

A LINGUISTICS LANDSCAPE STUDY ON PRAWIROTAMAN STREET YOGYAKARTA

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ABSTRACT

This study explores the linguistic landscape of Prawirotaman Street in Yogyakarta, focusing on three research questions: the languages and language strategies used in public signs, public attitudes towards these languages, and the public's perception of their usage. The intersection of global communication needs and local heritage preservation is examined through a qualitative methodology involving photography and interviews. Using Cenoz & Gorter's classification system, 51 units of analysis were identified and categorized according to Thongtong Tiwahporn's classification of signs. Additionally, interviews with shop owners, employees, and tourists were conducted to understand the motivations behind linguistic strategies and their attitudes towards English, Javanese, Indonesian, and other languages. The result found that Code Mixing was the most prevalent language strategy, used in 35% of the signs, followed by Hybrid Syntactic Structures and Abbreviations. Quantitative data revealed that 51.85% of the signs were monolingual, while 48.14% were bilingual, with English being the most frequently used language. The public's perception of language use varied, with 46% expressing positive attitudes and 27% very positive. The conclusion highlight the delicate balance between meeting international tourism demands and preserving local linguistic heritage. This comprehensive approach, combining qualitative insights and quantitative data, provides a nuanced understanding of the linguistic landscape in Prawirotaman Street, contributing valuable insights into language use in urban tourism contexts.

Keywords: Linguistic Landscape, Public Attitude, Public Perception, Public Sign, Prawirotaman

INTRODUCTION

Prawirotaman Street in Yogyakarta, Indonesia, emerges as a unique focal point for such investigation owing to its rich cultural heritage and diverse community. This research aims to delve into the linguistic landscape of Prawirotaman Street to unravel its complexities and nuances. Prawirotaman Street in Yogyakarta, Indonesia, is distinguished by its vibrant linguistic landscape shaped by its rich cultural heritage and the influences of global tourism (2). Despite the growing interest in linguistic landscape analysis, there exists a notable gap in the literature concerning focused explorations of specific locales like Prawirotaman Street. This research seeks to address this gap by conducting a comprehensive examination of the linguistic dynamics within this culturally significant urban space. This study adopts a multidisciplinary approach drawing from sociolinguistics, anthropology, and urban studies to explore the linguistic landscape of Prawirotaman Street. Utilizing qualitative methods such as ethnographic observation, interviews, and linguistic analysis, the research aims to uncover the underlying motivations behind language choices and their impact on the cultural identity of the street.

Previous research on linguistic landscapes has primarily focused on broader themes in urban settings with limited attention to specific locales like Prawirotaman Street. Existing studies have highlighted the significance of linguistic markers such as signage, graffiti, and language use in reflecting the sociolinguistic realities of communities. However, the unique blend of Javanese culture, English influences, and tourism in Prawirotaman Street presents a novel area for exploration. This research seeks to fill this gap by providing a nuanced understanding of the linguistic intricacies within this distinctive urban space for the languages strategies employed in the linguistics landscapes, the motivation and the attitude. This research aims to achieve several key milestones: conducting extensive fieldwork to document and analyze the linguistic landscape of Prawirotaman Street, investigating the motivations behind language choices through interviews with local residents, shop owners, tourists, and government officials, examining the attitudes of stakeholders towards linguistic diversity and its implications for cultural preservation, urban development, and tourism. The study of language strategy in naming the linguistic landscape is grounded in the theoretical framework provided by Thongtong Tiwahporn's classification (Thongtong, 2016). This classification system categorizes various language strategies used in naming practices, offering insights into how linguistic elements are manipulated to convey meaning, identity, and cultural nuances in public spaces. The strategies identified by Tiwahporn encompass transliterations, homophones, blend words, abbreviation (including clipping words, blends, acronyms, and initialisms), personifications, syntactic structures, speech acts, and politeness strategies.

