Linguistic Landscape of *Ayam Taliwang*

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Abstract. This study discusses the use of language in naming Taliwang restaurants from a linguistic landscape perspective. The purpose of this research is to explain the role of public space concerning language, signs, and places in public spaces. Documentation and observation methods were used to collect data and analyzed using a qualitative approach. The results of the data analysis found that the linguistic landscape of naming Ayam Taliwang business entity in Indonesian, Arabic, and English. The use of Indonesian is the highest, followed by Arabic and English. These languages are distributed in the form of monolingual Indonesian language 76.6%, Indonesian Arabic bilingual 20%, and English Indonesian bilingual 4.3%. The selection results of naming the Ayam Taliwang business entity are in the form of stalls, lesehan (Indonesian local café), restaurants, and kitchens.

Keywords: Ayam Taliwang · Linguistic Landscape · Naming · Word Choice

1 Introduction

Bahasa or the Indonesian language is an element of culture and is an inseparable part of human life. According to Koentjaraningrat, language is one of the seven elements of universal culture, which is used as a medium by humans to meet their social needs in interacting with each other [1]. Bahasa in cultural elements is used as a meant to represent the meaning of a tradition of marriage, kinship, religion, and other elements in human life. In its use, language contains a memory of various things, starting from the memory of the language produced and the sequential understanding of its context, implicit memory for grammatical rules, semantic memory for knowledge, and episodic memory for communicating personal experiences [2]. One of the language performances is in naming restaurants with psychological meanings and concepts offered when people read them.

A food business entity that is quite well-known and is a hallmark of the city of Mataram is *Taliwang*. *Ayam Taliwang* is a typical food for the people of *Karang Taliwang* village, Cakranegara district, Mataram city. Historically, *Karang Taliwang* is a meeting place for the Sasak and Balinese ethnicities. When the Balinese kingdom extended its power to the island of Lombok, war broke out between the Selaparang kingdom and the Karangasem kingdom of Bali. The Selaparang Kingdom received assistance from the

Taliwang kingdom, in the form of cooks, horsemen, and religious leaders who served as war peacekeepers. They are responsible for approaching the King of Karang Asem so that wars do not continue and result in the loss of many lives and property losses (Kemendikbud, 2015). *Ayam Taliwang* itself is a special dish created by a cook that is served to war leaders and soldiers. For the success of the peacemaker, it is said that *Karang Taliwang* was granted by the Selaparang kingdom to the representatives of the Taliwang kingdom to settle and reside on the island of Lombok.

Based on the science of gastronomy, *Ayam Taliwang* is one of the dishes that contains high nutrition and does not contain chemicals because it uses native chicken or the people of Lombok call it "stud chicken" and have a philosophy of struggle and sincerity [3]. As one of the typical and authentic culinary delights that attract the city of Mataram, *Ayam Taliwang* is the main menu served from restaurants to street food stalls. Culinary entrepreneurs who make *Ayam Taliwang* as their main dish, use the word as a business entity. Some of them also add another word as an identity or characteristic after the word *Ayam Taliwang.* The current *Ayam Taliwang* business entity does not only exist on the island of Lombok but has spread to various other big cities in Indonesia such as Jakarta, Bandung, Surabaya, Bali, and others. The naming of the *Ayam Taliwang* business entity attracts researchers to find out the naming pattern and the variations it uses, using a linguistic landscape approach.

Landscape linguistics (LL hereinafter) is a new field of applied linguistics that focuses on the language that is displayed and exposed in the public sphere. LL was introduced by Landry & Bourhis in 1997 which pays special attention to the various written languages that appear on public road signs, billboards, street names, place names, commercial shop signs, and general signs on buildings. Government in a region, region, or urban agglomeration [4]. According to Groter (2006), it is explained in more detail that the linguistic landscape analyzes the use of textual formatted language that is displayed and presented outside the public sphere, including the use of various signs that are displayed along with the language [5, 6]. Research in linguistic landscape studies aims to understand more deeply the role of space and place concerning language and explore the relationship between signs and their places in public spaces in more detail, especially in multilingual areas. In linguistic landscape research, an ethnographic method is used that focuses on the activity of exploring lingual experience or meaning through language variations in naming public spaces. The lingual form of naming has gone through a morphological process of word formation. The morphological process is the process of forming words by merging units/forms with other forms on which to base, the result being 3 (three) word forms, which are affixed words, duplicated words, and compound words [7]. The end of this study aims to reveal the lingual pattern of naming restaurants/food stalls resulting in temporal and spatial relationships between signs, agents, and places, which shows how social and historical perspectives in the study of the linguistic landscape of diaspora communities can explain changes in the wider social context. Some of the other studies include: [8–11].

