of the area of origin's name served as a source of authority that guaranteed the food sold in their place is the same flavor as it is in its place of origin. At the same time, the use of English in the name of products or brands showed that it has a sense of prestigiousness and good quality.

Second similar study was done by Sumarlam *et al.* in 2020 with the title "Linguistic Landscape of Food Stall and Restaurant Names: A Supply Chain Management of Halal Food in Malang City, Indonesia." Although this previous study with the recent study researched the same place, Malang City, both studies have different focuses of research. Sumarlam *et al.* (2020) examined the supply networks employed in designating halal food stalls and restaurants and how the distribution chain is applied to certification in Indonesia by official government bodies. Five hundred three research data in the form of a photograph were collected from food stalls and restaurants in five districts in Malang with some information and validation of halal certificates, such as MUI Halal and Halal Tracking. The collected data was then analyzed based on the



frequency of language use, its monolingual and bilingual forms, and the information and symbolic functions. The study showed that monolingual and bilingual Indonesian languages, English, and Javanese were the most commonly utilized compared to Japanese, Chinese, Arabic, and Dutch. Based on the results, Sumarlam *et al.* (2020) stated that nationalistic, internationalist, Javanese, and Islamist attitudes are ingrained, even though official halal certificates still reflect a small percentage.

### 3. METHODOLOGY

Recent research is qualitative descriptive research since it aims at revealing culinary linguistics landscape phenomenon descriptively. The researcher took the culinary storefront signage sample around three campus areas in Malang in mid-July 2021. The city of Malang is located in East Java, Indonesia, and has a population of 843.810 per 2020 according to Central Bureau of Statistics Malang. The three campuses are the University of Brawijaya, State University of Malang, and the University of Muhammadiyah Malang. These universities are the top three universities in Malang based on the data released by Webometrics in mid of 2020, which is a system that scores all the best universities in the world (Aditya, 2020).

The data was in the form of pictures of signs, banners, or similar media of culinary storefronts, such as café, food stalls, and restaurants, taken around those three campuses using photography techniques. The researcher collected the data until the data was saturated or there are no new data found. Then the collected data was analyzed using the Linguistics Landscape design, which includes what language is used, the form of language use in terms of monolingualism, bilingualism, or multilingualism, as well as the information and symbolic functions.

### 4. RESULTS AND DISCUSSION

The data was collected in mid-June 2021, and it took three days to be saturated. The researcher collected as many as 262 data of names of cafes, food stalls, and restaurants and its products' names in the form of the photograph around three campuses in Malang, namely the University of Brawijaya, State University of Malang, and the University of Muhammadiyah Malang.