Transliterations involve the representation of words or phrases from one language into another, often preserving the phonetic or orthographic characteristics of the original language. In linguistic landscapes, transliterations are evident in the adaptation of names, brands, or concepts from one linguistic system to another, facilitating cross-cultural recognition and communication. Homophones, on the other hand, are words that share the same pronunciation but have different meanings or spellings. In naming linguistic landscapes, the use of homophones can create playful or multilayered meanings, adding depth and intrigue to signage or branding efforts. Blend words combine parts of two or more words to form a new word with a fused meaning. This strategy is commonly used in naming businesses, products, or services in linguistic landscapes to create distinct and memorable identities that resonate with audiences (Fromkin, 2014). Abbreviation strategies encompass various techniques such as clipping words (e.g., "info" for "information"), blends (e.g., "brunch" from "breakfast" and "lunch"), acronyms (e.g., "UNESCO" for "United Nations Educational, Scientific, and Cultural Organization"), and initialisms (e.g., "CEO" for "Chief Executive Officer") (Schendl, 2001). These strategies condense longer phrases or names into shorter, more manageable forms suitable for signage and branding purposes. Personifications attribute human characteristics to non-human entities, such as businesses or organizations, in linguistic landscape naming. This anthropomorphic approach adds personality, familiarity, and emotional appeal to signage, fostering connections with the target audience. Syntactic structures refer to the arrangement of words and phrases to convey meaning and style. Creative syntactic structures in linguistic landscapes can emphasize key messages, create visual impact, or reflect cultural nuances through linguistic expression. Speech acts in linguistic landscapes encompass the use of language to perform actions, such as making requests, giving instructions, or conveying information (Wijana, 2021). Linguistic elements like imperative forms, directives, and persuasive language contribute to the efficacy and communicative intent of signage in public spaces. Politeness strategies, drawing from Brown and Levinson's politeness theory, are employed to navigate social hierarchies, maintain harmonious interactions, and convey respect in linguistic landscape naming. Politeness strategies influence language choices, tone, and style, ensuring effective communication while adhering to cultural norms and expectations within diverse linguistic communities (Brown & Levinson, 1987).

According to Agnihotri and Bhattacharya (2021), brand names that employ sounds that are excessively similar to or dissimilar from the local language tend to be less well-liked when it comes to international branding. Overall, the research points to the possibility that some phonetic effects are not linear and may eventually reach a limit in their potency or perhaps have the opposite impact (Agnihotri & Bhattacharya, 2021). This phenomenon led to the implementation of the linguistics

landscape's role of significance in brand marketing. In what they refer to as brand concealment, linguistic landscapes can serve to both expose and conceal ownership and use of area (Peck & Banda, 2014).

The study of linguistic landscapes is not only relevant in academic contexts but also holds significant implications for tourist destinations, especially those with international appeal that demand creativity in language use. Understanding the relationship between language and tourism as well as the ways in which cultural viewpoints and other identities are portrayed in tourist spaces has been aided by studies of the linguistic landscape and tourism (Thongtong, 2016). Regions like Yogyakarta, governed by Governor Regulation of the Special Region of Yogyakarta No. 43 of 2023 concerning the Implementation of Regional Regulations of the Special Region of Yogyakarta No. 2 of 2021 regarding the Maintenance and Development of Javanese Language, Literature, and Scripts, specifically emphasize the importance of preserving local wisdom, including the use of Javanese scripts, within the tourism domain. Prawirotaman is emblematic of such a locale, being a bustling tourist area frequented by both international and local visitors. Researchers can evaluate how effectively language policies and creative language strategies are implemented on the ground, considering factors such as the visibility of Javanese scripts alongside other languages

This research briefly focuses on three research questions; (1) What languages and language strategies are used in the Prawirotaman Street public sign, (2) What is the public's attitude towards English, Javanese, Indonesian and other languages used in the Prawirotaman Street public sign? (3) What is the public's perception of the use of language in the Prawirotaman Street public sign? The intersection of linguistic landscapes and international tourism demands a delicate balance between global communication needs, primarily in English, and the preservation of local heritage and languages. It can propose strategies for fostering a harmonious linguistic coexistence, collaborating with local authorities and community organizations to implement language policies that promote cultural preservation while catering to the needs of diverse linguistic communities, and promote the preservation of linguistic heritage in culturally diverse urban spaces like Prawirotaman Street.

