

NAMING COFFEE SHOPS IN MAKASSAR CITY: LINGUISTIC LANDSCAPE STUDY

*(Penamaan Kedai Kopi di Kota Makassar: Studi Lanskap Linguistik)***Muh. Bahly Basri*, Jufri, Sakaria, Iin Nur Yasinta**

Universitas Negeri Makassar

Pos-el: bahlybasri@student.unm.ac.id; jufri@unm.ac.id; sakaria@unm.ac.id; iin.nur.yasinta@unm.ac.id

Naskah Diterima 3 Januari 2026; Direvisi Akhir 9 Mei 2026;

Disetujui 15 Juni 2026

DOI: <https://doi.org/10.26499/sawer.v32i1.1685>**Abstract**

This study aimed to describe language contestation in naming coffee shops in Makassar City. This study used a qualitative approach with a descriptive design. Data collected by photographing data objects using a device by tracing along the streets of Makassar City and digital space via Google Maps. Data analysis was carried out through the stages of scanning the photos into an Excel data matrix, classification based on language contestation patterns, frequency calculations, pattern interpretation, and drawing conclusions. The research results show that in the monolingual domain, English occupies the most dominant position (52.94%), followed by Indonesian (43.13%), while Makassarese and Turkish each appear in only one shop name (1.96%). In the bilingual domain, the Indonesian–English combination is the most frequently used pattern (78.26%), followed by Indonesia–Makassar (17.39%) and Makassar–English (4.34%) patterns. This finding shows that coffee shop owners in Makassar City tend to use English as a representation of urban areas. The implications of the findings of this research are as a basis for formulating policies for local governments to increase the visibility of local languages in public spaces.

Keywords: Coffee shops, linguistic landscape, Makassar, modernity, naming

Abstrak

Penelitian ini bertujuan mendeskripsikan kontestasi bahasa dalam penamaan kedai kopi di Kota Makassar. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Pengumpulan data melalui pemotretan objek data menggunakan gawai dengan menelusuri sepanjang jalan Kota Makassar dan ruang digital melalui google maps. Analisis data dilakukan melalui tahapan pemindaian hasil potretan ke dalam matriks data excel, klasifikasi berdasarkan pola kontestasi bahasa, penghitungan frekuensi, interpretasi pola, dan penarikan simpulan. Hasil penelitian menunjukkan bahwa pada ranah monolingual bahasa Inggris menempati posisi paling dominan (52,94%), disusul bahasa Indonesia (43,13%), sedangkan bahasa Makassar dan bahasa Turki masing-masing hanya muncul pada satu nama kedai (1,96%). Pada ranah bilingual, kombinasi Indonesia–Inggris merupakan pola yang paling banyak digunakan (78,26%), diikuti Indonesia–Makassar (17,39%) dan Makassar–Inggris (4,34%). Temuan ini menunjukkan bahwa pemilik kedai kopi cenderung menggunakan bahasa Inggris di Kota Makassar sebagai representasi wilayah urban. Implikasi temuan penelitian ini yaitu sebagai dasar perumusan kebijakan kepada pemerintah daerah untuk meningkatkan visibilitas bahasa lokal di ruang publik.

Kata-kata kunci: Kedai kopi, lanskap linguistik, Makassar, modernitas, penamaan

INTRODUCTION

The development of linguistic landscape (LL) studies in the last decade shows that public spaces such as shop signs, billboards, tourist information boards, and digital storefronts are important arenas for reading linguistic practices in society (Spolsky, 2020). Recent reviews of LL

reveal two dominant themes, namely the dominance of certain languages and the configuration of multilingualism in the tourist space (Rovira, 2025). Literature searches show that publications on LL increased sharply and spread to areas such as cultural studies, tourism, culinary, and

government (Benu et al., 2025; Dai et al., 2024; Li et al., 2024; Wahyuni et al., 2023).

Makassar as one of the urban cities in Indonesia is experiencing development that has led to the expansion of commercial spaces such as coffee shops with very diverse display of language markers on signage and other visual identities. This phenomenon is in line with the expansion of the LL concept which emphasizes the interconnectedness between language, mobility, and socio-economics within urban spaces (Córdova-Hernández, 2025). In addition, the naming of coffee shops is a practice that displays the relationship between Indonesian, local languages, and global languages such as English. The development of the coffee industry and the proliferation of coffee shops for young people, creative workers, and the professional community make it an important space for understanding how language is commodified and negotiated in urban spaces (Ferreira et al., 2021).