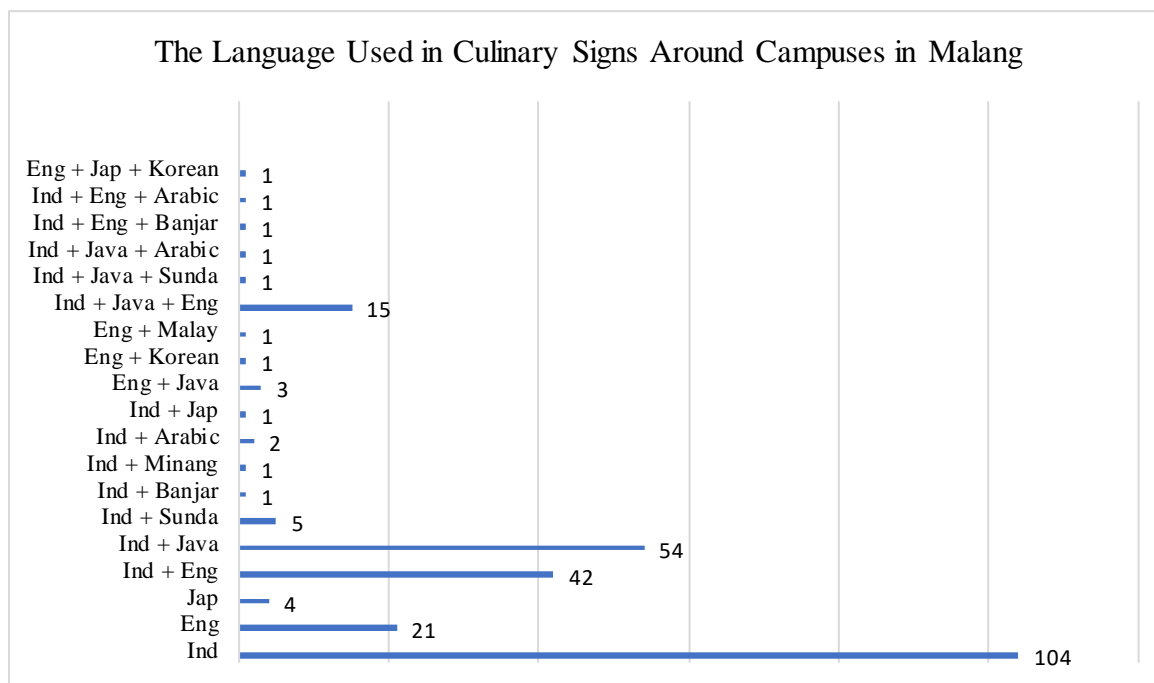




#### 4.1 The Languages used in Culinary signs around Campuses in Malang

The researcher listed languages that used in culinary signs surround campuses from the collected data. The findings showed that there are ten languages used on culinary storefront signage around campuses in Malang, which are Indonesian, English, Javanese, Japanese, Sundanese, Banjarese, Minangnese, Arabic, Korean, and Malay, which are presented in Figure 1 below.

**Figure 1. The Distribution of Language Used in Culinary Signs Around Campuses in Malang**



Based on the figure above, there are three dominant languages used in culinary signs around Malang campuses: Indonesian, Javanese, and English. It was found that the Indonesian language is the most frequently used language for culinary signs around campuses in Malang. This occurs because Bahasa Indonesia is the national language of Indonesia, which can be used on every occasion as an oral or written language. The second most frequently used language is English, which is the international language that is often used in education and business commerce. Then the third most frequently used language is Javanese, the ethnic language used by people in Java island. As the largest ethnic group in Indonesia, Javanese's local language still stands strong despite

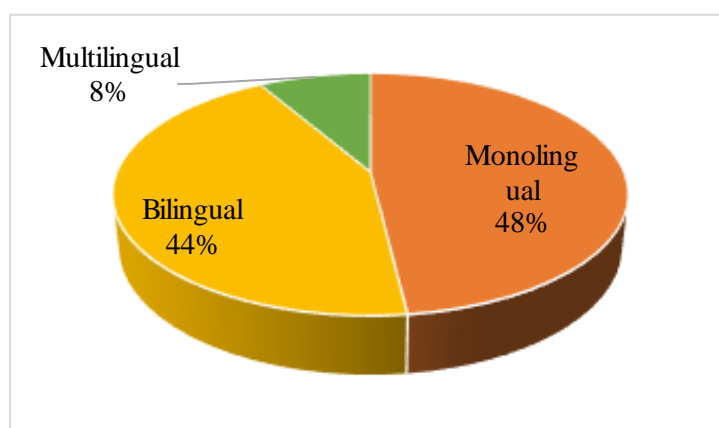


globalization; since Javanese people often used their local language in daily activities or interacted with other people.

#### 4.2 The Form of Language used in Culinary Signs around Campuses in Malang

Since the study is related to the use of language, the collected data was classified into the used languages based on the form, namely, monolingual, bilingual, or multilingual, as shown in the pie chart below.

**Figure 2. The Total of Monolingual, Bilingual, and Multilingual of Culinary Signs**



From the results above, the culinary signs around campuses in Malang often used a monolingual pattern (49%). The second frequently used pattern is bilingual (43%), with a slight difference of just 6%, showing that people of Malang City are mostly able to use two languages. Finally, the least used pattern in culinary signs is the multilingual pattern (8%). The frequently used monolingual pattern of culinary signs is presented in Table 1.

