

## LINGUISTIC LANDSCAPE ANALYSIS ON COFFEE SHOP SIGNBOARD IN KOTA PROBOLINGGO

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**Abstract:** This research is about linguistic landscape in Coffee Shop Signboard in Kota Probolinggo. This research is focus on language varieties that are used at coffee shop signboard in Kota Probolinggo and the informational function of the Coffee Shop Signboards in Kota Probolinggo. This research is included in descriptive qualitative method. It is chosen because relevant with objective to the study which is describe the phenomenon by word. This research finds that Indonesian is dominant as cafe's name. It is because Indonesian is easier to understand than foreign language and local language in spoken and written. English is the second language that is used. There is foreign language namely Portuguese, Spanish, Greek, Indonesian – English, and Indonesian – Javanese. The function of signboard is as identity, promotion media, and area marker of coffee shop.

**Keywords:** Linguistic Landscape, Coffee Shop, Signboard, Kota Probolinggo

### INTRODUCTION

The use of a language in public spaces cannot be denied in daily life. Language is a tool to communicate with the others, state the idea or anything. In addition, information is conveyed by using the language. There are information acquisition and a process of meaning in the public space. The humans will accept information and interpret it. The information conveyed through language. The use of language in public spaces has been regulated in Law Number 24 in 2009 about flag, language, state symbol, and national song. These regulations should be the basis for the use of language in public spaces (Fatmahwati A, 2019; Wijaya & Savitri, 2021).

Indonesian people tend to be disrespect to the national language because they are more proud to use foreign languages. They feel cool when use English Language. The use of English language can be seen in the social media. The users write English Language caption. On the other hand, people mix foreign languages into Indonesian or local language. It happens by groups, companies or institutions, and also individuals (Damayanti, 2019).

The use of language in the part of economic field namely business is same. Name of cafes, food, beauty products, and elite places tend to use English language. The use of English in business aims to increase sale and create business motivation for consumers. In addition, the businessman use English language to attract the

attention of customers (Sahril et al., 2019). The name of product is show on the sign in the public space.

The existence of signs in public space is closely related to the study of linguistic landscapes (LL). LL is a new study of sociolinguistic and applied linguistics (Wijaya & Savitri, 2021; Yendra & Artawa, 2020). The correlation of it in this study is understands about language used in public space. LL claim sign in the landscape namely text that can be read, take the picture, and researched linguistically and culturally (Sahril et al., 2019). The topic was introduced by Landry and Bourhis for the first time in 1997. LL is a language mapping in the public space (Sahril et al., 2019; Yendra & Artawa, 2020). The example of sign is label name on stationary shop, food, drink or coffee.

Drinking coffee is a modern phenomenon that has become part of the lifestyle and culture of Indonesian urban society. This is indicated by the presence of urban and coffee shops and cafes such as Starbucks and The Coffee Bean & Tea Leaf, making drinking coffee not only a drink, but also a consumer culture. From a critical point of view, visitors to urban cafes and such cafes must present themselves as members of certain social groups, not just coming for coffee (Hendranto, 2022).

People can consume coffee at anytime and anywhere. In addition, many meetings between family and co-workers are held in coffee shops. This phenomenon can be proven by the existence of coffee connoisseurs in cafes carrying laptops or paper leaflets. The meetings and discussion taking place in cafes with some of the coffee they have ordered (Zahra et al., 2021).

Every coffee shop in Kota Probolinggo uses signboard. The signboard is a part of effort to attract the attention of consumers. Everyone who is passed the road pay attention of the sign. As a part of a social phenomenon, signboards can be studied, because the name of coffee shop gives information to be conveyed by the owner. In addition the existence of it is indicates power or goals to be achieved, and even symbolizes the meaning, but sometime the owner use signboard jus to introduce their own product. Kota Probolinggo is a one of city in East Java province. The location of this city is in the Eastern Salient of Java area and is the main north beach route that connects the islands of Java and Bali. The northern boundary is the Madura strait and kabupaten Probolinggo on the other side. Kota Probolinggo consists of five kecamatan, namely Kecamatan Kademangan, Kecamatan Kedopok, Kecamatan Wonoasih, Kecamatan Mayangan, and Kecamatan Kanigaran.

