

CHAPTER II

REVIEW OF LITERATURE

B.1 Theoretical Framework

As the fundamental to do this study, several theories need to be laid down. They serve as guides in conducting every step of the scientific endeavours. They include linguistic landscape, name in public space, monolingual sign, bilingual sign, multilingual sign, sign, coffee shop, coffee shop in Purwokerto, and customer's visual attention.

B.1.1 Linguistic Landscape

Language policy, sociology, semiotics, literacy studies, anthropology, social and human geography, politics, and urban studies are just a few of the theories and disciplines that inform the highly interdisciplinary research domain of linguistic landscape (LL), which is focused on the representations of language(s) in public space and people's interactions with these signs. Landry and Bourhis (1997) were the first to provide a clear definition of “linguistic landscape”, which is often built on in LL studies. Landry and Bourhis expand on the concept of LL in a 1997 work, referring to the visibility of languages on items that designate the public space in a particular area. Road signs, names of locations, streets, buildings, places, and businesses, as well as commercial store signs,

billboards advertising, and even business visiting cards, are all examples of linguistic objects. Signs issued by municipal governments or other public agencies on the one hand, and signs issued by people, organizations, or businesses operating somewhat independently within the parameters set forth by official regulations is a key feature of the system.

The language of a certain territory, region, or urban agglomeration is formed by the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings. (Bourhis and Landry, 1997: 25) Since then, however, the definition of what constitutes LL research has definitely grown. The field has expanded its scope of linguistic artifacts beyond those initially identified by Landry and Bourhis, created new approaches, and both accepted and incorporated a variety of theoretical and epistemological positions. Therefore, it is possible to characterize current LL research as colorful in nature.

Landry and Bourhis's (1997) study seminal because it present the first concise (and commonly referenced) definition of the "linguistic landscape" as they interpret it, may be set against a comparable context. By directly connecting the LL with the theoretical framework of ethnolinguistic vitality, Landry and Bourhis' study on language use in public spaces in Quebec interpreted their findings in terms of language maintenance in bilingual settings.

Subsequently, the researchers came to the conclusion that, since the LL is regarded as the most salient marker of perceived in-group versus out-group vitality, it offers a good impression of the ethnolinguistic vitality of the language groups present in that area (Landry and Bourhis, 1997: 45). The foundation for these conclusions is based on a theory of language and society that holds that language use is only and exclusively associated with specific, well-defined, homogeneous groups of language users, and that the degree to which a language is visible is a good indicator of the health of both the language and its user base. This is how they specifically referred to the LL. Since the publication of this initial definition, numerous writers have offered their own interpretations of this intricate language phenomenon.

B.1.2 Name in Public Space

Naming is customary and arbitrary. The user community has a convention, but its will is represented by the arbiter. Every creature, object, activity, and action in this world is given a name, which is a term that serves as a specific label (Djajasudarma, 2009: 47). Every firm must leverage its name and meaning to draw in customers. Language usage is significantly influenced by store names. Three factors—power dynamics, community identification, self-presentation, and consumer reactions and influences—are responsible for the dominance of languages and choice of language in

the linguistic landscape, according to Ben-Rafael et al. (2006). Thus, the rationale behind choosing the store name is influenced not only by the owner's influence but also by the community's identity and the response of prospective customers. Shop owners that are aware of their customers' responses will develop a brand for their business that draws people in.

B.1.3 Monolingual Sign

In the framework of Landry and Bourhis's idea of the linguistic landscape, signs that are printed in just one language—typically the main or majority language of a region—are referred to as monolingual signs. These signs, which can be used to communicate information, establish identification, and foster a sense of belonging, are frequently seen in public areas. Examples of these signs include street names, place names, advertising billboards, and traffic signs. Bilingual and multilingual signs, which incorporate several languages and can represent the linguistic diversity of a place or group, are contrasted with monolingual signs.

B.1.4 Bilingual Sign

Within the framework of Landry and Bourhis's linguistic landscape theory, bilingual signs are those that are printed in two languages, usually the majority language and one or more minority languages. These signs, can include street names, store names, advertising billboards, and road

signs, are frequently seen in public areas and represent the linguistic diversity of a neighborhood or area.