**Table 1. The monolingual pattern of culinary signs**

Monolingual		
Indonesian	English	Japanese
101	21	4
38,55%	8,02%	1,53%

As mentioned before, Bahasa Indonesia is the national language and the standard language of the country; thus, most frequently used in the monolingual form (39,69%). The dominance of Indonesian in a monolingual pattern may arise because its title is the national language and the mother tongue of the vast majority of Indonesian people, so the business owner prefers to use





Indonesia in their storefront signage as a marketing tool to attract customers. The second most frequently used language in the monolingual pattern is English (8,02%). This happens because many students come from places outside of Malang, even some international students come to continue their study, and English as the global language covers wider than Indonesian, which is also often used in education. Furthermore, as Pamuji and Khristianto (2018) stated, by using English for the shop fronts or the display, it gives off prestigious, trustworthy, and has a good quality of products. However, in Indonesia, English is still considered a foreign language; thus, not all levels of society can understand the language even though most college students would.

Japanese is the third most frequently used language in the monolingual pattern on culinary signs around campuses. Japanese is relatively high (1,53%) because globalization has led to the entry of foreign cultures, including its culinary and the business owner may want to convey through their banners or any other form of signage that they served Japanese cuisine. However, Javanese was mentioned as the third major language that tends to be used in culinary signs; surprisingly, it cannot be found in its monolingual form. This happens because the campus area is filled with Javanese natives and people from other regions with other vernacular languages, such as Madurese, Sundanese, and Banjarese. The business owners also considered that not every student could understand Javanese, which may hamper the selling strategy; thus, they would rather not use it in monolingual form. Below is the example of each monolingual pattern culinary sign taken around campuses in Malang.

Figure 3. Examples of Monolingual Pattern



(a) Indonesian

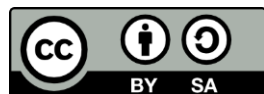


(b) English



(c) Japanese

For example (a), the business owner used Bahasa Indonesia in his storefront signage to convey that he sells "pemek Palembang" and "terang bulan mini" to attract customers. In example



(b), the owner used English in the monolingual form to get the modernized sense as a strategy for marketing. As in example (c), the sign used the word "Hodai," which is Japanese in the monolingual form that means "all you can" in English to show that the store is focusing on selling all you can eat Japanese cuisine.

As for the bilingual pattern, the researcher found eleven types of them, which consist variety of languages, namely Bahasa Indonesia, English, Javanese, Japanese, Sundanese, Banjarese, Minangnese, Arabic, Korean, and Malay. Those types are presented in the table below.

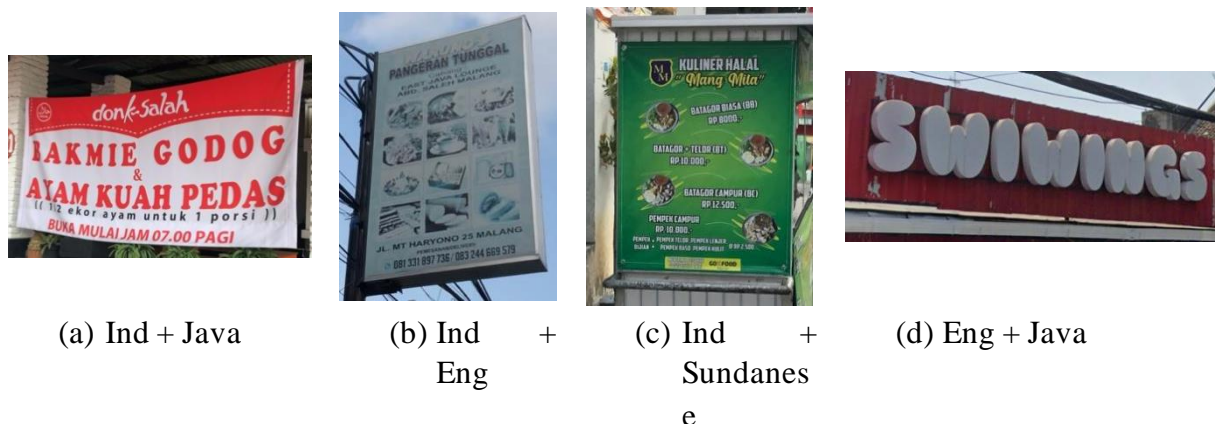
**Table 2. The bilingual pattern of culinary signs**