Kota Probolinggo is a one of city in East Java province. The location of this city is in the Eastern Salient of Java area and is the main north beach route that connects the islands of Java and Bali. The northern boundary is the Madura strait and kabupaten Probolinggo on the other side. Kota Probolinggo consists of five kecamatan, namely Kecamatan Kademangan, Kecamatan Kedopok, Kecamatan

Wonoasih, Kecamatan Mayangan, and Kecamatan Kanigaran.

Kota Probolinggo is unique area because the majority of the societies are Javanese speakers namely *Pandalungan* culture. The culture is rise because of assimilation process of two different tribes namely Java and Madura (Mauliddian et al., 2022). The existence of the assimilation of 2 tribes in Probolinggo does not mean that the use of language in the city is only two languages. The language use in Probolinggo is varied. Languages that found in the Kota Probolinggo are not only Javanese, Madurese, and Indonesian as a national language, but, there are others languages such as English, Kawi, and so on. It means Indonesian people are Multilanguage.

Kota Probolinggo becomes a famous city because of the language. The society can use at least three languages in daily life namely Javanese, Madurese, and Indonesian. They can mix our languages when speak and write too. Even there is area produce weird language which is assimilation of Javanese and Madurese or Indonesian. They do that automatically without plan before or it happens naturally. Person who is not knows about the uniqueness say if that is not good, for example like Javanese native speaker. It is part of unique language that is in the Probolinggo.

The language varieties condition in Probolinggo gives an impact to the language use in coffee shop signboards. Some people use monolingual foreign language or monolingual Indonesian. Many name of coffee shop use bilingual. They mix Indonesian into foreign language or local language. Then there are local language uses on the name on coffee shop signboards. The wealth of languages in Kota Probolinggo is an interesting thing to use as an object for the linguistic landscape study.

According to Landry & Bourhis (1997), Linguistic landscape is the visibility and salience of languages on public sign and commercial sign in area or region. LL can explain how the text in the public space is created and distributed to societies. The sign in public space write by individual or group for their purpose like introduce the identity, announce the reader, or even just to mark the area. It means if language in the public space can describes meaning, message, purpose and context that is build by the writer. That is related with the Gorter statement in (Vesya & Datang, 2022) if the language in public space is very closely related to language users, because they make design, put it, and interpret the meanings in it. They also support their opinion by saying that the presence of language in public signs influences the feeling of being a member of a language group in a bilingual or multilingual environment.

Linguistic landscape research was initially involved in the fields of language policy and contestation. Language policy in LL studies also influences the language minority research. Language policy can threaten minority languages and can also be used as a tool to protect minority languages. However, in a different perspective

it is stated that there are minority languages that appear in LL often due to economic factors. Many minority languages function as decoration or as a form of effort to increase the attractiveness of visitors. An example is research conducted by Hornsby (2008) which described the use of Breton in Brittany signs. The result is the use of the language to increase the tourist attraction (Van Mensel et al., 2016; Yendra & Artawa, 2020).

Linguistic landscape is also a study that focuses on the use of language in public spaces namely monolingual, bilingual, and multilingual. Monolingual means using of only one language on the public space. Bilingual refers use of two languages. Multilingual refers to use of more than two languages on the public space or sign in public space. The study gives information to the readers about comparing language use, which is mono/bi/multilingual.

There are two function of sign in linguistic landscape namely informational function and symbolic function. The informational function is serves as a distinctive marker of the geographical territory inhabited by their given language community (Landry & Bourhis, 1997). This function gives limit of the language group. It means if language in an area is intentionally written which the purpose. The symbolic function is an effect on how feels as member of a language group, bilingual or multilingual settings. There is not a single sign that appears without bringing the ideology of a particular social group. Public signs are made as a form of expression through language and convey a discourse. The symbolic function is also closely related to the representation of an ethnic identity because space is an arena to do cultural activities.

This research is focus on language varieties that is used and informational function of the Coffee Shop Signboards in Kota Probolinggo. The limitation of this research is language on coffee shop signboards in Probolinggo. The data of this study is coffee shop that has coffee bar and barista inside. The analysis is focus on language used and informational function of sign.