2 Methods

This linguistic landscape research used an ethnographic approach guided by a qualitative research approach that is carried out by documenting objects directly, it can be said that

this linguistic landscape study relied on photography and visuals in its analysis. The research was conducted emic to describe Warung Taliwang comprehensively. Research data are names, labels, and symbols collected from *Ayam Taliwang* restaurants/food stalls in Mataram City. The city of Mataram was chosen as the place for data collection because Lombok is the origin of the *Ayam Taliwang* business.

Data collection focused on the involvement of photography which was visualized from the text that was on signs in public spaces. The scope included places that are geographically strategic locations. The analysis relied on microlinguistics, namely the use of lingual units of phrases in the name text of the *Ayam Taliwang* business entity, and how the text pattern was written in the form of phrases.

It also discussed the use of language codes, monolingual, bilingual, and what language is used. Analysis at this level looked at how the behavior of the language was used. All photos were taken in public spaces where the business entity is spread and analyzed using two functions as objects of the linguistic landscape, as described by Landry & Bourhis (1997) which are (1) informational function by examining the linguistic aspect; (2) while the symbolic function looks at language and its interactions. The symbolic function of the data explored the basic message of the fact that the linguistic landscape and the hierarchy of one language over another and also explained how a landscape was constructed. The data were grouped by equating and distinguishing: (1) the same data are grouped with the same and different data are grouped with different so that the data obtained from the linguistic landscape of the naming of the *Ayam Taliwang* business entity, based on its monolingual, bilingual, and multilingual forms; (2) Flavors are grouped by the business entity; and (3) attributive/description, and features that refer to a pleasant atmosphere or food place. Data that both have a symbolic function are grouped with data that both have a symbolic function, and data that has an information function are grouped with data that has an information function.

3   Results and Discussion

The choice of language was one of the variables that give the name to decide to show that the choice of language was also a factor that showed the identity of the business owner. The language of the commercial entity sign played a communicative role as well as a symbolic function. They also indicated the power relations and position of language speakers in a region. The corpus of data currently contains 60 data on business entities, 47 data showed the use of the Indonesian language monolingually and the rest of the entity names are named with two language choices (bilingual) (Fig. 1).

The results of the collection of language data contained in the linguistic landscape of naming the *Ayam Taliwang* business entity are Indonesian, English, and Arabic. Indonesian is the language with the highest usage, followed by Arabic and English. These languages are distributed into monolingual and bilingual forms. Contrary to the cultural and linguistic diversity of the people of Lombok which is one of the tourist destinations, and the Ayam *Taliwang* entity which is a culinary icon of Lombok, the data did not represent this diversity in its LL, the survey indicated that most of the entities are monolingual which 46 monolingual entities found all use Indonesian. The data distribution can be seen in the Table 1.
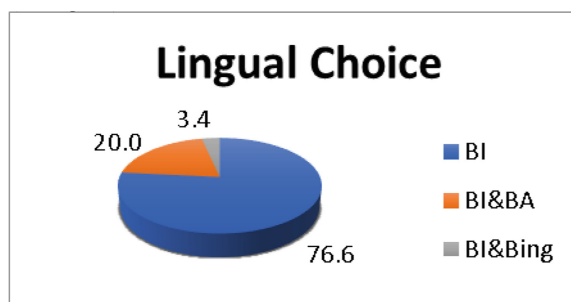
Fig. 1. Choice of Ayam Taliwang Business Entity Language. Note: BI = Bahasa, BA = Arabic, Bing = English

