

**LINGUISTIC LANDSCAPE OF COFFEE SHOP SIGNS AND THEIR
INFLUENCE ON CUSTOMERS**



An Undergraduate Thesis

**Submitted as a Partial Fulfillments of the Requirements
for *Sarjana Sastra* Degree**

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

2024

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INFLUENCE ON CUSTOMERS**

An Undergraduate Thesis

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Has been examined and approved by the Board of Examiners as one of the requirements for *Sarjana Sastra* degree on 16th August 2024

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MOTTO

Embrace challenges, cherish moments, and strive for growth.



DEDICATION

This dedication is for me, who has battled to work and pursue my goals while also trying to manage my mental health issues.



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ABSTRACT

Alifia, Dinda Nabila. 2009010051. 2024: “LINGUISTIC LANDSCAPE OF COFFEE SHOP SIGNS AND THEIR INFLUENCE ON CUSTOMERS” Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This study explores the linguistic landscape of coffee shop signboards in Purwokerto. This is aimed to describe the types of language variations used and its impact on the customers' choice. This research employs a qualitative approach. The data source includes town coffee shops' only the brand signboards, with 42 customers surveyed and 14 interviewed to understand their perceptions and opinions on the language used. To analyze the data, Landry and Bourhis's (1997) concepts were applied. Based on the data analysis, languages in the monolingual signs include English (26%) and Indonesian (18%), Javanese (2%), Japanese (2%), and Sundanese (2%). Meanwhile the bilingual signs show the language pairs of Indonesian-English (26%), English-Indonesian (2%), English-Dutch (2%), Greek-English (2%), Japanese-Indonesian (2%), Arabic-English (2%), Javanese-English (8%), Indonesian-Javanese (4%), Japanese-English (2%). No multilingual sign was identified in the field. Seven out of ten signboards in coffee shops are in English, indicating a preference for this commonly understood language. The findings from the customers' perception prove that the wording on these signs can influence customer decisions through visual appeal, company identity, inclusivity, and communication. The quality of goods and services is crucial for attracting and retaining customers, and distinctive signage in coffee shops can increase the likelihood of customer visits.

Keywords: *Linguistic Landscape, Monolingual Signs, Bilingual Signs, Multilingual Sign, Shop Sign, Coffee Shop*

INTISARI

Alifia, Dinda Nabilla. 2009010051. 2024: “LINGUISTIC LANDSCAPE OF COFFEE SHOP SIGNS AND THEIR INFLUENCE ON CUSTOMERS” Skripsi, Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini mengeksplorasi lanskap linguistik papan nama kedai kopi di Purwokerto. Hal ini bertujuan untuk mendeskripsikan jenis-jenis variasi bahasa yang digunakan dan dampaknya terhadap pilihan pelanggan. Penelitian ini menggunakan pendekatan kualitatif. Sumber data hanya mencakup papan nama merek dari kedai kopi di kota tersebut, dengan 42 pelanggan yang disurvei dan 14 orang yang diwawancarai untuk memahami persepsi dan pendapat mereka tentang bahasa yang digunakan. Untuk menganalisis data, konsep Landry dan Bourhis (1997) diterapkan. Berdasarkan analisis data, bahasa yang digunakan dalam papan reklame monolingual meliputi bahasa Inggris (26%) dan bahasa Indonesia (18%), bahasa Jawa (2%), bahasa Jepang (2%), dan bahasa Sunda (2%). Sementara itu, tanda-tanda bilingual menunjukkan pasangan bahasa Indonesia-Inggris (26%), Inggris-Indonesia (2%), Inggris-Belanda (2%), Yunani-Inggris (2%), Jepang-Indonesia (2%), Arab-Inggris (2%), Jawa-Inggris (8%), Indonesia-Jawa (4%), Jepang-Inggris (2%). Tidak ada papan nama multibahasa yang ditemukan di lapangan. Tujuh dari sepuluh papan nama di kedai kopi menggunakan bahasa Inggris, yang mengindikasikan preferensi terhadap bahasa yang dipahami secara umum. Temuan dari persepsi pelanggan membuktikan bahwa kata-kata pada papan nama ini dapat mempengaruhi keputusan pelanggan melalui daya tarik visual, identitas perusahaan, inklusivitas, dan komunikasi. Kualitas barang dan jasa sangat penting untuk menarik dan mempertahankan pelanggan, dan papan nama yang khas di kedai kopi dapat meningkatkan kemungkinan kunjungan pelanggan.

Kata kunci: *Lanskap Linguistik, Tanda Monolingual, Tanda Bilingual, Tanda Multilingual, Papan Nama Toko, Kedai Kopi*