Various International studies on the linguistic landscape have been conducted. The study of Yusuf & Putrie (2022) examined the linguistic landscape of mosques in Malang. The results of the study show how the materiality of Arabic-Indonesian signage and writing is used to mark the identity of religious groups and manage potential intra-religious conflicts. In the tourism aspect, the study of Silva et al. (2021) revealed the dominance of Indonesian and English on the signage of shops and tourist facilities as a strategy to combine local-authoritative and global-modern images in the urban tourist space in the Malioboro area, Yogyakarta. Sudarmanto et al. (2023) describes the contestation of Indonesian, local languages, and Portuguese/Tetun languages on the Indonesia-Timor Leste border and affirms the importance of LL as an indicator of language policy and the vitality of regional languages. These studies confirm that public spaces are used as an arena for the representation of identity and the

commodification of language in various domains.

Another study focused on multilingual urban areas in the use of language in commercial and business domains. LL in tourist areas uses monolingual, bilingual, and multilingual language configurations with Indonesian-English predominance, while regional (local) languages are relatively marginalized (Mubarok et al., 2024; Teo & Cacciafoco, 2022). The naming of restaurants in Ubud, Bali shows a dominant combination of Balinese, Indonesian, and English languages in various bilingual and multilingual patterns. Local languages are utilized to accentuate cultural authenticity, while English articulates a modern, cosmopolitan, and tourist-friendly image (Artawa et al., 2023). Furthermore, business owners seek to manipulate, fragment, and blend English-Indonesian on signage to build an exclusive, international, and contemporary impression for consumers (Purnanto et al., 2022). Therefore, the study of LL in Makassar as a city with multilingual characteristics is interesting to be researched.

In the context of naming coffee shops, various studies have been conducted. Zahra et al. (2021) describes monolingual and bilingual patterns on coffee shop signboards in Medan and shows the dominance of English as a symbol of modernity and prestige. Amrina & Christian (2025) examine the naming of coffee shops in Yogyakarta and relate language choices to anthropolinguistic practices and the construction of urban identity of young people. Furthermore, the study of Saputro (2025) revealed the meaning of naming coffee shops in Yogyakarta and played an important role in attracting customers. Although various studies on the naming of coffee shops have been conducted, the research that studies in Makassar City is still very limited. This research was carried out to fill the *research gap*.

Based on this *gap*, this research offers novelty by focusing research on the naming of coffee shops in Makassar as an LL object that combines the urban and commercial realms. Research on the naming of coffee shops in Makassar is urgently carried out because this phenomenon is related to the vitality of local and national languages and global language penetration. Coffee shop names are not just commercial labels, but practices that represent the identity, urban lifestyle, and *branding* strategies of creative economy actors. This research aims to uncover how local languages are maintained or marginalized and how local, contemporary, and global images are negotiated. The research findings are expected to contribute to the development of linguistic landscape studies, become a reference for policy formulation for local governments, and naming strategies for industry players.

THEORETICAL FRAMEWORK

In general, linguistics is a field of study that focuses on language as a research object (Nasrullah, 2023). Linguistic Landscape (LL) refers to the observable written configurations in public areas that include, road signs, advertisements, commercial billboards, signs, as well as store names and other public signs (Landry & Bourhis, 1997). Gorter (2021) states that the center of attention in LL is the language in the environment, words, and images that are displayed and exposed in public spaces. By concentrating on the written and multimodal data on language signs in a particular region, LL examines language in context (Cenoz & Gorter, 2006). LL can be seen as a domain within the language of public space because it pertains to a particular language and object (Shohamy, 2005).

Language signs displayed in public areas can reflect the linguistic dynamics of a community in a specific location, indicating whether the signs are in one language, two languages, or multiple languages (Yusuf et al., 2022). In

multilingual nations, LL serves as an indicator of a geographic area inhabited by various language groups (Landry & Bourhis, 1997). The center of LL studies is not limited to the analysis of language use, but can develop such as the analysis of vitality, language strength, and collective identity (Said & Rohmah, 2018).

METHOD

This study employs a qualitative method with a descriptive framework. Descriptive design is used to describe in detail the type of language and form of naming coffee shops in Makassar. This approach is combined with simple quantitative elements such as the frequency of language occurrence (Indonesian, regional, foreign) and naming patterns (monolingual, bilingual) to provide a more structured picture of the configuration of the linguistic landscape in urban spaces. This research was carried out from October to November 2025. The data in this study is in the form of lingual units contained in the name of the coffee shop on the signboard on the façade of the shop, promotional banners in the outside area of the shop, and other visual markers on the exterior of the shop. The source of research data is coffee shops operating throughout the Makassar City area. Shops that have more than one *outlet* are still counted as one in the context of this study. The total data of this study is 74 photos of coffee shops. The data collection technique in this study is visual documentation through shooting data objects using gadgets. Shooting data objects was carried out by tracing along the streets of Makassar City and digital spaces through *google maps*. Data analysis was carried out through the stages of scanning portrait results into an excel data matrix, classification based on language contestation patterns (monolingual, bilingual), frequency calculation, pattern interpretation, and drawing conclusions (Bennui, 2024). Monolingual pattern data is set based on the criteria of the main lexical elements that make up the name of the store