Table 1. Monolingual Signs

No.	Restaurant Names	Language
1	Ayam Bakar Ikan Bakar Taliwang	BI
2	Ayam Bakar Taliwang	BI
3	Ayam Bakar Taliwang Raiya	BI
4	Ayam Bakar Taliwang Rizad Nada	BI
5	Ayam Taliwamg	BI
6	Ayam Taliwang DUA-EM	BI
7	Ayam Taliwang INAQ BELMEER	BI
8	Ayam Taliwang Lombok	BI
9	Ayam taliwang putri duyung	BI
10	Dapur Taliwang Mamiq Ambung	BI
11	Ini Dia Warung Taliwang	BI
12	Lesehan Taliwang Irama 1	BI
13	Lesehan Taliwang Irama 3	BI
14	Lesehan Taliwang Nada	BI
15	Nidia Warung Taliwang	BI
16	Nidia Warung Taliwang	BI
17	Rumah Makan Nada Alam Nyaman	BI
18	Rumah Makan Taliwang	BI
19	Rumah Makan Taliwang Airlangga	BI
20	Rumah Makan Taliwang Bintaro Jaya	BI
21	Rumah Makan Taliwang Satu	BI

Table 1. (*continued*)

No.	Restaurant Names	Language
22	Rumah Makan Taliwang Udin	BI
23	Taliwang Bu'Kar	BI
24	Taliwang Dhita	BI
25	Taliwang Dua Bersaudara	BI
26	Taliwang Ibu Siti	BI
27	Taliwang Irama 3	BI
28	Taliwang Madya	BI
29	Taliwang Pojok	BI
30	Taliwang Senja	BI
31	Warung Dan Lesehan Taliwang Sejahtera	BI
32	Warung Fahmi Taliwang	BI
33	Warung Dita Taliwang	BI
34	Warung Makan Aneka Taliwang	BI
35	Warung Taliwang	BI
36	Warung Taliwang Billynda	BI
37	Warung Taliwang IFA	BI
38	Warung Taliwang Maju Jaya	BI
39	Warung Taliwang Mandiri	BI
40	Warung Taliwang Nok	BI
41	Warung Taliwang Pak Mat	BI
42	Warung Taliwang Restu	BI
43	Warung Taliwang Rosida	BI
44	Warung Taliwang Rostiya	BI
45	Warung Taliwang Sukma	BI
46	Warung Taliwang Wahyu	BI

Another finding regarding language selection is the combination of BI + BA. The BA used is an Arabic name that is synonymous with Islam. Despite the relatively high frequency of borrowing Arabic words in naming entities (about 18.3%) due to the long history of Islam in Indonesia, especially in Lombok which is known as the island of a thousand mosques, Islam is the majority religion in Lombok, it is not surprising that the name of self/person has its root from Arabic. The presence of Arabic and especially Islamic names in the data cannot be ignored. The data distribution can be seen in the Table 2.

Table 2. Bilingual Indonesian-Arabic

No.	Name	Language
1	H. Moerad Restaurant	BI - BA
2	Taliwang Restaurant in Hj. Salmah	BI - BA
3	Taliwang Al Fatih	BI - BA
4	Taliwang Dua Hj. Nuraini Moerad	BI - BA
5	Taliwang Zakki	BI - BA
6	Warung Akrina Taliwang	BI - BA
7	Taliwang Hikmah Cakra Plaza Grilled Chicken Restaurant	BI - BA
8	Taliwang Barokah stall	BI - BA
9	Taliwang Muslimah Stall/Taliwang Restaurant Hj. Muslimah	BI - BA
10	Taliwang Najwa stall	BI - BA
11	Warung Taliwang Rizqiku (Mr. Musa)	BI - BA
12	Taliwang Syifa	BI - BA

Table 3. Bilingual Indonesian-English

No.	Name	Language
1	Taliwang Irama Grilled and Fried Chicken	BI - Bing
2	Taliwang and real seafood stall	BI - Bing

In contrast, the condition of Lombok which is a tourist destination, and *Ayam Taliwang* which is a culinary icon of Lombok, the data did not show the dominant use of English in naming business entities, only two data were found by mixing into English, and even then, it did not directly refer to Ayam *Taliwang*. The data can be seen in the Table 3.

