



The Linguistic Landscape of The Eatery Names in The City of Bandar Lampung

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ABSTRACT

The primary objective of this research is to elucidate the role of language and references in the eatery names within the city of Bandar Lampung. The eatery names are inherently tied to identity and symbolize the aspirations and intentions of their creators. Bandar Lampung is characterized by a diverse and heterogeneous population, resulting in the prevalence of various forms of bilingualism in public spaces. This study adopted a qualitative descriptive research approach, with the data collection conducted through systematic observation. The collected data was subsequently recorded and analyzed, and the findings were presented.

The initial dataset comprised a minimum of 50 observations. The results of this research reveal that the eatery names in Bandar Lampung exhibit monolingual, bilingual, and multilingual forms of words and phrases. Additionally, these names draw references from diverse sources, including people, places, mythological figures, adjectives, time, and tools. Moreover, it is noteworthy that Javanese is the predominant regional language used in the eatery names in Bandar Lampung.

Keywords: *Bandar Lampung, Linguistic Landscape, Eatery Names*

1. INTRODUCTION

Names play a significant role in the culinary arts, as food vendors assign various distinctive names to the products they offer. Beyond product names, investigations into naming practices within the culinary domain extend to the eatery names. Researchers from diverse regions have conducted studies on eatery names or gastronomic, revealing unique attributes associated with business names in the food sector. The selection of the eatery names is not a random process; rather, it serves a specific function. According to Chen, adopting one's own name for an eatery aids the proprietor in bolstering their self-confidence [1]. This practice can assist eatery proprietors in expressing their individuality by means of the flavors of their cuisine. Such individuality is intricately linked with the ethnic and social standing of the eatery owner. Furthermore, the linguistic embodiment of this self-referential identity can be employed to foster specific connections with customers and articulate the proprietors' expectations [2]. An appealing and distinctive appellation facilitates enhanced recollection of the establishment by customers. Bandar Lampung stands as the most extensive urban center within Lampung Province.

According to the population census of 2020, the city of Bandar Lampung accommodated a total population of 1,184,949 residents [3]. Conversely, Bandar Lampung spans an area of 197.22 square kilometers and is subdivided into 20 sub-districts. During the era of Dutch East Indies rule, Lampung remained relatively tranquil. The surge in Bandar Lampung's population can be attributed to migration policies during the Dutch East Indies period, as well as the transmigration initiatives in the post-Indonesian Independence era. This demographic growth is not solely derived from the native Lampung populace but also encompasses immigrants from diverse ethnic backgrounds and tribes across Indonesia. This has contributed to the heterogeneous linguistic landscape of Bandar Lampung.

In Bandar Lampung, Indonesian serves as the *lingua franca*. Furthermore, regional languages, including Javanese, Lampung, Sundanese, and Balinese, are utilized by ethnic communities residing in the Bandar Lampung vicinity. Additionally, foreign languages are integrated into the educational curriculum, offered as subjects in elementary, middle, high schools, and colleges. This inclusion is attributed to English's status as an international language. While Arabic is not universally taught, it finds a place in madrasas, both public and private. As the epicenter

of commerce and education in Lampung, Bandar Lampung attracts individuals from across Lampung Province for settlement and visits.

Linguistic Landscape Studies are a subset of sociolinguistic research. This inquiry seeks to examine the utilization of language in public spaces, crafted by both individuals and the government. The study is oriented towards deciphering the textual representations that hold significance in the practice of multilingualism within an urban environment [4]. Numerous studies have revealed that the Linguistic Landscape can be approached and analyzed from multiple perspectives within a given geographical area [5]. The study of linguistic landscapes entails the examination of textual elements within publicly accessible spaces, which are inherently reflective of the social dynamics of the communities that inhabit these areas. Such texts represent a battleground of linguistic choices, mirroring the interactions among different societal groups. In the context of globalization, this contest over language usage is indicative of the broader communicative practices within society, practices that have been simplified with the advent of modern communication technologies when compared to earlier times [6]. The exploration of eatery names can be considered a component of Linguistic Landscape (LL) research.