using one common language or there is no mixing of lexical elements from other languages. Meanwhile, bilingual pattern data is determined based on criteria, namely there are two main lexical elements derived from two different languages in the form of combinations of words, mixed phrases, and the addition of local identity elements. To ensure classification, the data coding procedure is carried out through stages: (a) inventory, all coffee shop data is labeled, (b) transcripts, the data obtained is transcribed according to the name listed on the name listed, (c) segmentation, each name is grouped based on lexical elements (monolingual or bilingual), (d) language identification, each lexical element is analyzed to determine the language of origin, and (e) coding, each name is assigned a classification code M for monolingual and B for bilingual.

DISCUSSION

The results of this study describe the naming contest of coffee shops in Makassar City based on monolingual and bilingual categories. The findings data are described as follows.

Monolingual Contestation

Monolingual naming is the most easily recognizable pattern in the linguistic landscape of coffee shops in Makassar. This pattern is divided into four languages, namely Indonesian, English, Makassar, and Turkish. The results of the data recapitulation are described in the following table.

Monolingual Contestation	Quantity	Percentage (%)
Indonesian Language	22	43,13
English	27	52,94
Makassar Language	1	1,96
Turkish	1	1,96
Total	51	100

The findings in Table 1 show that in the monolingual category, the name of coffee shops in Makassar is most in English (52.94%), followed by Indonesian (43.13%), while Makassar and Turkish only appear marginally (1.96%) respectively.

These findings show that the coffee shop naming landscape in Makassar is moving in a national orientation through Indonesian and a global-commercial orientation through English. The existence of the Indonesian language that remains high confirms the function of the national language as a language that is easy to understand and has a wide communicative reach for the community.

On the other hand, the dominance of English shows that the realm of business naming as part of the urban consumption culture tends to give a large space to languages associated with modernity, global lifestyles, and symbolic social mobility (Jiao & Singh, 2024). A similar trend is also seen in recent linguistic landscape studies that show that English on commercial signage is often present as an index of globalization, while national languages continue to serve as markers of collective identity and local legitimacy (Hazaea et al., 2025).

These findings indicate that the English language in monolingual coffee shop names works more strongly in the symbolic realm than merely informational. Informationally, access to Indonesian is easier for the majority of readers in Makassar. However, in the context of business branding, the name of the shop builds a brand that sounds aesthetically pleasing and globally oriented. English naming is also a semiotic strategy in symbolic capital in commercial spaces (Guarín & Arias-Cortés, 2025).

The naming of Makassar-language coffee shops, which is very minimal, shows that the local language is not yet the main choice. This can be interpreted as an indication that in the urban consumption market, the symbolic capital of the local language is still less strong than English and even less functional than Indonesian. It is the same with the emergence of the naming of Turkish-language coffee shops which hints at an effort to differentiate the brand through foreign cultural associations through the use of language. These findings

are in line with studies that show that commercial signage also commodifies identity for the sake of the image of the consumption space (Shang & Yao, 2024).

Indonesian Language

The number of monolingual Indonesian coffee shops is 22 (43.13%). This number is less than that of monolingual English coffee shops. The names of Indonesian coffee shops tend to emphasize closeness, familiarity, and everyday nuances. Names such as *Poros Kopi*, *Kopi Ujung*, *Kopitawa*, and *Kafe Bundu Kopi & Culiner* utilize a lexicon that is immediately recognized by Indonesian speakers without foreign nuances. Visually, signage in this category generally uses standard Latin letters with a focus on the word "coffee" as the core of the business's identity. The naming of Indonesian monolinguals confirms the position of Indonesian as the official language while targeting a wide segment of local customers.



Figure 1. Monolingual Indonesian

The naming of monolingual Indonesian coffee shops with a percentage of 43.13% shows that Indonesian is an important pillar of coffee shop naming, but not superdominant. This can be attributed to the segmentation of the coffee shop market that targets the urban middle class and the younger generation who are familiar with English as a marker of modernity (Zurriyati et al., 2025). This phenomenon is inversely proportional to the naming of culinary

businesses and tourist areas. The study of Benu et al. (2025) revealed that Indonesian is the most common language that appears on culinary signage which doubles as a marker of national identity and an inclusive means of communication for citizens from different ethnic backgrounds. A study in the tourist area was conducted Atmawati et al. (2024) which revealed that 83.9% of the signboards in the Borobudur area are dominated by Indonesian (monolingual) while affirming the image of the area as a state identity.