LITERATURE REVIEW

The study of linguistic landscapes in urban settings has garnered significant attention in sociolinguistics due to its potential to unveil the sociocultural dynamics of a particular area through the use of language in public spaces. Linguistic Landscape is a modern (socio)linguistic study that involves onomastics, semiotics, and spatial studies (Wulandari & Rosidah, 2021). Linguistic landscape is a linguistic symbol for disseminating information in public spaces and an important

aspect of language services (Guo & Zhao, 2021). Carr also stated that “linguistic landscape studies is the investigation of displayed language in a particular space, generally through the analysis of advertisements, billboards, and other signs”(Carr, 2019). The concept of linguistic landscape encompasses various elements such as public signage, billboards, and street names that reflect the linguistic diversity of a given area (Carr, 2019). An increasingly crucial method for comprehending multilingualism in its social context is the study of linguistic landscapes. It speaks of the study of signs seen in public spaces (Alemayehu & Takele, 2016; Octavianus & Anwar, 2018; Sutthinaraphan, 2016).

There are several studies related with linguistics landscapes so far. The first study, "Language, images, and Paris Orly airport on Instagram: multilingual approaches to identity and self-representation on social media,"(Blackwood, 2019) explores the multilingual and multimodal creativity employed by individuals at Paris' Orly airport for constructing their identity on Instagram. The research emphasizes the authorial control exerted by users in presenting themselves through images, considering both preferred readings and (re)creative approaches. The unique perspective of this study lies in its examination of language practices on social media within the context of travel and self-representation.

Moving to Cape Town, the second study, "Linguistic Landscape: Investigation of Linguistic Representations of Cape Town," (Kayam et al., 2012) investigates linguistic representations in public spaces, emphasizing language use on street signs, commercial signs, and public notices. The research categorizes findings based on language dominance, source of language selection (Top-Down vs. Bottom-Up), and sign type. The study reveals the disproportionately dominant use of English and underrepresentation of multilingualism, highlighting the importance of linguistic landscape analysis for understanding de facto linguistic realities. In Indonesia, a nation with significant linguistic diversity, the third study, "Reviving the language at risk: a social semiotic analysis of the linguistic landscape of three cities in Indonesia," (Sakhiyya & Martin-Anatias, 2023) employs a social semiotic approach to explore language use in the linguistic landscape of Jogjakarta, Semarang, and Depok. It delves into the tension between micro-language policies (individual language choice rights) and macro-language policies. The study uncovers different linguistic landscape patterns, indicating the potential role of linguistic landscapes in reviving local languages at risk, particularly Javanese. Several studies have explored the linguistic landscape of specific regions, including the research conducted by (Fekeede & Gemechu, Citation2016) that investigates the strength of the ethnolinguistic vitality of different languages in Adama, Jimma and Sabata towns, mainly based on the objective of ethnolinguistic vitality score. Turning to Yogyakarta, the fourth study, "Language use and tourism in Yogyakarta; The linguistic landscape of Malioboro," (Marietta Da Silva et al., 2021) examines

language presentation, preferences, and sign informativeness on Malioboro street. The linguistic landscape analysis reveals the dominance of Indonesian, with limited use of English and Javanese. The study underscores the exclusiveness of the linguistic landscape, aligning with Indonesia's language policy, and emphasizes the prevalence of Indonesian and English in various sign categories.

METHOD

This study aims to address three key research questions concerning the linguistic landscape of Prawirotaman Street in Yogyakarta. Firstly, an exploration into the kinds of languages employed in the street's linguistic landscape is undertaken. Secondly, the study seeks to understand the motivations behind the linguistic strategies adopted in this particular urban space. Finally, the attitudes of owners, employees and tourists towards the usage of English, Javanese scripts, Indonesian and other languages in Prawirotaman Street's linguistic landscape are investigated.

For the second and third research question, interviewees are done through open-ended questions, starting with an exploration of why specific linguistic strategies are utilized on signs and billboards and what their attitudes towards English, Javanese scripts, and Indonesian used in the linguistic landscape of the Prawirotaman streets. Follow-up questions delve into the existence of policies or norms influencing language use, the connection between linguistic strategies and cultural identity/business image, and the perceived impact on customer attraction or ambiance creation. These interviews involved 11 participants that includes shop owners, and tourists both from local and international origins.