In Indonesia, particularly, studies that scrutinize the LL in the context of eatery names are sparse. LL research offers a framework for a more nuanced analysis of public texts. Consequently, scholars have expressed interest in investigating the eatery names in Bandar Lampung through the lens of LL analysis. Examining the names of such establishments is pivotal for understanding the linguistic competition engaged in by proprietors to craft their business identities. Moreover, the diverse makeup of Bandar Lampung serves as an additional incentive for researchers to delve into the LL there. This diversity undoubtedly affects the linguistic choices made by business proprietors, who are at liberty to select a language that resonates with their intended clientele or aligns with their own identity. It is expected that this research will contribute to the enrichment of LL studies, especially in regions beyond the island of Java.

2. OBJECTIVES

The objective of this study is to delineate the informational functions of language and naming conventions utilized by the eateries in the city of Bandar Lampung. The research categorizes the variety of names employed by the eateries, with a particular focus on monolingual, bilingual, and multilingual nomenclatures. Additionally, the study employed syntactic categorizations, such as individual words and phrases, to classify the aforementioned naming forms. The term 'reference' in this context denotes the sources or inspirations for the eatery names. The classification of these references will be predicated on the insights garnered from the preceding section of the study. Through the fulfillment of these research aims, the study will pivot the focus of Linguistic Landscape research towards the field of toponymy, endeavoring to understand the dynamics of public space naming in Bandar Lampung.

3. THEORETICAL REVIEW

In this section, the researcher outlines prior studies and pertinent theoretical frameworks. The theoretical underpinnings employed in this research encompass the field of Linguistic Landscape and the concept of business branding.

3.1. *Literatur review*

Prior research in this domain has been undertaken by other scholars. Agusniar and Savitri have conducted a study focused on the photocopying services names in Trenggalek [7]. The study executed by these researchers aims to characterize the linguistic usage, patterns of the names, and the functional aspects of naming coffee shop in the district of Trenggalek City. The findings of their research reveal the presence of multilingualism in the linguistic landscape of public spaces. The languages manifested include Indonesian, Javanese, English, Arabic, and Minangkabau. The emergent naming patterns take the form of both words and phrases. The function of naming coffee shops is found to encompass both symbolic and informative roles, with each being utilized according to its distinct purpose.

Other research conducted by Wijana [8] this study is of a semantic nature, with the objective to scrutinize the names employed by Minang restaurants. The findings reveal the deployment of two distinct strategies, which exert influence over the language selected for the restaurants' names. Furthermore, the lexicon chosen by the proprietors encapsulates the Minangkabau lifestyle.

Furthermore, many studies have been found on naming. This research was conducted by Syahrawati et al [9], Krsko[2], Anantama [10] and Ambarwati [11]. These inquiries delve into the practice of naming food items and eateries in various locales, including Sumbawa, Banská Bystrica, Purwokerto, and Malang. The outcomes indicate a plethora of linguistic forms employed in the designation of food stalls and their menus, extending from single words

to full phrases. The spectrum of languages that inform these names is equally diverse, encompassing Indonesian, regional dialects, and various foreign languages. This is particularly evident in the research conducted by Krsko [2] in the study undertaken in Banská Bystrica, it was observed that the application of foreign languages in names often reflects the culinary origins of the food sold.

Literature reviews reveal that the eatery names or their culinary variants assumes various forms and configurations. Notwithstanding, the bulk of scholarly literature primarily addresses the semantics of these names. Moreover, there is a noticeable dearth of research within the Linguistic Landscape framework concerning the naming practices of food-related enterprises in Indonesia. Researchers contend that the incorporation of toponymy within Linguistic Landscape studies could yield insights into the linguistic competition inherent in public space naming conventions. The prevalence of bilingual and multilingual forms in such contexts may offer a window into the social dynamics prevalent in the city of Bandar Lampung.