English

The number of monolingual English contest coffee shops was the most dominant found in Makassar City with 27 (52.94%). English monolingual names, such as *Zero Café*, *Real Café*, *Tomoro Coffee*, and *District Coffee*, are more common in commercial areas and areas close to modern campuses or offices. The use of English indexes global, modern, and youthful imagery, and is associated with the urban café lifestyle. This choice puts the shop in the imagination of global cities, although its main customers are still Indonesian speakers. The contestation lies in the shift in identity orientation, namely English is treated as a source of prestige and a symbol of class, while the existence of Indonesian and local languages is in the domain of verbal interaction or menus, not in the main name of the shop.



Figure 2. Monolingual English

The naming of coffee shops in Makassar which is dominated by English is

in line with the findings Artawa et al. (2023) that examined the signboards in Ubud restaurants, Bali. The findings revealed that restaurant signboards in tourist destinations dominantly use English to mark modernity, internationality, and attractiveness for foreign tourists. In line with that, Hasanah et al. (2023) was revealed that the dominant store in Sidoarjo is English as a strategy to present itself as part of the global tourism economy. This trend of naming English-language businesses is understood as a form of acculturation as well as commodification.

The design on the board outside the business influences the perception of authenticity, status, and the intention of customers to visit which puts the English language more likely to be associated with higher status and a more modern consumption experience (Song et al., 2022). This perception tends to occur in coffee shop business owners in Makassar. Shop owners rely on English as the main symbolic capital to associate themselves with *global coffee culture* and urban lifestyles. This dominance also signifies a shift in focus: from nameplates as a means of local communication to nameplates as icons of lifestyle and status. In the framework of the linguistic landscape, this suggests that symbolic functions (displaying modern, urban, and global imagery) take precedence over purely informative functions because Indonesian-speaking customers do not need English to understand the basic meaning for coffee shop naming.

Makassar Language

An interesting finding from the monolingual category is that there is only one coffee shop that names its business entirely in Makassar, namely *Lontara*. Statistically, this figure represents only about 1.96% of the overall monolingual designation, far below Indonesian and English. The existence of *Lontara* as the only name of a coffee shop that fully uses Makassar elements underlines the strong pressure of the Indonesian language and

especially English in the urban commercial realm. This data indicates a very low level of visibility for local languages in the coffee shop naming domain. In addition, this percentage represents the low commercial attractiveness of local languages in the eyes of coffee shop business actors.



Figure 3. Monolingual Makassar Language

The findings of this study are inversely proportional to the study of naming coffee shops from Najran to Mecca, Arabia, Saudi Arabia. In the search, Hazaea & Qassem (2025) it found 58% naming coffee shops that represent Arab national identity. The high percentage of naming that refers to Arab national identity is due to government regulations regarding language policies on commercial signs. This policy can be adopted by the Makassar City government as a solution to the erosion of naming that uses local language in the commercial field.

The naming phenomenon that occurs in Makassar City also occurs in major cities in Indonesia. Studies Sakhiyya & Martin-Anatias (2023) show that in Yogyakarta, Semarang, and Depok, regional languages such as Javanese are starting to be reintroduced in some shop and restaurant signboards, but quantitatively the numbers are less than Indonesian and English. However, the position of the Makassar language in this data appears to be much more marginalized. This contrast indicates that the Makassar language has not been interpreted as a source of value in the coffee

shop market that targets the urban middle class and the younger generation.

The percentage of 1.96% is not just a number, but a strong reflection of the marginalization of local linguistic identity in the contemporary coffee industry in the city, which has historically been the living space of Makassar speakers. Therefore, revitalization efforts are needed through local government policies. This effort can adopt the Bali Governor's government policy No. 80/2018 which requires Balinese script and language to be present in the names of temples, government buildings, customary institutions, etc. which are placed in the top position above the Latin script.

Turkish

The results of the study showed that in the category of monolingual Turkish naming, only one data was found, namely a coffee shop called *Kahvee*. This data is equivalent to 1.96% of the overall monolingual naming so that the position of Turkish is very marginal compared to Indonesian and English. This naming refers to the Turkish word *kahve* "coffee", so the choice of the name deliberately links the shop to the image of "Turkish coffee". Business owners seem to want to create a modern and unique impression, while still maintaining an exotic Turkish association in the eyes of consumers. The existence of *Kahvee* as Turkey's only monolingual naming marks a specific differentiation strategy amid the dominance of English and Indonesian. These findings indicate that foreign languages other than English can be selectively chosen by business actors, especially when they want to build a specific *brand image* that intersects with certain religious identities or cultural orientations in Makassar City.