B.1.5 Multilingual Sign

A multilingual sign is a visual communication tool that shows information in more than two languages. These signs are used in international settings with several languages spoken, high tourist traffic areas, and linguistically diverse situations. Within the framework of Landry and Bourhis's linguistic landscape theory, multilingual signs are those that are printed in more than one language. These indicators, which also can include in street names, shop names, advertising billboards, and road signs, represent the linguistic diversity of a community or region. Signs that are multilingual guarantee clear communication and accessibility for those who speak different languages. Information retrieval is unquestionably multilingual when three or more languages are used, such as Bahasa Indonesia, English, and at least one foreign language.

B.1.6 Sign Shop

A meaningful unit that is understood to represent anything other than itself is called a sign. Words, pictures, sounds, actions, or objects can all be physical manifestations of signs (this tangible form is sometimes called as the sign vehicle). Signs are meaningless in and of itself; sign users

give them significance in relation to a recognized code (Chandler, 2007).

A business that specializes in designing, manufacturing, and installing signs for a range of uses, including branding, informational, directional, and advertising, is known as a sign shop. Numerous services, such as graphic design, sign construction, printing, and installation, are offered by sign shops. They provide personalized signage solutions to businesses, organizations, and individuals so they may effectively communicate their messages and increase their exposure.

B.1.7 Coffee Shop

A coffee shop, according to Herlyana (2002), is a restaurant with a constrained menu. Sahro (2005) claims that this has led to a change in the culture surrounding coffee consumption. There have also been periodic adjustments in the coffee shop industry. Today's youth view working in coffee shops as a way of life as the generation that founded them loved it (Antrock, 2002). One of the key sectors that is still growing is the coffee processing sector. Nowadays, processed coffee products come in a variety of forms, including instant coffee, three-in-one coffee, and coffee drinks with diverse flavors like vanilla, cocoa, and others (Soenarto, 2012). They are no longer limited to ground coffee (roast and ground). The amount of domestic coffee consumed in Indonesia is rising. Along with the community's social pattern of coffee consumption, it also benefited from

an inexpensive pricing, useful presentation, and a variety of flavors that catered to customer preferences. Over the past 10 years, Indonesia's coffee industry has grown thanks to the country's larger and more productive cafes and coffee shops as well as the country's growing output of processed coffee from the coffee processing sector (Hartono, 2013).

The current trend in Indonesia demonstrates how coffee consumption habits are changing, particularly among young people, as a result of improving living standards and a move toward an urban lifestyle. The younger generation typically has a preference for café drinks that have an espresso basis. However, older people and those living in rural areas continue to consume coffee in the form of ground coffee powder (Pratiwi, 2015). Because of the growing middle class and public revenue, coffee has become an integral part of modern life. Coffee consumption is a lifestyle choice for many people in the modern world. Tasting coffee has come to be associated with leisure (Wu and Kuoh Y.H, 2014). After then, a coffee shop has a big chance to grow their business thanks to this trend. After then, a coffee shop has a big chance to grow their business owing to this trend. For this reason, there are a lot of coffee shops in Indonesia right now.

B.1.8 Coffee Shop in Purwokerto

It is incredibly common to find coffee shops in Purwokerto City. According to an article, coffee shops have been around in Purwokerto City

since the 2000s, serving a range of customers that includes the general public, students, and coffee enthusiasts (Dadan, 2019). The coffee shops are not all in the same place. Initially, the main road leads to the alleys. Some coffee shops are even open seven days a week, 24 hours a day. A coffee business can have anywhere from 50 to 200 customers a day, assuming that number is determined. There will be roughly a thousand visitors to coffee shops every day if it is considered that each coffee shop has 100 visits per day and only 10 coffee businesses are counted. If one were to include every coffee shop in Purwokerto City, the number of customers will be much higher.