There are three previous researches about linguistic landscape. First is research by Fakhroh in 2018. The title is "Linguistic Landscape of Sidoarjo City". The research describes the LL phenomenon in Sidoarjo. This research describes our language there and shows proportions of top-down and bottom-up signs in Sidoarjo City. The method used is qualitative research. The analysis is use photography and visual analysis. This research describes functions of the signs in detail (Fakhroh & Rohmah, 2018).

Second is research by Zahra in 2021. The title is "Linguistic Landscape on Coffee Shop Signboards in Medan". The theory that is used is Linguistic Landscape by Landry and Bourhis (1997). The design of the research is qualitative research. Data collection method of this research is observation, interviews, and documentation. The purpose of the study determines use of language, explain

characteristic used on signboards and the reason name of each coffee shop (Zahra et al., 2021).

Third is research by Mauliddian, Nurhayani, and Hamamah. The title is "Penanda Publik Bahasa Kawi Di Kota Probolinggo: Kajian Lanskap Linguistik" in 2022. The purpose of this research is knows the meaning and function of Kawi language in signs. This study include qualitative research. The data collection method by qualitative audio and visual materials use camera. The meaning of all these signs is different. The function of the sign above is as an identity or name (Mauliddian et al., 2022).

This research is more specific than previous study. The object of the research is focus on one kind of sign namely coffee shop but the data is getting by all area in Kota Probolinggo not just in main road or only public space. On the other hand, the function of linguistic study which is knows the language varieties and function of each language in sign is getting on by observation, documentation, and interview. So, it can help readers to get information about language used in Kota Probolinggo with the valid data. This research is conducted with the title "Linguistic Landscape Analysis on Coffee Shop Signboard in Kota Probolinggo."

## **METHOD**

The method of this research is descriptive qualitative. The use of this method is because the phenomena being analyzed need to be described and the data in the form of words, phrases, clauses, and sentences (Moleong, 2017). The object of research is name of coffee shop that is written on the signboard. The data collection methods that used in this research is observation, library study, and interview. The procedure are take a picture of coffee shop signboard, then analyze based on library study (include book, article, and dictionary), and validate the analysis by interview (some of coffee shop owners). This research uses written language as a tool to analyze namely orthographical and outside of language part which is translation tools. The validity method in this study is rechecking. Rechecking is a method that proof of information obtained previously. The data analysis description method of the study is informal. The description use word to reveal and describe about analysis.

## **ANALYSIS AND FINDINGS**

### ***The Analysis of Language Varieties***

#### **Indonesian**

The dominant language is Indonesian. It is because Indonesian is national language and being common language for Kota Probolinggo society. It makes the owner choose the language for simple easy to say, and easy to remember by

consumers. There are coffee shop that is used Indonesian on their name namely: *Benoa*, *belikopi*, *Bro Cafe & More*, *Pinuskopi*, *Kopi Siipp & Toast*, *Sumber Rejeki Coffee & Eatery*, *Latar*, and *Alibi Cafe*.

There is a picture of *Latar* coffee shop signboard in a public space:



Picture 1 *Latar* Signboard  
(Source: Private Doc.)

According to *Kamus Besar bahasa Indonesia (KBBI)*, *Latar* is *halaman* (Badan Bahasa & Kemendikbud, 2016). It means if *Latar* is same like yard in English. This Indonesian word choose because easy to understand by society. When the name is Indonesian, there is no translation process by society and message is received easier. The second reason is cafe location is in Indonesia. The majority of Kota Probolinggo used Indonesian as national language, except the area is many tourists who are travelling like Bali, Jogja, etc. Different with that, Kota Probolinggo haven't many tourist. On the other hand, the word is chosen because of the history and simple. It is revealed by the owner of coffee shop.

### English

English is being second language that is often used for the cafes name. It is because the culture of society which is think English has high value. So, it can increase the selling value of the product. There are coffee shop that is used English on their name namely: *Sure Coffee & Toast*, *Cactus Kofie*, *Barrel Coffee Garage*, *Point Coffee*, and *Dailydose Coffee & Satay*. There is barrel coffee garage signboard in public space:



Picture 2 Barrel Coffee Garage Signboard  
(Source: Private Doc.)