3.2. Linguistic Landscape

In the introduction, we succinctly delineated the field of Linguistic Landscape Studies. This domain has experienced swift advancement subsequent to the seminal publication by Landry and Bourhis in 1997 [12]. According to these scholars, Linguistic Landscape studies encompass the examination of language manifest on road signs, billboards, names of public venues (such as commercial establishments, streets, and sites), as well as on government edifices within a region. As the field of Linguistic Landscape studies evolves, its scope extends beyond merely tangible manifestations to include virtual forms as well [13]. The evolution of Linguistic Landscape research can be integrated into a range of disciplines including discourse analysis, semiotics, and education [14]. The presence of a multitude of texts in public spaces is inextricable from their potential for analysis from myriad perspectives.

Linguistic Landscape Studies adopt two principal approaches to the production of texts in these arenas. Institutional text creation is termed 'top-down,' while that initiated by the community or individuals is labeled 'bottom-up.' Texts emanating from community efforts are distinguishable from those instituted by governmental entities. Governmental texts typically employ national languages to convey messages and are characterized by legal compliance. Conversely, texts originating from individuals and communities exhibit greater freedom. In this research, the investigator will scrutinize texts generated by the community, thereby concentrating on bottom-up patterns as opposed to top-down approaches.

Moreover, Linguistic Landscape Studies may incorporate the analysis of multilingualism. The linguistic expressions encountered in public spaces are a confluence of diverse tongues, ranging from regional dialects and Indonesian to various foreign languages. These languages may intertwine, transcending monolingual bounds. Mastery of bilingual and multilingual forms is not confined to individuals with dual identities. Hamers & Blanc have posited the feasibility of bilingual proficiency even in the absence of a dual cultural identity. [15]

3.3. Business Branding

The business branding is pivotal in establishing the product's identity, highlighting the criticality of naming. From the perspective of both consumers and merchants, distinct roles are evident. For entrepreneurs, a name is synonymous with business proprietorship, while for consumers, it is instrumental in distinguishing a business establishment. The process of naming an eatery is intrinsically linked to the socio-cultural fabric of the community [16]. Furthermore, naming also targets market segmentation and reflects the entrepreneur's identity [17]. In this context, scrutinizing the language employed in the eatery names is of paramount importance. Within any given community, the selection of a particular language for naming is perceived to carry intrinsic value. Moreover, branding is crucial in delineating the product's uniqueness in comparison to its counterparts [18]. A company's image is fortified when consumer choices are influenced by the brand [18]. Textual and visual elements should be congruent with the cultural perceptions of the target consumers, particularly concerning ethnic cuisine [19]. Branding is also inextricably linked to the political policies of urban governance. The process of place branding policy exerts a significant influence on urban sectors including business, tourism, and education [20].

4. METHODS

This study is characterized as a qualitative descriptive analysis, yet it also incorporates quantitative data to illustrate the prevalence of language forms. The methodology employed was observational, with a focus on the eatery names in the city of Bandar Lampung, particularly signage in public spaces. Google Maps, accessed via the researcher's electronic device, served as the primary tool for observation. Search terms including "Tempat Makan di