B.1.9 Customer's Visual Attention

How customer's visual attention and choice behavior are influenced by in-store signage is another intriguing topic. According to Sigurdardottir et al. (2008), priming increased the likelihood of spotting a target. While the Reber et al. study used picture contours, and Sigurdardottir et al. study used differently colored bars and dots, these results were obtained in controlled lab experiments with non-complex primes. However, comparable impacts might have generalized and therefore applied to different stimuli, even after one exposure of a more complex prime in everyday situations. This theory is supported by the finding that perceptual priming effects are more pronounced in complex stimuli (e.g., in-store

signage that include textual and graphic information) and in short exposure counts (Bornstein, 1989; Bornstein et al., 1990).

B.2 Review of Related Study

El-Yasin and Mahadin (1996) examined the majority of signs seen on a few well-known routes that connect Irbid's historic and modern neighborhoods. Using Halliday theory and qualitative method. The analysis of the pragmatic roles played by the language utilized in the study was based on 355 signals. The language elements of the store signs were the study's main focus. Initially, the store signs' wording was categorized based on whether they were written in Arabic or another language. The words were then categorized based on whether they were written in Arabic or another script. Lastly, the researchers looked into the terms' intended meanings and the ways in which they were used to encourage consumers to purchase goods and services. The study showed how the shop owners informed and persuaded clients with the language on their signs. According to El-Yasin and Mahadin (1996), language is used to impart information to the reader as well as to try and influence his behavior (p. 410). Accordingly, the researchers clarified that there are six ways that foreign influence can be seen in Jordanian shop signs: employing foreign terms or Arabic names written in Roman letters; using foreign terms that are already used in Jordanian colloquial contexts; using foreign brands; using foreign words that are not used by Jordanians in any natural context; using foreign store names; and

using foreign languages to create a sign that is entirely foreign (El-Yasin & Mahadin, 1996). The last three forms, according to the study, are mostly used to sway the behavior of the clients. Because speaking a foreign language is associated with a valued foreign trait, it could therefore create a favorable impression.

Amer and Obeidat (2014) examined 278 store signage in Jordan's capital of Abu Dhabi for business-related language. To learn the motivations behind their choice of English for the shop signs, they conducted interviews with 24 store owners. According to the study's findings, the majority of the sample's store signs were bilingual—that is, they were written in both Arabic and English. Over half of the sample consisted of bilingual signs. Since Aqaba is a popular tourist destination in Jordan, Arabic names have been translated into English to provide foreign visitors with information about businesses and commodities. The business owners who were interviewed said that the main purpose of using English was to draw in foreign clients. Additionally, they said that English is connected to globalization, modernity, and prestige. The researchers observe that several English terms, including pizza and dry cleaning, have evolved into Arabic loanwords.

The shop signage in Al-Salt, Jordan were studied by AlHyari and Hamdan (2019). Applying the qualitative and quantitative methods and the theories of Spolsky and Cooper. For their investigation, they settled on two retail avenues. Examining language organization, language choice, and particular linguistic

patterns was the goal of the study. The researchers took pictures and then conducted analyses of 181 store signage. According to the study, 88.6% of Arabic signs were monolingual. The low percentage of monolingual English signs suggests that the intended audience may not be fluent in the language, making it difficult for them to understand the sign.

Badran (2020) looked into the linguistic environment of Palestinian store signs from both a sociolinguistic and psychological perspective. Using three theories: the first is the variationist sociolinguistics theory of William Labov; the second is the British sociolinguist Basil Bernstein's theory of language codes; and the third is Ferguson's Diglossia Theory. Two research methods were utilized in carrying out the study; the quantitative and qualitative. The study was based on a collection of 600 store signage from different parts of Bethlehem, Hebron, and Ramallah. The researcher asked 300 store owners to participate in semi-structured interviews and complete a questionnaire. The study's conclusions showed that the store signs' linguistic choices were made with economic, social, demographic, and attitudinal factors in mind. The results demonstrated that whereas Arabic monolingual signs were mostly used in impoverished regions, English bilingual signs were more frequently employed in wealthier ones. According to the survey, several store owners tried to improve their company's reputation by naming their stores in a language other than Arabic, which is their mother tongue, such as English. Because of this, Arabic and English were

selected for various reasons, based on the socioeconomic standing that prevails in the retail districts.