Figure 4. Monolingual Turkish

Kahvee shop presents the characteristic nuances of Turkish coffee. The pattern is relevant to the finding Yusuf et al. (2022) that the Arabic language in store naming not only marks ethnicity and religion, but is commodified to target specific market segments and build a distinctive business image. In addition, studies (Muassomah et al., 2025) show that Arabic elements are used to give a religious feel and increase commercial appeal in an environment with a strong religious identity.

Bilingual Contestation

In addition to the monolingual pattern, the landscape of coffee shop naming in Makassar also shows a fairly dominant bilingual configuration. The language contestation in this category is seen in the way the two languages are combined. The three main combinations found were Indonesian–English, Indonesian–Makassar, and Makassar–English. The results of the data recapitulation are described in the following table.

Bilingual Contestation	Quantity	Percentage (%)
Indonesian-English	18	78,26
Indonesia-Makassar	4	17,39
Makassar-English	1	4,34
Total	23	100

Table 2 shows that the naming of coffee shops in Makassar in the bilingual contest is dominated by Indonesian-English (78.26%), followed by Indonesian-Makassar (17.39%), and Makassar-English

(4.34%). The data patterns found to be dominant place Indonesian as an identity, while English as a marker of the type of business that depicts a modern image. In the combination of Indonesian-English, Indonesian tends to support the informational function because it is easiest to understand by a wide range of consumers, while English carries out a symbolic function as a source of symbolic capital that associates taverns with modernity and urban taste. On the other hand, the Indonesian-Makassar pair (17.39%) can be read as a different strategy, namely Indonesian still guarantees general readability, while Makassar language functions to index locality, familiarity, and local cultural roots (Chen, 2025).

The low combination of Makassar-English (4.34%) shows that the combination of local identity and global image without the presence of a national language is less chosen due to the fact that it has a narrower commercial reach. On the other hand, language accessibility is a factor that confirms the dominance of the Indonesian-English language which contains comprehension and prestige (Pradita & Arimi, 2024).

Indonesian English Bilingual

The Indonesian English combination is the most common form of bilingual communication, with 18 data (78.26%). The names of coffee shops found such as *Dawn Coffee*, *Kedai Lawas Traditional & Brewed Coffee*, *Nala Coffee*, and *Trek Coffee*. This pattern shows that shop owners tend to combine Indonesian lexical elements with English elements. The data found to be dominant placed Indonesian elements as a marker of identity, while English was used as a marker of the type of business. The dominance of this pattern confirms that shop owners strive to maintain readability for local consumers through the Indonesian language, while raising an international and contemporary image through English.



Figure 5. Bilingual Indonesian-English

The dominance of the Indonesian-English pattern shows that coffee shop owners in Makassar tend to combine national and global languages in one naming. This finding is in line with a study Sari et al. (2024) on the naming of stores in Peunayong, Aceh. The results of the study revealed that 43% of stores apply bilingual naming (Indonesian-English and Aceh-English). Furthermore, it was stated that the shop owner considered the British element to give prestige and attract the attention of tourists. Indonesian-English bilingual naming in Makassar is predominantly found in coffee shops that offer modern nuances as shown in Figure 5.

Bilingual Indonesia-Makassar

The Indonesia-Makassar bilingual pattern occupies the second position with 4 shops or around 17.39%. In this category, Indonesian and Makassar are combined to display an image that is both national and local. The Indonesian element is present as a generic name or part that is easy to understand by all speakers, while the Makassar element is used to give a sense of familiarity, humor, or regional identity. Although the number is much smaller than that of Indonesian-English, this pattern shows the awareness of shop owners to affirm local roots and make the Makassar language a marker of closeness to the surrounding community.



Figure 6. Bilingual Indonesia-Makassar

Naming coffee shops using local elements side by side with the national language is a form of maintaining the vitality of the local language (Benu et al., 2025). The percentage of 17.39% of Indonesia-Makassar bilingual coffee shop names represents that shop owners who internalize local elements in naming are still very minimal. This has the potential to threaten the vitality of local languages (Sudarmanto et al., 2024). Therefore, efforts are needed to increase the vitality of local languages in public spaces through policy interventions to increase the use of local languages in public spaces.