The participants consisted of shop owners or their employees and tourists encountered in public streets. All interviews were conducted on March 2024, with each session lasting approximately 5-10 minutes. In accordance with the research objectives, a combination of face-to-face interviews and questionnaires was designed to engage respondents effectively. The questionnaire provided to international tourists was in English, and the interviewer conducted these sessions in English as well. To supplement the interview data, a structured questionnaire is designed. The questionnaire included a specific question: "How do you rate the use of language on these signs?" The questionnaire probes respondents on their evaluations of language use in Prawirotaman Street's linguistic landscape, offering five options ranging from "Very Negative" to "Very Positive." Additionally, an open-ended interview was conducted to explore why specific linguistic strategies are utilized on signs and billboards. Respondents are categorized based on gender, position (owner, employee, visitor/tourist), age, and nationality. To ensure confidentiality and ease of data management, respondents were assigned code

names: WO for workers, OW for owners, DT for domestic tourists, and IT for international tourists.

In total, 11 successful questionnaires and interviews were completed. The sample consisted of 5 males and 6 females, including 3 international tourists, 3 domestic tourists, and 5 workers. This diverse participant pool provided a comprehensive understanding of perceptions regarding linguistic strategies in signage. This combined qualitative and quantitative approach aims to provide a comprehensive understanding of the linguistic landscape of Prawirotaman Street. This dual approach, combining qualitative insights from interviews with quantitative data from questionnaires, ensures a comprehensive understanding of the linguistic landscape of Prawirotaman Street. The use of diverse respondent backgrounds contributes to a nuanced analysis of attitudes towards language use, enhancing the depth and validity of the study's findings.

FINDING

Kinds of languages employed (sign categorizations and language choices)

The diverse linguistic landscape of Prawirotaman Street are exposed by examining the types of languages employed in various signs found along the street. The signs collected for this study exhibit a range of linguistic presentations, including monolingual, bilingual, and trilingual signs. Our analysis goes beyond simply categorizing signs based on language composition; instead, we investigate the underlying factors that influence language choices in signage.

With regard to bilingual and multilingual signs, we observe that the physical relationship between the sign and its intended audience, as well as individual inference based on lived experiences, play crucial roles in determining the type and amount of information conveyed through a particular language. Our data collection encompasses 18 different establishments along Prawirotaman Street, including spa and massage centers, crafts and souvenir shops, travel agencies, coffee shops, restaurants, hotels, companies, medicine clinics, stores, and ATMs. By examining the linguistic diversity across various types of establishments, we aim to gain insights into the sociocultural dynamics and communication practices within this vibrant urban space. Table 1 categorizes the signs into monolingual and bilingual types, indicating the total count of each type.

Table 1. Language Choice

No	Language Choice	Sign	Percentage
1.	Monolingual	28	(51.85%)
2.	Bilingual	26	(48.14%)
3.	Total	54	100%

Table 2. shows the quantitative distribution of languages found in both monolingual and bilingual signs, along with their percentages

No	Language	Monolingual Count	Bilingual Count	Total Count	Percentage (%)
1.	English	15	6	21	41.18
2.	Indonesia	10	10	20	39.22
3.	Javanese	0	5	5	9.80
4.	Italian	2	1	3	5.88
5.	Dutch	1	1	2	3.92
6.	Portuguese	0	1	1	1.96
7.	French	0	1	1	1.96
8.	Zulu	0	1	1	1.96
	Total	28	26	54	100

The language strategies used are based on 51 data, with one data using one or more than one language strategy. The following table accurately reflects the distribution and percentage of each language strategy used, ensuring that the total percentage sums up to 100%.

Table 3. Language Strategy

No	Language Strategy	sign	Percentage
1.	Transliterations	0	0%
2.	Code Mixing	21	35.0%
3.	Homophone	1	1.67%
4.	Abbreviations	8	13.33%
5.	Hybrid Syntactic Structures	9	15.0%
6.	Speech Acts	0	0%
7.	Politeness Strategies	2	3.33%
8.	Slang	2	3.33%
9.	Symbol	8	13.33%
10.	Figurative Language	5	8.33%
11.	Scheme	4	6.67%
	Total	60	100%

The Public's Attitude Towards English, Javanese, Indonesian And Other Languages Used in The Prawirotaman Street Public Sign

The structured questionnaire, which included the question "How do you rate the use of language on these signs?" yielded insightful responses from the 11 participants, including shop owners, employees, and tourists. The responses were

categorized into five options: "Very Negative," "Negative," "Neutral," "Positive," and "Very Positive," and were analyzed to understand the general sentiment towards the linguistic landscape of Prawirotaman Street. The results, in terms of percentages, are as follows:

Table 4. Significant majority of the participants

No	Attitude	Respondent	Percentage
1	Very Negative	0	0 %
2	Negative	1	9 %
3	Neutral	2	18 %
4	Positive	5	46 %
5	Very positive	3	27 %
		11	100 %

A significant majority of the participants, particularly international tourists, rated the use of language on signs as "Positive" (46%) or "Very Positive" (27%). These participants appreciated the prevalence of English, which they found made navigation and communication easier in a predominantly Indonesian-speaking context. This aligns with linguistic landscape theory, which posits that the visibility and accessibility of certain languages in public spaces can significantly influence social interactions and perceptions (Backhaus, 2006).