According to oxford dictionary, barrel is round container for liquids (MobiSystems.com, 2013). The used of the word because the owner thinks if the function of barrel is similar to this cafe because this cafe produces semi-finished ingredients to the ready for consumption. The product of it has high value than before process. The owner of coffee shop on interview stated if it is the same as the barrel used as a place for fermentation in the manufacture of whiskey and wine. The ornaments in this cafe tend to use a lot of wood which is the material of barrel is wood too.

### **Javanese**

The mother tongue of Kota Probolinggo namely Javanese is in third position. It is because the majority of Kota Probolinggo society is used Javanese. There are coffee shop that is used Javanese on their name namely: *Luwih Cafe*, *Uyah Gulo Coffee & Eatery*, and *Putri Lingga Coffee & Roustery*. The first coffee shop is *Luwih cafe*. The language is chosen because the owner mother tongue is Javanese. According to Javanese-Indonesian dictionary, *Luwih* classified as *Ngoko* (Jasa Edukasi, 2018; Krisnanto, 2020). *Ngoko* is a dialect of Javanese that is used in speaking to inferiors or equal. *Luwih* is something more than usual which is similar like special. According to supervisor's statement, the message that is to be conveys from the owner is the place more than cafe in general. This place has many special menu which is that is rarely found on the other.



Picture 3 *Luwih* Cafe Signboard  
(Source: Private Doc.)

### Madurese

Madurese used is just one as the coffee shop name. It is because Madurese is not well known by the society in Probolinggo. Comparison of Javanese and Indonesian as national language, the one of mother tongue namely Madurese is rarely used. There are coffee shop that is used Madurese on their name namely: *J'bing*. There is picture of signboard:



Picture 4 *J'bing* Cafe & Resto Signboard  
(Source: Private Doc.)

The name of this cafe is "*J'bing*". The word is Madurese. *J'bing* is calling for niece in madurese. Niece means for girls. The word is chosen because the owners have some daughter, there is no son. The language used is because the owner is from Madura. On the other hand, the owner assumes if majority the name of cafe is English language, so *J'bing* being a something different than the other cafe.

### Spanish

The used of this language is in one cafe in Kota Probolinggo namely *Colabora*. The name of this cafe is from Spanish. The cafe is born from two cafes



namely PIC (Partner in Crime) cafe and *warung nikita*. The area of *Colabora* is *Warung Nikita* since 1994. The shop is ice corner and there is some food to. The logo of the cafe is milk cow. It is because milk as a material of third drinks. On the other hand, PIC is located in Hos cokroaminoto street Kecamatan Kanigaran that was sell coffee as a main menu. That cafe is closed now. Both cafe collaborate into one cafe namely *Colabora*.

The concept of cafe building is white color. The creative team assumes if Spanish being a country that identical with white color. On the other hand, Spanish is aesthetic than the other language with the same meaning. The name is unique and generally different with the other cafe in Kota Probolinggo. According to Spanish-English dictionary *Colabora* means collaborates; collaborate and cooperate as verb (Eflasoft, 2016). Simply, *Colabora* is same like collaboration in English. The word is chosen because of the history of cafe which is collaboration of two cafes. There is picture of this cafe signboard:



Picture 5 *Colabora* Signboard  
(Source: Private Doc.)

### Portuguese

Portuguese is one of foreign language that is used as the coffee shop name. The location of the cafe is in the west of PO Akas IV's garage and next to it is a hotel. The name of this coffee shop is "*Quatro*". The word is Portuguese. According to Oxford Essential Portuguesa *Quatro* means four (Star Software Indonesia PT, 2019). It is because the location of cafe is in the west of fourth Bus Akaz parking area. There is picture of *quatro* coffee shop signboard in public space:



Picture 6 *Quatro* Coffee & Eatery Signboard  
(Source: Private Doc.)