Makassar-English Bilingual

The Makassar-English bilingual pattern only appears in 1 tavern or around 4.34% of the total bilingual naming. This very limited pattern shows that coffee shop owners do not use the Makassar language as part of naming. The name of the shop found was *Sao Coffee*. Elements of the Makassar language are used as the core name or main identity, while English is used as an explanation of the type of business. The existence of this only Makassar-English pattern indicates that despite efforts to combine local and global identities directly, this strategy is still rarely chosen by shop owners.



Figure 7. Makassar-English Bilingual

Naming that utilizes local linguistic resources globally is seen as an explicit *branding* strategy to strengthen local and modern aspects. This potential has not been utilized by coffee shop owners in Makassar. Studies Silviyanti et al. (2024) confirm the role of local-global naming combinations in businesses that play a role in building emotional closeness while performing differently in a competitive market. This naming pattern is also commonly used in tourist destination areas such as in Bali (Artawa et al., 2023).

CONCLUSION

The naming of coffee shops in Makassar shows that the commercial linguistic landscape was shaped by negotiations between national languages, global languages, and local languages. In the monolingual category, English appeared as the most dominant choice, followed by Indonesian, while Makassar and other foreign languages appeared in a very limited way. In the bilingual category, Indonesian-English dominates the strongest, while Indonesian-Makassar and Makassar-English are present in a much smaller proportion. This data shows that Indonesian continues to play an important role as the language with the widest communicative reach and the most powerful support for business identity, while English adds commercial symbolic value and functions as a marker of the type of business. The Makassar language tends to be present as an index of locality, but it has not yet become a dominant element in the branding of urban coffee shops.

Theoretically, the results of this study confirm that the linguistic landscape in the commercial realm can be understood from the perspective of interlinguistic functions. Informational, symbolic, identifiative, and categorical functions appear to be distributed differently in each element of language. The Indonesian language functions as an identity and accessibility, English as a source of symbolic capital as well as a marker of business categories, and

local language as a marker of cultural proximity. Thus, these findings confirm that the linguistic landscape in the burgeoning coffee culture serves as an arena where global language prestige competes with national and local linguistic identities. In addition, these findings can be the basis for policy formulation for local governments to increase the visibility of local languages in public spaces.

REFERENCES

- Amrina, L. A., & Christian, A. R. (2025). Linguistic landscape of coffee shop names in Yogyakarta: An antropolinguistics study. *Journal of Education for Sustainability and Diversity*, 651–664. <https://doi.org/10.57142/jesd.v3i3.857>
- Artawa, K., Mulyanah, A., Atmawati, D., Paramarta, I. M. S., Satyawati, M. S., & Purnawati, K. W. (2023). Language Choice and Multilingualism on Restaurant Signs: A Linguistic Landscape Analysis. *International Journal of Society, Culture & Language*, 11(3), 258–271. <https://doi.org/10.22034/ijscsl.2023.20073.82.3106>
- Atmawati, D., Mulyanah, A., Endardi, J., Muhardis, M., & Fatinah, S. (2024). The role of language in economic activities in the Borobudur area: a linguistic landscape study. *Cogent Arts and Humanities*, 11(1), 2365042. <https://doi.org/10.1080/23311983.2024.2365042>
- Bennui, P. (2024). English in the Linguistic Landscape of Koh Lipe, Satun, Thailand: Lexis and Glocalization. *Indonesian Journal of English Language Teaching and Applied Linguistics*, 9(2), 239–265. <https://doi.org/10.21093/ijeltal.v9i2.1701>
- Benu, N. N., Sudarmanto, B. A., Wahyuni, T., Susilastri, D., Rosita, E., Mahmud, A., & Yono, S. (2025). The culinary linguistic landscape of Kupang City, Indonesia: unraveling identity through sign boards. *Cogent Arts and Humanities*, 12(1), 2449735. <https://doi.org/10.1080/23311983.2025.2449735>
- Cenoz, J., & Gorter, D. (2006). Linguistic landscape and minority languages. *International Journal of Multilingualism*, 3(1), 67–80. <https://doi.org/10.1080/14790710608668386>
- Chen, J. (2025). The expression of polyphonic city image: A perspective from the linguistic landscape of Beijing's Hutongs. *Language & Communication*, 104, 9–28. <https://doi.org/10.1016/j.langcom.2025.06.001>
- Córdova-Hernández, L. (2025). Durk Gorter and Jasone Cenoz: A Panorama of Linguistic Landscape Studies. *Language Policy* 2025 24:1, 24(1), 175–177. <https://doi.org/10.1007/S10993-024-09726-2>
- Dai, J., Chen, H., & Zhang, Z. (2024). How does a historical linguistic landscape influence tourists' behavioral intention? A mixed-method study. *Tourism Management Perspectives*, 53, 101294. <https://doi.org/10.1016/J.TMP.2024.101294>
- Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum*, 119, 21–29. <https://doi.org/10.1016/j.geoforum.2020.12.024>
- Gorter, D. (2021). Multilingual inequality in public spaces: Towards an inclusive model of Linguistic Landscapes. *Multilingualism in Public Spaces: Empowering and Transforming Communities*, 1–30. <https://doi.org/10.5040/9781350186620.CH-001>
- Guarín, D., & Arias-Cortés, D. (2025). English as Symbolic Capital: Globalization and the Linguistic Landscape of Armenia, Quindío (Colombia). *Languages* 2025, Vol. 10, Page 34, 10(3), 34. <https://doi.org/10.3390/languages10030034>
- Hasanah, N. U., Munir, A., & Setiawan, S. (2023). Linguistic Landscape as a Pedagogy of Reading for English Learning: A Case Study of Shop Names in Sidoarjo City. *EDUKASIA Jurnal Pendidikan Dan Pembelajaran*, 4(2), 2649–2660. <https://doi.org/10.62775/edukasia.v4i2.643>
- Hazaea, A. N., Bin-Hady, W. R. A., & Metwally, A. A. (2025). Globalization,