The positive evaluations were predominantly from international tourists who found English signage crucial for their navigation and overall experience in Yogyakarta. These respondents often associated English signage with professionalism and international standards. For example, Anna (IT) expressed that English signs significantly contributed to her feeling welcomed and comfortable, highlighting the role of language in enhancing the tourist experience. The combination of Javanese scripts with English was seen by some as a respectful nod to local culture while maintaining accessibility for international visitors.

Conversely, a smaller percentage of participants had neutral (18%) or negative (9%) views. These respondents, primarily domestic tourists and some local shop employees, felt that the dominance of English might overshadow local languages and cultural elements. For instance, Rama (WO) from Lokabana Cafe mentioned that while English names and signs were useful for attracting tourists, they sometimes felt disconnected from the local context and cultural identity.

This sentiment echoes concerns in sociolinguistics about language dominance and cultural erosion. The neutral ratings came from respondents who appreciated the practical benefits of English but were ambivalent about its cultural implications. These mixed feelings underscore the complexity of balancing global and local linguistic influences in a multicultural urban environment. The varied responses suggest that while the use of English and other foreign languages can

enhance the attractiveness of businesses to international tourists, maintaining a balance with local languages is crucial to preserving cultural identity. This balance is essential for creating a welcoming environment that respects and celebrates local heritage while catering to a global audience. Scollon (Scollon, 2003) emphasize that the linguistic landscape is not only a reflection of language use but also of cultural and social dynamics, reinforcing the importance of strategic language choices in public signage. For business owners on Prawirotaman Street, these insights highlight the need for linguistic strategies that appeal to both local and international customers. The questionnaire results underscore the importance of thoughtful language use in the linguistic landscape of Prawirotaman Street. While English, French, Italian and other languages signage are generally well-received and beneficial for international engagement, incorporating local languages and cultural references is equally important.

The Public's Perception of the Use of Language in the Prawirotaman Street Public Sign

The participants are written with initial names and the status is coded. The code names are WO for workers, OW for owners, DT for domestic tourists, and IT for international tourists.

Interview 1: NR (WO)

N, a 23-year-old female worker at Opera Pastry Cafe, explained that the name "Opera Pastry" was chosen due to the owner's interest in opera, influenced by their studies in Paris. She emphasized that there are no specific policies or norms driving the use of certain languages on Prawirotaman Street. The linguistic strategy does not relate to cultural identity or business image. Nadin perceives the language usage as neutral regarding customer attraction, noting that many foreign visitors understand Indonesian. She rates the use of English on the signboard as neutral. This indicates a focus on personal interest rather than a strategic marketing decision, aligning with findings in recent psycholinguistics that personal associations can significantly influence language choices (Pavlenko, 2012). The use of the term "Opera" could be seen as a blend word that combines the cultural richness of Parisian opera with the culinary offerings of the cafe. However, this strategy does not seem to strongly impact customer perception or business identity according to N. The neutral response to the use of English suggests that the linguistic choice does not significantly enhance the cafe's appeal to its target audience, as supported by marketing communication theories that emphasize the importance of strategic language use in branding (Kotler et al., 2016). Furthermore, recent studies in sociolinguistics suggest that while language can enhance cultural identity, its impact on business success is multifaceted and often context-dependent (Church-Morel & Bartel-Radic, 2016). Thus, Nadin's insights

highlight the complexity of linguistic strategies in multicultural business environments.