Bilingual													
Ind + Eng	Ind + Java	Ind + Sundanese	Ind + Banjarese	Ind + Minangnese	Ind + Arabic	Eng + Java	Eng + Jap	Eng + Korean	Eng + Malay				
43	56	5	1	1	2	3	1	1	1				
16,41%	21,37%	1,91%	0,38%	0,38%	0,76%	1,15%	0,38%	0,38%	0,38%				

Although the bilingual pattern of culinary signs around campuses in Malang has much variety of languages, Indonesian, English, and Javanese are still the three major languages used in naming cafes, stalls, or restaurants, as shown in Table 2. Two types of bilingual patterns frequently used are Ind + Java (21,37%), which hold the highest frequency, followed by Ind + Eng (16,41%). The presence of Ind + Java showed that people tend to be more comfortable using bilingual Bahasa Indonesia and Javanese than monolingual Javanese, which was not found. However, Eng + Java (1,15%) is the fourth frequently used by business owners. Using the three major languages, the business owner's marketing strategy through storefront signage might be more effective than using any language. This is because it embraces both local and international students. The third frequently used type of bilingual pattern is Ind + Sundanese (1,91%). Another vernacular was used outside Javanese is Sundanese because both languages have a close relation. Javanese is coming from East Java, while Sundanese is from West Java. Therefore, the business owner who used Sundanese in their signage might target college students from the west part of Java, which is a customers. Below are the examples of four bilingual pattern types that are frequently used.



**Figure 4. Examples of four types of Bilingual Pattern**



In example (a), the banner mostly used Bahasa Indonesia and the Javanese word "Godog" which means "boiled" in English. (b) the sign used Bahasa Indonesia as the store's name; however, some English words are also used, such as "delivery" and "lounge." In example (c), the banner mostly consists of Bahasa Indonesia; however, there is a Sundanese word "Mang" that is often used to called merchant. The word "Mang" means "Uncle" in English. Example (d) showed the use of two languages, English and Javanese, in a word. The word "Swiwings" consists of the Javanese word "suwiwi" which means "wing," which later followed after.

Another types of bilingual pattern are, Ind + Arabic (0,76%), Ind + Banjarese (0,38%), Ind + Minangnese (0,38%), Ind + Jap (0,38%), Eng + Jap (0,38%), Eng + Korean (0,38%), and Eng + Malay (0,38%). Indonesia contains the largest Muslim population in the world, which is symbolized by the use of the Arabic language in daily life, which has become a marginal language; thus, the bilingual pattern of Bahasa Indonesia and Arabic is the presence (Ardhian *et al.*, 2021; Sumarlam *et al.*, 2020). Since Malang has many immigrants, the city contains people from other islands in Indonesia; Borneo and Sumatra could also be some of them. The people who transfer to Malang have different purposes, such as earning a living or continuing their studies. Thus, the use of vernaculars Banjarese and Minganese by the business owners might be because they want to earn a living through selling food which its recipe they brought from their hometown and portrayed the genuine flavor as it is to the customer. The figures below presented examples of bilingual pattern types.



**Figure 5. Examples of three types of Bilingual Pattern**



(a) Ind + Arabic



(b) Ind + Banjarese

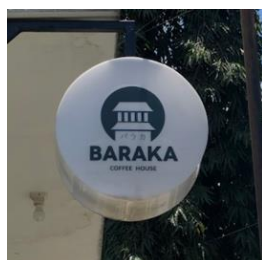


(c) Ind + Minangnese

In example (a), the word "Kedai" is Bahasa Indonesia, while "Assalāmu'alaikum" is an Arabic word that means greetings in English. Example (b) mostly consists of Bahasa Indonesia; however, there is a Banjarese word "Abah," which means "father." Example (c), it consist of Bahasa Indonesia and Minangnese, which are identified by the word "pamudo" or "youth" in English.

Based on the results, three languages were found outside the country, namely, Japanese, Korean, and Malay. Indonesia and Malaysia are derived from the same language Austronesian language, which is Malay. However, Malay ended as the official and national language in Malaysia. Therefore, it does not rule out that Malay is used in storefront signage. As for Japanese and Korean language used in culinary signs occur because the business owner might target customers of college students who like Japanese culture and Korean culture and like to taste the countries' cuisine. Furthermore, as of today, many teenagers like anime from Japan and K-Pop culture. Below are the examples of bilingual pattern types.