Along with the development of tourism in Lombok, the Taliwang Grilled Chicken Kuliner became famous. Taliwang grilled chicken is one of Lombok's culinary icons. This causes the Taliwang grilled chicken culinary to be popular and spread in several cities in Indonesia. The size of the type of place to eat varies from small stalls on the street to large restaurants. One of the interesting aspects related to this business entity is the use of language as a name and label for a place to eat. Data showed that there are several types of *Ayam Taliwang* business entities:

3.1   Stall or *Warung*

The stall or *warung* is a business entity that has existed for a long time and is very close to the Indonesian people. The word *warung* itself is more often used to refer to a small business. This is because it is influenced by the type of building or place used.

Warung is usually located in the neighborhood or within close reach, making the *warung* become one of the ready-to-eat food business entities that are widely used in naming the *Ayam Taliwang* business. The data showed that the naming of business entities is directly indicated by mentioning the word *"warung"* as the core of what is explained followed by the name/description and then the word Taliwang as the character, for example (warung + name/description + Taliwang as a marker), for example, *Warung Dita Taliwang, Warung Fahmi Taliwang, Warung Makan Aneka Taliwang.*

Another pattern in *Ayam Taliwang* business entity refers directly by mentioning the word *"warung"* as the core or followed by the word *Taliwang* as a marker of a new business entity followed by another name or description, for example (warung + taliwang as a marker + name/description), for example, *Warung Taliwang, Warung Taliwang Barokah, Warung Taliwang Billynda, Warung Taliwang Seafood Sejati.*

The word warung did not have to be attached to the name of the *Ayam Taliwang* business entity, but from a place that tends to use simple buildings, such as tents or carts with covers or simple buildings using walls or woven bamboo slats, and the size of the building tends to be small, sometimes for space efficiency, the *warung* utilizes some of the space in the house, even though the business entity does not directly mention the word *"warung"* the business entity can be entered into the warung entity according to the circumstances. Above, for example *Ayam Bakar Ikan Bakar Taliwang, Ayam Bakar Taliwang, Ayam Taliwang Inaq Belmeer, Ayam Taliwang Lombok, Taliwang Ibu Siti, Taliwang Dhita.*

In the pattern of naming the business entity, it does not mention the type of entity but directly refers to the main menu such as chicken, and grilled fish which is then followed by the character, Taliwang, some directly refer to Taliwang then followed by the name or description. The *'warung'* entity either directly or implicitly is the most dominant in Taliwang's business.

3.2 Restaurant

Some *Ayam Taliwang* business entities use the restaurant type. The house is a food business that serves a certain menu and provides a place to enjoy the dish and sets certain rates for food and services and there are accompanying taxes. The buildings and places are better than and permanent compared to *warung,* the price tag is also more expensive, restaurants are also commonly referred to as restaurants, for example: *Ayam Taliwang Dua Em, Rumah Makan Taliwang, Rumah Makan Taliwang Airlangga, Rumah Makan Taliwang Satu, Rumah Makan Taliwang Udin, dan Restoran H Moerad*.

3.3 Lesehan

Lesehan is a place to eat that carries a relaxed and informal impression, so a *saung or berug* is usually provided (in Sasak language) as a place to sit back and enjoy the dishes provided. There are 3 business entities that carry the concept of lesehan as a type of business, for example: *Lesehan Taliwang Irama 1, Lesehan Taliwang Irama 3, Lesehan Taliwang Nada.*

Fig. 2. Examples of Restaurant Naming.

3.4 Kitchen

The concept of a kitchen business entity is adopted by catering, where the center of activity is concentrated in the kitchen, usually not providing a place to eat on the spot, but the concept carried from existing data tends to lead to the form of a stall, for example, *Dapoer Taliwang Mamiq Ambung*.

The text landscape as a business entity from the data shows the type of *Warung*, Restaurant, *Lesehan,* and kitchen as the type of entity, then followed by the word Taliwang as a marker or as the main menu being served or sold. Judging from the type of sign used, LL, the name of the *Ayam Taliwang* business entity, is made in two ways. First, the name of the *Ayam Taliwang* business entity is constructed using linguistic signs. This type of name can be seen in the pictures (Fig. 2).

4 Conclusion

Patterns in naming monolingual and bilingual *Ayam Taliwang* business entities. The language most often used in naming entities is monolingual. The languages most often used in naming monolingual business entities are Indonesian and Arabic. The text landscape as an entity is *Warung*, Restaurant, *Lesehan,* and kitchen by using the word *Taliwang* as its character, a combination of a person's name, description, or menu being sold.

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