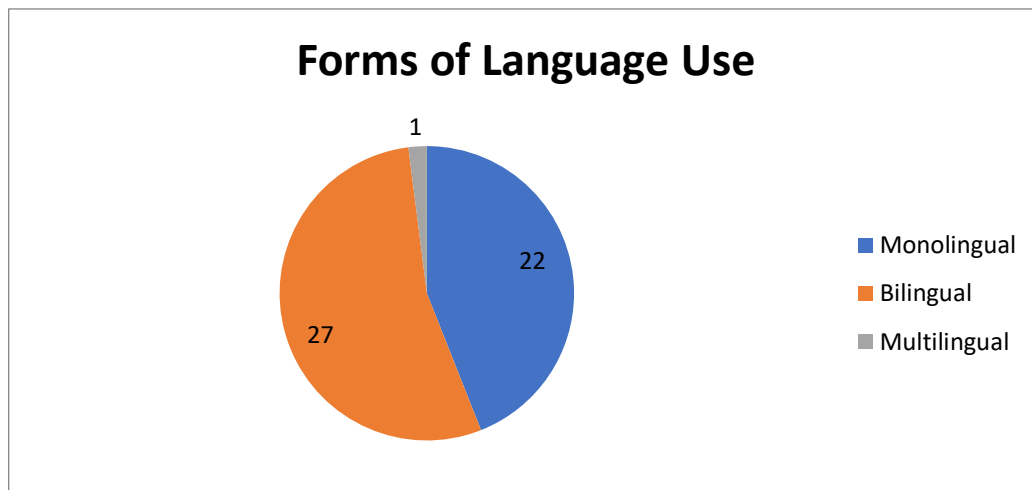
Bandar Lampung" and "Warung Makan di Bandar Lampung" facilitated data collection. The scope of the research encompassed various sub-districts within Bandar Lampung, Lampung Province, Sumatra, Indonesia, thereby ensuring a randomized data sampling. Collected data was systematically recorded and enumerated. In addition to note-taking, screenshots of eatery signages were captured to aid in the examination of linguistic competition. The data compilation occurred from March 20 to May 20, 2023. The analytical approach of this study encompassed stages of data accumulation, examination, and the presentation of findings. The exposition of results is tailored to the study's aims, hence the presentation will articulate the Linguistic Landscape pertaining to the eatery naming in Bandar Lampung.

5. FINDINGS & DISCUSSION

This research found the existence of traditional language forms, references and functions.

5.1. Form

This research found at least 50 eateries in the city of Bandar Lampung.



Source: [Personal]

Figure 1. Frequency of Language Forms

During the data collection phase, instances of monolingual, bilingual, and multilingual language usage were identified. Bilingual naming conventions were observed with greater frequency in comparison to other naming forms, with multilingual formats being the least prevalent in the nomenclature of eateries. The accompanying graph delineates a competitive landscape between monolingual and bilingual formats in the arena of public space eatery names within the city of Bandar Lampung.

5.1.1. Monolingual

In the linguistic landscape concerning the designation of eateries in Bandar Lampung, the languages utilized comprise Indonesian and English, manifested in both single words and phrases.



Source: [Google Maps]

Figure 2. Kampung Kecil

Figure 2 presents an illustration titled "Kampung Kecil," which exemplifies the use of Indonesian in the eatery naming. The chosen name falls within the category of attributive endocentric phrases, comprising the amalgamation of "Kampung," translating to "hamlet" or "village" in English, and "Kecil," meaning "small." The application of the

Indonesian language in this context aims to evoke the ambiance that the proprietor intends to convey. Moreover, such nomenclature exerts influence over the assortment of dishes on offer; the Indonesian moniker suggests that the cuisine available at this venue predominantly features traditional Indonesian dishes. Consequently, the act of naming an eatery not only serves as an identifier but also bears significance on the culinary choices provided.

Additional instances pertaining to the linguistic landscape of eatery naming in Bandar Lampung are as follows.



Source: [Google Maps]

Figure 3. Alas Cobek

Figure 3 delineates the linguistic landscape of stall monikers utilizing phrases. The appellation of this establishment is a composite of two terms: "alas" and "cobek." This designation falls under the category of Attributive Endocentric Phrases. The selection of this phrase is strategic, aiming to highlight the distinctiveness of the enterprise. This distinctiveness is derived from the unconventional choice of dining utensils employed here. The proprietor opts for a mortar, traditionally used for grinding, as an alternative to standard plates. This choice signifies the owner's endeavor to forge an identity that deviates from the normative expectations of their clientele, with the objective of offering a departure from the commonplace.