- multiculturalism, and national identity in Najran's linguistic landscape: a study of English and Arabic in coffee shop signage. *Humanities and Social Sciences Communications* 2025 12:1, 12(1), 1616-. <https://doi.org/10.1057/s41599-025-05957-8>
- Hazaea, A. N., & Qassem, M. (2025). On the road to Mecca: Branding discourses and national identity on coffee shop signage. *PLOS ONE*, 20(2), e0309829. <https://doi.org/10.1371/journal.pone.0309829>
- Jiao, Y., & Singh, M. K. M. (2024). Linguistic landscape in George Town, Malaysia: Language visibility in a postcolonial and globalized context. *Ampersand*, 13, 100202. <https://doi.org/10.1016/j.amper.2024.100202>
- 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>
- Li, C., Lu, S., Long, C., & Zhu, J. (2024). Linguistic landscape and its impacts on place-making in mountain destination: A case of Mogan Mountain Town of Huzhou City, China. *Journal of Mountain Science* 2024 21:5, 21(5), 1613–1629. <https://doi.org/10.1007/S11629-022-7762-2>
- Muassomah, M., Yurisa, P. R., Al-Fathiyah, S. F., Billah, B. G. M. B., & Hakim, A. R. (2025). Language in Commercial Contexts: The Use of Arabic on Shop Signs in Malang. *ALSUNYAT: Jurnal Penelitian Bahasa, Sastra, Dan Budaya Arab*, 8(1), 1–20. <https://doi.org/10.17509/alsuniyat.v8i1.80442>
- Mubarok, Y., Sudana, D., Nurhuda, Z., & Yanti, D. (2024). Linguistic Landscape in the Tourist Area, Lembang Bandung, Indonesia. *World Journal of English Language*, 14(2), 230. <https://doi.org/10.5430/wjel.v14n2p230>
- Nasrullah, R. (2023). Neurolinguistics and Clinical Aspects of Language: A Preliminary Review. *Disastra: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 5(2), 275–291.
- Pradita, I., & Arimi, S. (2024). Language policy and linguistic landscapes in the internationalization of a non-Anglophone university. *Journal of Applied Research in Higher Education*, 17(5), 2051–2064. <https://doi.org/10.1108/jarhe-11-2023-0510>
- Purnanto, D., Yustanto, H., Ginanjar, B., & Ardhian, D. (2022). English operation in public space: Linguistic landscape in culinary business of Surakarta, Indonesia. *Journal of Language and Linguistic Studies*, 18(1), 345–360. <https://doi.org/10.52462/jlls.186>
- Rovira, J. M. S. (2025). Beyond Words: Navigating Lisbon's Linguistic Landscape in the Era of Mass Tourism and Migration. *Journal of Language and Social Psychology*, 44(6), 928–960. <https://doi.org/10.1177/0261927X251339207>
- Said, I. G., & Rohmah, Z. (2018). Contesting linguistic repression and endurance: Arabic in the Andalusian linguistic landscape. *Pertanika Journal of Social Science and Humanities*, 26(3), 1865–1881.
- Sakhiyya, Z., & Martin-Anatias, N. (2023). Reviving the language at risk: a social semiotic analysis of the linguistic landscape of three cities in Indonesia. *International Journal of Multilingualism*, 20(2), 290–307. <https://doi.org/10.1080/14790718.2020.1850737>
- Saputro, G. (2025). The Phenomenon of Naming Coffee Shops in The Special Region of Yogyakarta: An Ethnolinguistic Review. *Widyaparwa*, 53(1), 1–15. <https://doi.org/10.26499/wdprw.v53i1.974>
- Sari, D. F., Yusuf, Y. Q., Putri, V. N., Usman, H., & Qismullah, F. I. (2024). Shop names and language culture: A study of linguistic landscape in Aceh's Tourist Hub. *International Journal of Language Studies*, 18(3), 83–106. <https://doi.org/10.5281/zenodo.12604416>
- Shang, G., & Yao, X. (2024). Stylization of history and heritage commodification: The linguistic landscape of refabricated historical streets in Chinese cities. *Language & Communication*, 98, 60–73.