**Figure 6. Examples of three types of Bilingual Pattern**



(a) Eng + Jap



(b) Eng + Korean



(c) Eng + Malay

In example (a), the shop's sign used two languages, namely, English showed with the phrase "coffee shop", and Japanese with the word "Baraka". Example (b) contains both English with the



sentence “chicken street snak” and Korean with the word “daebak”, which means “that is awesome” in English. Example (c) includes English with the sentence “origin thai tea” and Malay with the word “kaw kaw”.

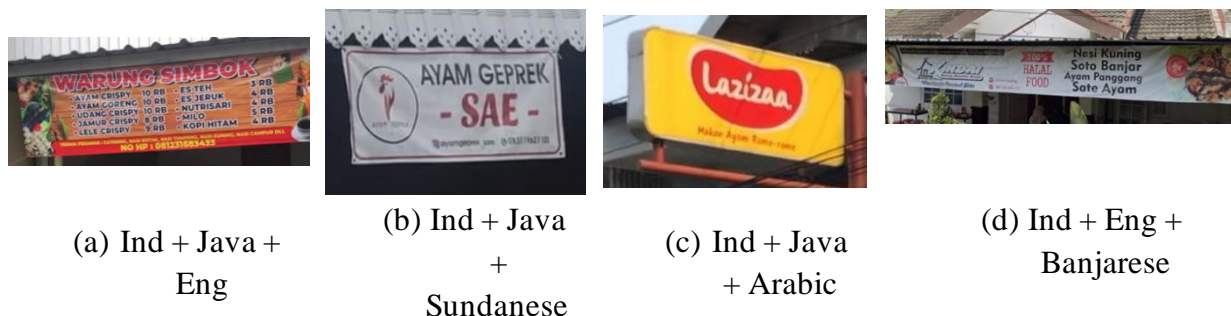
From the findings, there are seven types of multilingual patterns on culinary signs surrounding campuses in Malang. Those seven types are presented in the table below.

**Table 3. The multilingual pattern of culinary signs**

Multilingualism						
Ind + Java + Eng	Ind + Java + Sundanese	Ind + Java + Arabic	Ind + Eng + Banjarese	Ind + Eng + Arabic	Ind + Eng + Jap	Eng + Jap + Korean
16	1	1	1	1	1	1
6,12%	0,38%	0,38%	0,38%	0,38%	0,38%	0,38%

The multilingual signs found in this study mostly consist of three languages. According to the table, the frequently used languages in the multilingual pattern is Ind + Java + Eng (6,12%). As previously mentioned that Bahasa Indonesia, English, and Javanese are the major languages used by the society in Malang; thus, it also affected the language used on culinary signs around campuses. The rest of the multilingual pattern types was found only one data. Those types are Ind + Java + Sundanese (0,38%), Ind + Java Arabic (0,38%), Ind + Eng + Banjarese (0,38%), Ind + Eng Arabic (0,38%), Ind + Eng + Jap (0,38%), and Eng + Jap + Korean (0,38%). Ardhan *et al.* (2021) stated that bilingual and multilingual is a collaborative action of languages joint their forces in public settings; thus, using multiple languages in a single text denotes the uniting forces to show their existence. The following are the four types of bilingual patterns.

**Figure 7. Examples of four types of Bilingual Pattern**



In example (a), the banner used three languages, which are Bahasa Indonesia, English showed with the word "crispy," and Javanese with the word "simbok." Example (b) the banner is





mostly used in Bahasa Indonesia; however, it also consists of Javanese with the word "geprek" and Sundanese with the word "sae." Example (c) showed the use of Arabic with the word "Laziza," which means good taste, the use of Bahasa Indonesia, and Javanese with the word "rame-rame." Finally, example (d) consists of Bahasa Indonesia, English with the use of the word "food," Banjarese with the word "kindai" or "storage of rice." The examples of the multilingual pattern of culinary signs are shown in the figures below.

**Figure 8. Examples of three types of Multilingual Pattern**



Example (a) consists of Bahasa Indonesia, English with the phrase "fried chicken," and Arabic with the word "Hisana." In example (b), the banner used Bahasa Indonesia, English with the word "banana," and Japanese with the word "katsu." Finally, example (c), it consist of English with the phrase "now open," Japanese with the words "nori, namasu," and Korean with the words "odeng, mandu."