In addition to the aforementioned examples, there are also instances where the naming convention follows a monolingual template, as demonstrated in subsequent naming structures:

- (4) Taman Santap Rumah Kayu
- (5) Restoran Begadang 2
- (6) Restoran Garuda
- (7) Rumah Makan Yen Fa
- (8) Randu Resto Lampung
- (9) Ayam Bakar Jingkrak
- (10) Rumah Makan Azka
- (11) Rumah Makan Bayang Jaya
- (12) Shabu Kitchen
- (13) Rumah Makan Pelangi
- (14) Mie Khodon
- (15) RM. Minang
- (16) Rumah Makan Setia
- (17) Rumah Makan Siang Malam
- (18) Rumah Makan Ibu Pandawa
- (19) Rumah Makan Saudaraku
- (20) Rumah Makan Prasmanan Batam
- (21) Rumah Makan Sendok Mas
- (22) The Summit Bistro

The aforementioned roster of eateries exhibits a pattern of monolingual usage. The languages presented are Indonesian and English. The phrase structures prevalent in these denominations are primarily characterized by attributive endocentric phrases.

5.1.2. Bilingual

This mode of bilingual utilization is frequently observed in Indonesia. According to Haugen, bilingualism commences with the generation of coherent and significant expressions in a second language [21]. The bilingual designation of food stalls is distinguished by the conflation of two linguistic forms within a single phrase.

In the dataset concerning the eatery names in Bandar Lampung, instances of bilingualism were identified. An illustrative example from the collected data is "New LG Resto Pahoman".



Source: [Google Maps]

Figure 4. New LG Resto Pahoman

The aforementioned image represents the identity of New LG Resto Pahoman, which is structured as a phrase combining English and Indonesian elements. "New LG" serves as the described element (D), while "resto" acts as the describing element (M). "New LG" is a unique designation signifying the establishment's identity, and "resto" is a colloquial term for "eatery". English is the dominant language as it assumes the described position. Conversely, Indonesian plays a subsidiary role in the nomenclature of this eatery

Naming conventions that incorporate both Indonesian and regional languages are also observed in the subsequent examples.

- (25) Umah Bone Resto
- (26) Ayam Bakar Mbok Jum 5
- (27) Rumah Makan Mbok Wito Pahoman
- (28) Omah Jawa Bandar Lampung
- (29) Warung Makan Mak Nani
- (30) Warung Makan Mas Moel
- (31) Lesehan Kang Mamat
- (32) Kampung Jogja La Rise
- (33) Keude Aceh Warung Makan
- (34) Warung Makan Spongiro
- (35) Warung Makan Budhe
- (36) Warung Makan Prasojo
- (37) Warung Makan Margo Joyo

The dataset referenced indicates the deployment of phrases that are structured using regional languages, with occurrences of Balinese, Javanese, Sundanese, and Acehnese. The utilization of these languages in the naming process possesses distinct characteristics, unique to each language context. Entry (28) highlights the naming strategy's distinctiveness by emphasizing geographic specificity in contrast to other names that blend Indonesian with Javanese elements. Conversely, entry (32) references a location not as the site of the business but as an indicator of the food's origin, specifically Jogja. Additionally, entry (32) exemplifies the inventive use of wordplay to evoke the semblance of a foreign language, employing the word "La rise" to impart a French connotation through the feminine article "La." This is a playful twist, as "La rise" is derived from the Javanese word "laris," meaning "popular" or "in demand."

5.1.3. Multilingual

The multilingual naming pattern under discussion is one that incorporates more than two languages in its construction. Within the context of Bandar Lampung City's eateries, this pattern is exemplified by a single occurrence, as per the following data:

(25) Kuliner Mak Hera by Grany

The aforementioned pattern manifests as a phrase blending three languages. The term "Kuliner" signals the use of Indonesian, while "Mak," an abbreviation of "emak," is a term of endearment from a regional language denoting 'mother.' The English preposition "by" connects the elements, demonstrating an Indonesian-regional-English language sequence. The regional language is employed in a relatively minor capacity, utilizing only a salutation. The strategic use of a regional language can serve various functions, including providing information to the reader. [22]

5.2. Reference

The act of assigning a name to an establishment is often closely tied to various references. The naming references identified in this study include:

Name of the person

It is a frequent practice to name the eatery after the proprietor's own name. In such instances, the use of a personal proper name serves solely as an identifier, pointing to the individuality of the owner. The data relevant to this reference is as follows.