### **Greek**

There is Greek used on coffee shop name in Kota Probolinggo. Greek is the oldest Indo-European language in the world. This language, which has been in use since the 16th century BC, is the root of many words in modern languages. The name of the coffee shop is "*Simposium*". The word is taken by συμπόσιο [Symposio] in Greek. According to English Greek Dictionary, συμπόσιο means Symposium, feast, and banquet as noun (Innovative Apps, 2016). *Simposium* is part of a banquet that occurs after a meal, especially drinking for pleasure accompanied by music, dancing, recitals, or conversation. *Simposium* be a forum for all people to debate, conspire, or just have fun with others. That is an activity that many people did in ancient Greece.

This place is built as a meeting point in the form of a coffee shop which is accompanied by literacy activities which is on the grand opening of this cafe program is held. This program is an activity to exchange books for coffee by Simsi. Simsi is the nickname for *Simposium* cafe consumers. This cafe wants to contribute to the rapid flow of information. This forum can be used as a place to explore various perspectives on various issues. Simply, the coffee shop hopes their place being a vessel to do anything with others as simple as having fun. There is picture of *Simposium* signboard in public space:



Picture 7 *Simposium* Signboard  
(Source: Private Doc.)

### Indonesian - English

The one of bilingual used as coffee shop name in Kota Probolinggo is Indonesian – English. There is picture of this coffee shop signboard in public space:



Picture 8 *Kawansociety* Signboard  
(Source: Private Doc.)

According to *Kamus Besar Bahasa Indonesia (KBBI)*, *kawan* is orang yang sudah lama dikenal dan sering berhubungan dalam hal tertentu (Badan Bahasa & Kemendikbud, 2016). Simply, *kawan* is same like friend in English. According to Oxford Dictionary, *society* is people in general, living together in communities; particular community of people; organization of people with a common interest; the group of people in a country (MobiSystems.com, 2013). Simply, *society* is people who loved coffee especially consumers.

The word is chosen by the owner to convey if the place is a friend of society. It related to the written language on their window which is stated "come on society". The sentence is greets people use diction "society" which is they are target market is more than one person and can call "society". The language used because the name is nice and the name has high value as the brand name.

The owner stated language used is a part of way to increase the selling price of the product. The combination between Indonesian and English language is because the word “*kawan*” is already born before this cafe was founded. Then English is chosen because the language has high value than Indonesian. So, the owner conducted to combine two languages namely Indonesian and English.

The cafe is comfort place to sharing with friend or just enjoy the day with some food and drink especially coffee. The menu of coffee is varied and served in hot or iced. This cafe is semi-outdoor with cactus as a decoration and the other green plants.

### Indonesian – Javanese

There are two coffee shops that is used this bilingual. First, *Omah Kopi & Pecel Blitar Buk Na*. There is picture of this cafe signboard in public space:



Picture 9 *Omah Kopi & Pecel Blitar Buk Na* Signboard  
(Source: Private Doc.)

According to Javanese-Indonesian dictionary, *Omah* is *rumah* (home in English) and that is classified as *Ngoko* (Jasa Edukasi, 2018; Krisnanto, 2020). According to *Kamus Besar Bahasa Indonesia (KBBI)* *Kopi* is *minuman yang bahannya serbuk Kopi* (Badan Bahasa & Kemendikbud, 2016). *Buk* is taken from *embok* in Javanese. The word used because the owner wants customer enjoy with the menu same like in the home with mother’s food and drink. The third words are *ngoko* dialect. *Na* is the name of owner. The language is chosen because the owner and Kota Probolinggo society mother tongue is Javanese. The words “*Pecel Blitar*” is used to inform if the place serve *Pecel Blitar* too as a main course.

Second, *pesenkopi*. The name is two words but the written on signboard without spaces. *Pesen* is from Javanese (Jasa Edukasi, 2018). *Kopi* is from Indonesian (Badan Bahasa & Kemendikbud, 2016). The use of word *pesen* is part of promotion. It is because nowadays, coffee is more than drink. Coffee is being habit, lifestyle, and part of urban life. So, the coffee being menu that is wants to buy by consumer. There is a picture of *Pesenkopi* signboard in public space:



Picture 10 *Pesenkopi* Signboard  
(Source: Private Doc.)

### Signboard Function



Picture 11 Kind of Signboard  
(Source: Private Doc.)