Ben-Rafael et al.'s (2006) study in Jerusalem demonstrates the potentially polarizing power of language and how linguistic landscapes can be manifestations of social influences. Ben Rafael et al. employ the work of Boudon, Bourdieu, and Goffman to show how applicable sociological ideas are to the investigation. Huebner adopts a more (socio)linguistic approach in his study, focusing on the phenomena associated with language mixing and contact. The study collected data from public and private domains and emphasized specific impacts of sign language on Arab-Jewish identity and multilingualism, as well as the motivations behind the language choices made in those signals. Hebrew is the most common language in Jewish and Israeli-Palestinian communities, as would be expected, but Arabic is more common in East Jerusalem, where speaking Hebrew is frowned upon. The restricted use of immigrant languages like Russian in some Jewish neighborhoods is another indication of how strongly the linguistic landscape is divided along cultural or religious lines. Similarly, English's global significance is evident in Arab and Jewish communities, and its usage reflects its third-ranking status among the three primary languages—English, Hebrew, and Arabic—despite the fact that English is not an official language. The majority of bilingual and multilingual signage is found in East Jerusalem, where Arabic is the primary language. There, trilingual Arabic-English-Hebrew signs made up two

thirds of the signs, bilingual Arabic-English signs made up 50%, and Arabic-only signs made up 21%.

Similar linguistic features can be found in Beijing, where many foreign components have been imaginatively blended with the local Chinese flavor to create "a harmonious linguistic environment." (Jingjing, 2013). Using Landry and Bourhis theory and qualitative approach. The result of this research are most store signs were only in Chinese, with one language spoken. In their sample, these were responsible for 72% of the indications. English-language signs made up somewhat more than half, or 52%. Notably, the Republic of China's language policy, which aims to standardize Chinese while advancing English and minority languages, controls store signage.

The linguistic landscapes of fifteen Bangkok neighborhoods were examined by Huebner (2006), who noted that differences in linguistic landscapes show a disconnect between official versus de facto language policy (p.37). Using Smalley's theory and qualitative method, that not many people take advantage of the tax incentives provided by the Thai government for using Thai on commercial signs. When they do include content in Thai, it's usually in a corner and in tiny print. This scenario illustrates the government's goal to establish Thai as the official national language, despite the fact that English is the de facto language of international communication. The differences, however, also reveal information about the essence of the commercial operation, relative power, and social standing.

Hadiyanti (2020) examined how English was used in Gresik cafés. The study intended to determine the proportion of English-speaking café patrons in Gresik, the figures of speech employed there, and the motivations behind the café owners' decision to use English on their signage. Because of the data analyses provided by analyzing and summarizing the specific information regarding the usage of English in the coffee shops in Gresik, the researcher used the descriptive-qualitative and quantitative approach in this study by Wray and Bloomers. Selected cafés were observed in order to gather data. Moreover, the researcher conducted interviews with the owners of the cafés. The study's findings showed that English was the most common language. Additionally, the investigation discovered that every sign in the cafés uses figurative language, or metaphors. It was discovered that using figurative language on the signage to create a European environment within the cafés was one of the tactics used by the café managers to apply English.

Some are of these differences from other studies on the language landscape conducted in different nations. Most of the previous research only focused on the reasons for using English or their foreign language in some location. Whereas this research has identified and found which language is more widely used and how tends to attracts the attention of customers to come to the coffee shops. As in research in Thailand and China, their shop signs are more regulated by their government because they do not want their native language to be displaced by foreign languages such as English. Whereas this study tends to examine the use

of language in a coffee shop business that has a varied language, not examining related language regulations. This study has also shown the language that is commonly used on coffee shop signs and whether or not the usage of this language can affect the individuals who visit the coffee shop. It has covered monolingual, bilingual, and multilingual language use on coffee shop signs in Purwokerto. coffee shops. The variables examined in this study will eventually affect coffee shop owners selecting the language to be utilized in their new coffee shop's name.