Interview 2: S (IT)

S, a woman in her 20s from the Netherlands, a customer at Opera Pastry Cafe, believes that the linguistic strategy is related to cultural identity and business image, increasing tourist interest. She appreciates the international name, considering it memorable and attractive to tourists. This aligns with sociolinguistic theories that emphasize the role of language in shaping cultural and social identities (Abbasi et al., 2023) S's positive perception of the name "Opera Pastry" highlights the effectiveness of using an international and culturally rich name in attracting a global audience. Her belief that the name can increase tourist interest is supported by marketing communication strategies that advocate for the use of familiar and culturally resonant language to enhance brand appeal. Additionally, the use of English and an internationally recognizable term like "Opera" can be seen as a strategic move to position the cafe within a global context, appealing to tourists from various backgrounds. is reflects cultural references can enhance brand recall and customer engagement (Hashem et al., 2024). Thus, Sara's perspective underscores the importance of integrating cultural and linguistic strategies in global marketing.

Interview 3: ER (WO)

E, a 47-year-old female worker at New Oasis Shop, explained the name "Oasis" signifies an oasis in the desert, chosen to appeal to international tourists. The strategy is tied to cultural identity, aiming to introduce Indonesian culture abroad, with branches even in France. She believes the name's connotation of refreshment attracts tourists. This use of a homophone (Oasis) aligns with linguistic strategies that leverage familiar and meaningful terms to create a specific image or atmosphere (Lu & Morgan, 2020). E reflects its effectiveness in conveying a sense of comfort and appeal, which is crucial in marketing communication (Sangsthita et al., 2018). The bilingual approach, using both English and Indonesian, enhances the shop's accessibility to a wider audience, supporting sociolinguistic principles that highlight the importance of linguistic inclusivity. The success of this strategy is evident in the shop's expansion to international markets, indicating a well-executed blend of cultural representation and strategic branding. Moreover, recent studies suggest that such strategies can significantly enhance customer engagement and business success in multicultural settings (Briciu & Briciu, 2020).

Interview 4: F (WO)

F, a 20-year-old male worker at Warung Toscana, explained that the name reflects the owner's Italian roots. There are no specific norms influencing language use. He sees the name as appealing to tourists and enhancing the business's

cultural identity. F and others perceive the blend of Italian and Javanese as positive and unique. This reflects the use of blend words and cultural symbols to create a distinctive brand identity, which is effective in attracting diverse customer bases as new words in blending is eye-catching (Sangsthita et al., 2018). The combination of Italian and local elements enhances the cafe's authenticity and appeal, aligning with sociolinguistic theories on the importance of linguistic diversity and cultural representation in business. F's positive response indicates that the strategic use of bilingual naming can significantly impact customer perception and business success, as supported by psycholinguistic research on the influence of language on consumer behavior (Xueke et al., 2019). Additionally, it emphasizes the importance of cultural resonance in brand naming, suggesting that such strategies can enhance brand loyalty and customer satisfaction (Kotler et al., 2016)

Interview 5: SC (IT)

SC, a 76-year-old male from Australia, a customer at Warung Toscana, believes the combination of Italian and Javanese language fits well and appeals to tourists. He rates the use of these languages on signs positively. This supports the idea that linguistic blending can create a unique and appealing brand identity, which is effective in attracting international customers (Scollon & Scollon, 2003). His positive perception highlights the importance of cultural inclusivity in language choice, aligning with sociolinguistic principles that emphasize the role of language in cultural representation (Blommaert, 2018). The strategic use of Italian and Javanese terms enhances the cafe's appeal, indicating that a well-executed linguistic strategy can significantly impact customer attraction and business success (Kotler & Keller, 2016). It shows that combination can enhance customer engagement and satisfaction (Schmitt, 2012). Thus, Steve's insights reflect the successful integration of cultural and linguistic elements in branding.

Interview 6: A(IT)

A, a 55-year-old woman from the Netherlands, a customer at Via-Via, thinks the linguistic strategy is not strongly related to cultural identity. She believes that the food quality, rather than the name, is the primary attraction. A's response to the use of English on signs was neutral. This reflects the psycholinguistic principle that language choice alone may not be sufficient to attract customers if the core product quality does not meet expectations (Pavlenko, 2012). Her neutral response suggests that while linguistic strategies are important, they must be complemented by other elements of the business, such as product quality and service, to effectively attract and retain customers (Kotler et al., 2016). Thus, A's perspective underscores the need for businesses to balance linguistic strategies with high-quality offerings to achieve success.