Based on the analyzed results, the data on this study is the representation of the language situation around campus in Malang. The linguistics landscape of culinary signs in Malang uses mainly Indonesian, English, and Javanese. However, there are several vernaculars such as Banjarese, Minangnese, and Sundanese. Moreover, Arabic, Japanese, Korean, and Malay were found throughout the data collection. This happens because Malang is a melting pot of culture and language. Not only students who come to Malang but also tourists and immigrants, come from various ethnicities but also represent the origin of the cuisine.

#### 4.3 Malang Culinary Linguistics: a mirror of Taste and Service





The typical name for a restaurant is one that successfully reflects the greatest taste and service a restaurant can offer for a specific cuisine, such as *Lazizaa*, which is actually an abbreviation for *lezat* (delicious). The reader's attention will be more acute throughout the semantic processing as he spends more time exercising his brain for the challenge, and the name *Lazizaa* will become more memorable.

Another culinary product worth mentioning is *ayam geprek* SAE. It's a fried chicken product whose name informs us exactly how it's made. The name *geprek* is not made up, but it describes how the chicken is made. *Geprek* becomes the product's distinguishing feature, distinguishing it from other chicken products. In addition, the word SAE which means that the taste of the product is good which is delivered by the word *SAE* (good) written in capital letter emphasizing the good quality the culinary product offers. The term SAE is derived from Sundanese, emphasizing the owner's stick position in increasing the position of Sundanese in his cookery. SAE is not there for no reason, but it also has great cultural values that describe the good method of preparing food, good services, and good taste.

Another word is brought by *ayam goreng Hisana* with its slogan *paling disuka se Indonesia*, which likewise emphasizes the product's quality. This may surprise commuters when they first see and read the sign since they may have questions if the owner has just conducted a poll so that it ultimately gets up to that bold claim that is popular throughout Indonesia. The first thing that comes to mind after reading the sign is that *paling disuka se Indonesia* is a hyperbolic term to describe the fried chicken. As a result, the tagline with the term *paling disuka se Indonesia* may be more effective in capturing a reader's attention and pique their curiosity in trying the product.

#### 4.4 Go Global: The Enactment of Foreign Language

Since the location of the stores is close to campus, the audience of the target market is college students or youth. College students are known for being knowledgeable, open-minded to new things, and like modernization, marked by well-used foreign languages. Therefore, one of the efforts from owners to reach more audiences and go global is by using foreign languages in their storefront signage, for example, *Baraka Coffee House*.



The word *Baraka* is the Japanese equivalent of Rosacea or the plants of the rose family. The owner might use the word to attract the customers' attention and enter the store since the word is easy to read and remember. Furthermore, the owner also intended to show that the Japanese culture inspires the store's design and concept with the additional drawing of "Shiro" or the Japanese palace at the store's sign after the Japanese alphabet "バラカ". The owner's decision to establish a store near campus with Japanese concept, design, and its use of language, might be because of the number of college students who are fans of Japan and consuming interests in its culture, particularly in anime and manga. The phrase *Coffee House* means that the store sells coffee or other drinks, cakes, and snacking or small meals with a uniquely calm atmosphere. This makes it suitable for students to meet up with their friends, do some assignments, read a book, entertain, or simply spend some time waiting for the next class.

Another culinary sign that uses foreign languages is *Fishcake Snacks Nori Nori*. The phrase *Nori Nori* is derived from the Japanese word Nori, which is a dried laver seaweed. The store's name went through morphological process reduplication and creatively produced. Applying the reduplication process has no significant semantic or grammatical purposes; thus, the owner has genuinely created the word to have a brand name that is memorable and attractive to customers.

Moreover, the store menu's names are mostly written in foreign languages, namely Korean, Japanese, and English. For example, *mandu* (Korean dumpling), *odeng* (Korean fishcake), *kimchi* (Korean fermented vegetables), *namasu* (Japanese daikon and carrot salad), and *nori* roll (seaweed roll). Japanese and Korean language use is dominant because the owner might follow things or trends that college students like, which is Japanese and Korean culture. As mentioned before, anime and manga from Japanese are popular among Indonesian youth and their tv drama and cuisine. As for Korean, the Hallyu culture is a huge phenomenon of the South Korean cultural wave, which consists of several contents such as K-pop, K-Drama, and K-Fashion (Sari and Jamaan, 2014). This not only has happened in Indonesia but also has been spreading all around the world. Therefore, Korean food also has been receiving attention from Korean fans. However, the owner also uses English with the phrase *Now Open*, which is printed bold and big on the banner. This shows that the shop is operating, ready to serve its customers and persuade them to buy the products.