Coffee shop signboards are divided into three types, namely signboards that are attached to the wall or on the glass of building, neon boxes that are attached to the building, and neon boxes that are put in beside the road. Generally writing names on signboards uses simple fonts and is equipped with lights. It aims to increase the level of readability. If that is good, then the important informational and symbolic function of the coffee shop signboard will be conveyed. This research is focus on informational function of each signboard.

The existence of signboard has varied of informational function. Generally, the informational function of coffee shop signboard is accordance as Landry and Bourhis theory. The informational function is the basic function of each sign. The function is just about the information from the author or owner that is wants to convey. It related to the coffee shop signboard in Kota Probolinggo which is there

is no specific goal from all of informational function. The function is similar like in the theory like area boundaries, area marker, and identity. There are three informational function of coffee shop signboard in Kota Probolinggo:

#### 1. As Identity of Cafe

The signboard is used to convey identity of the brand, cafe, or coffee shop. Identity will show what cafe or who is that. This is as primary function of coffee shop because society can know and distinguish one coffee shop and others based on the name. If the coffee brand is not well known by many people, the marketing process will be difficult.

The majority identity of cafe does not think much about the identity of a social group. This can be seen from one of the cafes that gives the name to the cafe only as an identity. Identity means name of each cafe or brand name of coffee in cafe itself. It just name, there is no special purpose of identity. It is because the owner is chosen their brand name which is simple and clear.

The first example of signboard which is as identity of the coffee shop is in *Colabora* cafe. *Colabora* uses two signboards. The first is a board with the initials of the cafe's core values, C (character) and A (attitude). This signboard is written on the fence wall at the entrance. The both aspect (C and A) is a part that must be balanced on each person there like owner, employee, and all team of this cafe. The first signboard writing is simple and introducing core values of the cafe. The writing of first signboard does not out of the name itself even both sign is different. It is because two letters namely C and A is shorten form of *Colabora*. The second signboard is in the form of a series of letters from the name of this cafe in the cafe wall, specifically above the place to order and take orders. This signboard clarifies the initials of the two letters on the first sign. There is picture of this cafe signboard:



Picture 12 *Colabora* Signboard  
(Source: Private Doc.)

The second example of signboard which is as identity of the coffee shop is in *Latar* cafe. The signboard background is round white neon box with lights inside.

The signboard attached in the front wall of the cafe. There are symbol and name of this cafe. The symbol is an image of the sun, clouds and bricks. The name of this cafe is black with capital letters and simple font in the middle of the line of adobe bricks. The function of the signboard is as the identity of this cafe. The existence of a signboard can convey identity in the form of a name. On the other hand, the cafe name be a brand name of our product there especially coffee. There is a picture of this coffee shop signboard in a public space:



Picture 13 *Latar* Signboard  
(Source: Private Doc.)

## 2. As Promotion Media

Signboards can be used as advertising media for road users passing around the area. People will get to know the cafe and the products offered by reading the signboard. Therefore, the existence of a signboard is very helpful in introducing this cafe in public spaces. People who pass by the cafe will know the existence of this cafe and remember each name as written on the signboard. Then it ways (put signboard) also contributed to the achievement of popularity. This function also causes the owner not to oversimplify signboard design issues. The design of a unique signboard can also attract people's attention to come. In addition, signboard being first thing that can be seen by society.

The first example of signboard which is as identity of the coffee shop is in Barrel Coffee Garage. Barrel coffee garage signboard is a black neon box with octagonal shape and equipped with lights inside. The name of the cafe writes using white capital letters with shaded fonts. The writing of the name is written curved on top of barrel image. In addition, below the image is written the word "coffee garage" in white color and smaller font and then decorated with quotation marks on the right and left. The signboard put on the side road and attached to the cafe's gate. There is barrel coffee garage signboard in public space:



Picture 14 Barrel Coffee Garage Signboard  
(Source: Private Doc.)