Interview 7: R (WO)

R, a 22-year-old male worker at Lokabana Cafe, is uncertain about the reasons behind the linguistic strategy as he is new. He thinks the name Lokabana, although foreign word, does not significantly increase customer interest. However, he acknowledges that the name is memorable. His questionnaire response was positive towards the use of Zulu and English. This highlights the importance of understanding the rationale behind linguistic choices in marketing communication (Kotler & Keller, 2016). The use of a foreign name like Lokabana reflects a blend word strategy, but its effectiveness in attracting customers depends on how well it aligns with the business's overall image and customer expectations. Rama's perspective suggests that linguistic strategies must be carefully considered and executed to enhance their impact on customer attraction and business success (Pavlenko, 2012).

Interview 8: A (DT)

A, a 29-year-old Indonesian male customer at Lokabana Cafe, mentioned government regulations about using local languages but noted the mix of Zulu and English as appealing in an international tourist spot. He finds the name unique, blending local and Western cultures, and thinks it attracts customers. His response to the use of Indonesian was very positive. This reflects the effectiveness of combining local and international elements in linguistic strategies to appeal to a diverse customer base (Sangsthita et al., 2018). A's positive perception indicates that the strategic use of bilingual naming can significantly impact customer attraction and business success (Kotler et al., 2016). The blend of Zulu and English in the name Lokabana highlights the use of blend words and cultural symbols to create a distinctive and appealing brand identity.

Interview 9: L (WO)

L, a 23-year-old female worker at "Till Drop Bar and Resto", believes the name's poetic and rhyming English tagline "we suffered, we survived, we will rise" adds to its appeal. She feels it enhances customer attraction and rates the use of English on signs very positively. This reflects the use of personification and poetic language as a linguistic strategy to create a memorable and emotionally resonant brand identity (Scollon, 2003). L's positive response indicates that the strategic use of poetic and personified language can significantly impact customer perception and business success (Pavlenko, 2012). The effectiveness of this strategy in attracting customers aligns with marketing communication theories that emphasize the importance of emotional resonance in branding (Kotler et al., 2016). It emotionally charged that language can enhance brand recall and customer engagement (Kronrod, 2022). Therefore, Lidia's insights highlight the potential of poetic and personified language in creating a strong and appealing brand identity.

Interview 10: V (DT)

V, a 19-year-old female domestic tourist at Kedai Chungky's, appreciates the simplicity and effectiveness of using the symbol "C" for branding, making it stand out and attract customers. She rates the use of both Indonesian and English on signs very positively. This reflects the use of abbreviation and symbols as a linguistic strategy to create a distinctive and memorable brand identity. Positive customer reactions are increased when a product review is written in shorter words, using simpler language and sentence structures, and is generally easier to read (Kronrod, 2022). V's positive perception indicates that the strategic use of simple and effective language can significantly impact customer attraction and business success. The use of the symbol "C" highlights the effectiveness of abbreviation and visual elements in enhancing brand appeal and recognition (Kronrod, 2022). Thus, Vita's insights underscore the importance of strategic simplicity in linguistic branding.

Interview 11: Bd (DT)

Bd, a 33-year-old male Indonesian customer at Mari Minum Cafe, finds the name "Mari Minum" (Let's Drink) inviting and unique, enhancing customer attraction. He rates the use of Indonesian on signs very positively. This reflects the use of speech acts and politeness strategies as a linguistic strategy to create an inviting and engaging brand identity (Khalik & Supatmiwati, 2019). His positive response indicates that the strategic use of inviting language can significantly impact customer perception and business success (Pavlenko, 2012). Therefore, his insights highlight the potential of using speech acts and politeness strategies in creating a welcoming and successful brand identity.

The interviews revealed a variety of motivations behind the linguistic choices. For instance, the use of English on signs was often seen as a means to attract international tourists. NR (WO), working at Opera Pastry Cafe, mentioned that the cafe's name was inspired by the owner's interest in opera, acquired during their time in Paris. This reflects a broader trend of using English and other ER (WO) from New Oasis Shop highlighted the strategic use of both English and Indonesian to attract tourists and introduce Indonesian culture to a global audience. This dual-language approach not only facilitates communication with a diverse customer base but also serves to enhance the cultural identity of the business. The connection between linguistic strategies and cultural identity was a recurring theme. For example, F (WO) from Warung Toscana emphasized that the name, combining Italian and Javanese elements, was designed to reflect the owner's Italian heritage while appealing to a local audience. This blending of languages serves to create a unique cultural ambiance that differentiates the establishment from its competitors. A (IT), a customer at Via-Via, noted that while the name itself might not significantly impact her dining choice, the use of English made the place feel more accessible to international tourists. This sentiment