- <https://doi.org/10.1016/j.langcom.2024.06.001>
- Shohamy, E. (2005). Language policy: Hidden agendas and new approaches. *Language Policy: Hidden Agendas and New Approaches*, 1–185. <https://doi.org/10.4324/9780203387962>
- Silva, A. M. da, Tjung, Y. N., Wijayanti, S. H., & Suwartono, C. (2021). Language use and tourism in Yogyakarta; The linguistic landscape of Malioboro. *Wacana, Journal of the Humanities of Indonesia*, 22(2), 4–30. <https://doi.org/10.17510/wacana.v22i2.721>
- Silviyanti, T. M., Yusuf, Y. Q., & Akmal, S. (2024). From words to wealth: Decoding the language markers and compositions of shop names in Banda Aceh. *Humanities, Arts and Social Sciences Studies*, 24(3), 673–688–673–688. <https://doi.org/10.69598/hasss.24.3.267548>
- Song, H., Yang, H., & Ma, E. (2022). Restaurants’ outdoor signs say more than you think: An enquiry from a linguistic landscape perspective. *Journal of Retailing and Consumer Services*, 68, 103054. <https://doi.org/10.1016/j.jretconser.2022.103054>
- Spolsky, B. (2020). Linguistic landscape: The semiotics of public signage. *Linguistic Landscape*, 6(1), 2–15. <https://doi.org/10.1075/LL.00015.SPO>
- Sudarmanto, B. A., Benu, N. N., Wahyuni, T., Aji, E. N. W., Kurnia, N., Mulyanah, A., & Purba, A. (2024). *Local Language Vitality on the Border of Indonesia – Timor Leste: A Linguistic Landscape Approach*. <https://doi.org/10.2139/ssrn.4873006>
- Sudarmanto, B. A., Wahyuni, T., Aji, E. N. W., Murdowo, D. A., Hendrastuti, R., Artawa, K., & Benu, N. N. (2023). The languages on the border of Indonesia and Timor Leste: A linguistic landscape study. *Cogent Arts & Humanities*, 10(2). <https://doi.org/10.1080/23311983.2023.2273145>
- Teo, B. Y., & Cacciafoco, F. P. (2022). The language of tourism: Linguistic landscape of tourist attractions in Singapore. *Review of Historical Geography and Toponomastics*, 17(33–34), 65–114.
- Wahyuni, S., Istriwati, E., Ulinsa, U., & Hidayah, A. M. N. (2023). Linguistic Landscape in Government and Private Institutions at Surakarta City. *SAWERIGADING*, 29(2), 301–316. <https://doi.org/10.26499/sawer.v29i2.1047>
- Yusuf, K., & Putrie, Y. E. (2022). The Linguistic Landscape of Mosques in Indonesia: Materiality and Identity Representation. *International Journal of Society, Culture & Language*, 10(3), 1–20. <https://doi.org/10.22034/ijsc.2022.550006.2570>
- Yusuf, K., Rohmah, Z., & Alomoush, O. I. (2022). The Commodification of Arabic in the Commercial Linguistic Landscape of Leipzig. *Pertanika Journal Social Sciences & Humanities*, 30(4), 1703–1722. <https://doi.org/10.47836/pjssh.30.4.13>
- Zahra, S. T., Setia, E., & Zein, T. (2021). Linguistic Landscape on Coffee Shop Signboards in Medan. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3), 5445–5457. <https://doi.org/10.33258/birci.v4i3.2335>
- Zurriyati, Rahman, F., Yuzar, E., & Perangin-Angin, A. B. (2025). English acculturation in food and coffee shop naming: Examining its impact on local languages. *Studies in English Language and Education*, 12(2), 1068–1081. <https://doi.org/10.24815/siele.v12i2.36206>