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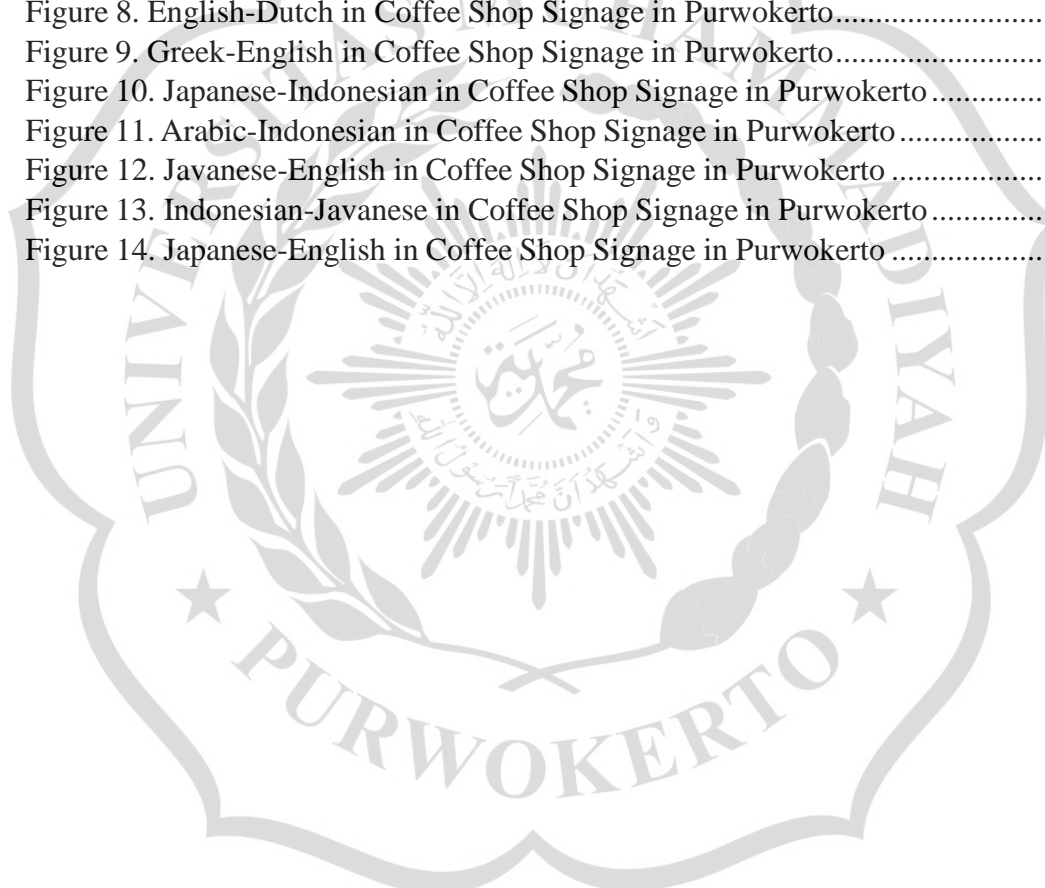
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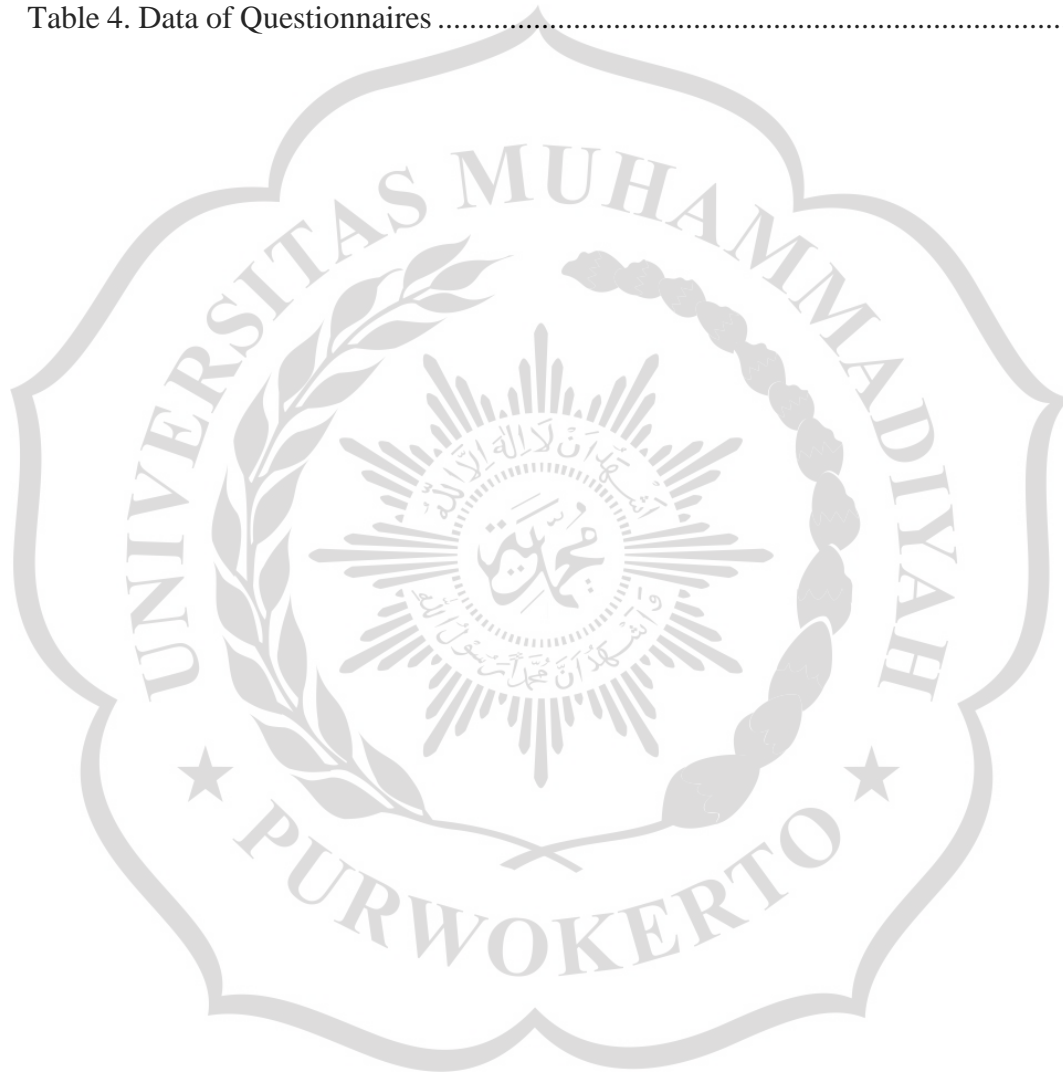
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LIST OF ABBREVIATIONS

LL: Linguistic Landscape