#### 4.5 Preserving Traditional Heritage

Through naming their storefront banners and or some media, many owners used Javanese as a symbol of maintaining the cultural sustainability of the traditional heritage of Javanese, as can be shown through the name *bakmie godog*, which is boiled noodles cooked with spices typical of Javanese cuisine. The word *godog* is a Javanese word that means "rebus" (boiled). Therefore, by using the name of Javanese cuisine in the banner, the owner might want to show that he sells the traditional Javanese noodle cuisine and its origin taste, also at the same time to preserve the cultural value in the global culture.

Another example that has the purpose of maintaining culture is the word *Simbok*. It is the term for mother in Javanese; most children in Java island used to call their mother with the word *Simbok*. The word can deliver the sense of food that is like being cooked by your mother. The owner wants to convey the sense of being in a family from eating their food. Furthermore, family in Javanese culture is a place where spontaneous eagerness to support others grows, which later, the family members' relationships are meant to be built on love and affection (Adhtiya, 2015).

The owners' awareness of using the Javanese language in their storefront banners is considered an action to introduce cultural values to their customers, which are the college students as the young generation (Rochayanti *et al.*, 2014). Moreover, since Javanese is the language used in daily communication among Java society, the older generation hopes that introducing Javanese to youth might maintain the cultural heritage.

The recent research study findings are similar to the previous studies done by Pamuji and Khristianto (2018) and Sumarlam *et al.* (2020). Both studies found that Indonesian, English, and Javanese are the most frequently used in a culinary signs. Those languages are more dominant than any other language because Indonesia is the national language. English is a foreign language that can act as a bridge of globalization. Javanese is one of the vernaculars used in daily communication among Javanese people.

However, there is some difference in some aspects of the recent study's results with the previous study, particularly the study conducted in Purwokerto culinary center. The previous study focused on the power and solidarity point of view based on the perspective of the linguistics



landscape. It was found that English delivered power because of its prestigious and modern sense, while Indonesian and Javanese delivered solidarity through the use of culinary signs addressed by the name of figure and origin. Nevertheless, the recent study found that Malang culinary linguistics reflects the taste and service of the stores. Foreign languages are also a tool for business owners to bring their stores and products to go global, rather than to be an intermediary between Indonesia and other countries. Also, the use of Javanese in culinary signs is one of the ways in order to preserve the cultural values of Javanese.

## **5. CONCLUSION**

Based on the analyzed results, the data on this study represents the language situation around campus in Malang. The linguistics landscape of culinary signs in Malang uses mainly Indonesian, English, and Javanese. However, there are several vernaculars such as Banjarese, Minangnese, and Sundanese. Moreover, Arabic, Japanese, Korean, and Malay were found throughout the data collection. This happens because Malang is a melting pot of culture and language. Not only students who come to Malang but also tourists and immigrants come from various ethnicities.

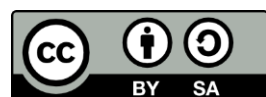
Moreover, the linguistic of Malang culinary signs able to portray the taste and service of the food and beverage business; café, stalls, restaurants. This might be the owners' marketing strategies to attract customers. As mentioned in the findings and discussion, several foreign languages are found in the food stalls' banners. Intending to bring their business global, the owners used languages such as English, Japanese, and Korean. Furthermore, the use of traditional languages as vernacular is also not spared, which are Javanese, Sundanese, Banjarese, and Minangnese. However, the most dominant vernacular language in use is Javanese. This is because business owners want to introduce and maintain the cultural heritage of Javanese among young people as the next generation.

The recent study is only a small part of big research on the linguistics landscape. There are many more that can be found from researching the linguistics landscape. For example, future researchers can investigate and analyze culinary signs inside stores, cafes, stalls, and restaurants rather than the storefront, which this study had been done.



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