underscores the role of language in shaping the perceived inclusivity and approachability of businesses in tourist-heavy areas. Many respondents believed that the linguistic choices on signs and billboards positively influenced customer attraction and the overall ambiance of the area. SC (IT) and A (IT) both noted that English signage made the establishments feel more welcoming to tourists. This aligns with the findings of Kotler and Keller on the importance of clear and effective communication in marketing (Kotler et al., 2016). However, some participants, like R (WO) from Lokabana Cafe, felt that the use of foreign language names might not always align with the local context, potentially affecting the business's appeal. This suggests that while foreign elements can enhance attractiveness, they must be carefully balanced with local cultural references to resonate with a broader audience.

DISCUSSION

The findings revealed varied attitudes towards language use in Prawirotaman Street's linguistic landscape. While international tourists generally rated the use of English positively, local respondents had mixed feelings, with some appreciating the international appeal and others preferring the preservation of local languages. This dichotomy highlights the complex dynamics at play in multilingual urban settings, where linguistic choices must cater to diverse audiences with differing preferences and cultural backgrounds (Backhaus, 2006). Additionally, bilingualism affects how consumers view themselves and the things they buy (Kubat & Swaminathan, 2015). The findings of this study underscore the significance of strategic linguistic choices in shaping the cultural and commercial landscape of Prawirotaman Street. The positive reception of English and other languages with the strategic use of local languages highlight the importance of balancing global appeal with local authenticity.

CONCLUSION

Based on the empirical findings of the study, it is apparent that there is a lack of substantial usage of Javanese scripts in Prawirotaman that corresponds to the regulations stipulated by the Governor Regulation. This regulation emphasizes the importance of preserving local wisdom, including the use of Javanese scripts within the tourism domain. The linguistic landscape on Prawirotaman Street, while diverse and rich in linguistic strategies, predominantly features English and Indonesian, with limited visibility of Javanese scripts. This suggests a gap between the regulatory framework and the actual practices on the ground, highlighting the need for greater alignment to support cultural preservation efforts. The first research question focused on identifying the linguistic strategies employed on Prawirotaman Street. The study revealed a variety of strategies, including

transliterations, homophones, blend words, abbreviations (clipping words, blends, acronyms, and initialisms), personifications, syntactic structures, speech acts, and politeness strategies. These strategies are utilized to attract a diverse audience, including both local and international tourists. For instance, the use of English and Indonesian in business signage aims to enhance accessibility and appeal, while occasional Javanese elements are incorporated to maintain a connection to local culture.

The second research question explored the attitudes of locals and tourists towards the use of English, Javanese scripts, and Indonesian in the linguistic landscape. The questionnaire results indicated a generally positive attitude towards the use of English, with 46% of participants rating it as "Positive" and 27% as "Very Positive." However, there were mixed feelings regarding the representation of Javanese scripts. While some respondents appreciated their cultural significance, others felt that their limited presence might be overshadowed by the dominance of English and Indonesian. This reflects a complex interplay between the practical benefits of English for tourism and the cultural value of local languages.

The third research question delved into the relationship between language use, cultural identity, and business image, as well as the perceived impact on customer attraction or ambiance creation. Interviews with shop owners, employees, and tourists revealed that language choices on signs are strategic and multifaceted. They recognize that while English attracts international customers, incorporating local languages can enhance authenticity and cultural connection. This strategic use of language not only serves business interests but also contributes to the overall ambiance and attractiveness of Prawirotaman Street as a multicultural tourist destination. The findings suggest that while the linguistic landscape of Prawirotaman Street is effective in attracting and accommodating a diverse tourist population, there is room for improvement in aligning with regional regulations that promote the use of Javanese scripts. Policymakers and business owners should collaborate to ensure that cultural preservation efforts are reflected in the linguistic landscape. This could involve increased use of Javanese scripts alongside English and Indonesian, thereby honoring local heritage while catering to global audiences. Future research could explore the long-term impact of these linguistic strategies on business success and cultural preservation in multilingual urban settings. How bicultural consumers perceive multilingual advertising can be influenced by the degree to which a brand represents a particular cultural group.

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