The second example of signboard which is as identity of the coffee shop is in *Omah Kopi & Pecel Blitar Buk Na*. *Omah Kopi & Pecel Blitar Buk Na* signboard is a beam banner that is framed with wood. The signboard is hanging with black iron in front of this cafe. The use of color in the name is different, namely red, black, and white. *Omah Kopi* is written in red with a large font size and a simple font type. The other menu namely *pecel*, is written in black with the same font size and type. *Buk Na* is written in white with a small font. The three types of writing explain that the large font size is the main menu, while the small font is the identity. This research is focus of the name of coffee shop namely *Omah Kopi Buk Na*. It is because the cart of both product is different even the signboard is same. The function of this coffee shop signboard is attracting people's attention. It means signboard as promotion media. There is picture of this cafe signboard in public space:



Picture 15 *Omah Kopi & Pecel Blitar Buk Na* Signboard  
(Source: Private Doc.)

### 3. As Area Marker

The signboard is used to mark the cafe area. Marker is object or sign that show the existence. So, the consumers know the area and limit of each cafe by their



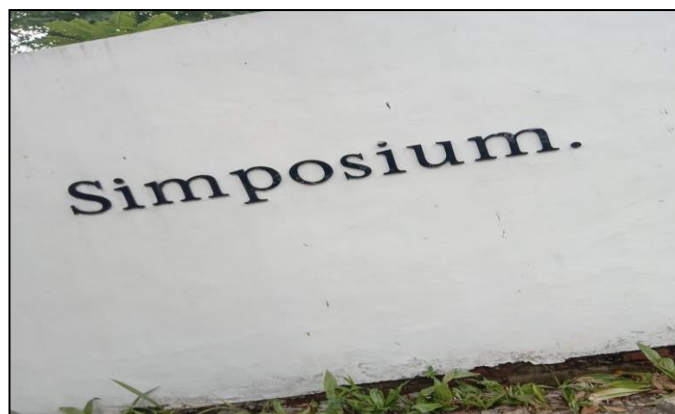
signboard. The signboard that put by the owner is a tool to make a limitation between cafe and other area beside that.

The first example of signboard which is as identity of the coffee shop is in *Luwih* Cafe. The *Luwih* Cafe signboard is placed on the wall of the cafe. The signboard is a maroon neon box with lights. The neon box is placed on the front wall of the cafe specifically to the right of the cafe entrance. The use of signboards used as the marks the location of the cafe's facilities for consumers. Therefore the signboard is attached to the wall of the building, not on the side of the parking area. It is because side of cafe is the area of other cafe namely *Colabora* cafe. There is picture of *Luwih* cafe signboard:



Picture 16 *Luwih* Cafe Signboard  
(Source: Private Doc.)

The second example of signboard which is as identity of the coffee shop is in *Simposium*. The *Simposium* signboard is a series of letters attached to the cafe wall specifically in the outdoor room. The design of the signboard is very simple. There is picture of *Simposium* signboard in public space:



Picture 17 *Simposium* Signboard  
(Source: Private Doc.)

There are no pictures or symbols around the text. It's just a small decoration, namely a period at the end of a word. White walls with black letters attached with capital letters on sentence case make the signboard easy to read by people who pass through the cafe. The function of the signboard is as area marker of cafe.

## CONCLUSION

The language used of coffee shop signboard in Kota Probolinggo that is used Linguistic Landscape theory by Landry and Bourhis (1997), there are eight language variations used. Indonesian is being dominant language that used as the name. It is because the language is known and used by Probolinggo society, simple, and memorable. The second language is English. It is because perception of people that makes English has high value than other language especially in business. The third is Javanese as a daily language used of Probolinggo society. Then the other language variations used is Madurese, Portuguese, Spanish, Greek, Indonesian – English, and Indonesian – Javanese. The language type is monolingual and bilingual on the name of cafe. From the eight language variations, seven is monolingual and two is bilingual. It is because opinion of the coffee shop owner if there is two or three language on the one of cafe's name is too imposing. The used of monolingual is easier to understand than bilingual or multilingual.

There are three kinds of signboard function in this study. First, signboard as identity of cafe, second is signboard as promotion media, and third is signboard as area marker. The first, signboard as identity of cafe means the name that is writing on signboard or logo on signboard is as identity of brand. That is not identities of particular social group. The second, signboard as promotion media means signboard used can attract society come the cafe and enjoy the product in each cafe. The third, signboard as area marker means the signboard is mark of cafe area. That is can be seen by location of signboard, for example in the side of road, in the cafe glass, in the wall, and in the entrance of cafe.

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