- (10) Rumah Makan Azka
- (26) Ayam Bakar Mbok Jum 5
- (3) Kinar Resto
- (27) Rumah Makan Mbok Wito Pahoman
- (29) Warung Makan Mak Nani
- (30) Warung Makan Mas Moel
- (31) Lesehan Kang Mamat
- (46) Kuliner Mak Hera By Grany

The aforementioned data demonstrates that personal names serve as attributes in the nomenclature of culinary ventures. Utilizing a person's name aims to signify proprietorship over the business. Additionally, such naming fulfills a symbolic role, representing the figure who founded the establishment. Beyond the mere use of the owner's name, this form of symbolic representation often includes terms of address. In examples (26), (27), and (30), there are terms of endearment that reflect cultural identity, such as "mbok" and "mas." "Mbok" derives from "simbok," meaning "mother," while "mas" denotes a brother or an older male figure.

Place

Owners of the eatery frequently draw upon locale names to brand their businesses. The subsequent data, along with others not listed, incorporate names of places.

- (1) Kampung Kecil Lampung
- (4) Taman Santap Rumah Kayu
- (15) Rumah Makan Minang
- (20) Rumah Makan Prasmanan Batam
- (23) Rumah Makan New LG Pahoman
- (28) Omah Jawa Bandar Lampung
- (38) Kampoeng Bamboe Restoran dan Homestay
- (42) City Kuliner
- (44) Taman Langit Cafe&Resto
- (45) Kampoeng Seafood

In the aforementioned dataset, three distinct categories of locales are employed as referents in naming practices. The first category encompasses the actual site of the business operation. The second category pertains to places situated elsewhere. The third category is a blend of the first two types, and finally, there are appellations that do not allude to specific geographical sites. The designations "Kampung Kecil Lampung" and "New LG Resto Pahoman" reference a location in Lampung, highlighting the business's establishment site. The second type of location is exemplified in the names of the "Rumah Makan Minang" and "Rumah Makan Prasmanan Batam." In the case of the "Rumah Makan

Minang," the name is derived from Minangkabau region in West Sumatra, a nod to the cultural roots and heritage of the Minang people [8].

Mythological/Puppetry Figures

Naming based on mythological figures was found in this research. There are two pieces of data containing the name of the Garuda element

(6) Rumah Makan Garuda

(18) Rumah Makan Ibu Pandawa

The entry labeled "Rumah Makan Garuda" evokes the imagery of a mythic entity, specifically the Garuda bird, which is the emblematic creature of Indonesia. As delineated by Padmosoekotjo, Garuda, or Garudha, is envisaged as a majestic bird, progeny of the goddess Vinata [23]. This avian symbol is often associated with strength and power. Employing 'Garuda' as a restaurant name infuses it with a distinctly nationalistic aura. Conversely, "Rumah Makan Ibu Pandawa" draws upon figures from the epic narrative of the Mahabharata, specifically the Pandawa brothers. Naming the eatery after these characters suggests an ambiance and menu reflective of Javanese cuisine.

Adjective

Adjectives are found in the following data

(16) Rumah Makan Setia

(24) Moro Seneng Restaurant

(40) Rumah Makan AKA Ekspres

(47) Jumbo Seafood

The aforementioned dataset showcases the utilization of descriptive adjectives such as "ekspres," "Seneng," "Setia," and "jumbo." The term "ekspres" implies swift service, catering to customers desiring promptness. "Seneng," translating to "happy" or "like," paired with "moro," meaning "to come," conveys the notion that patrons will experience joy upon visiting the establishment. The adjective "jumbo" signifies the availability of large portions, specifically in reference to seafood dishes, indicating that the restaurant offers generously sized servings.

Time

In the data on names of restaurants in Bandar Lampung, at least data can be found that refers to naming based on time.

(17) Rumah Makan Siang Malam

The utilization of temporal references in naming suggests details about the business's operational hours, providing customers with clear information on the most suitable times to visit the establishment.

Family

Regarding familial designations, unlike references that pertain to individual names, family-based references are not indicative of particular personal names. Instead, they reflect familial titles or terms of endearment. This approach to naming is observed in both Indonesian and Javanese expressions, where such familial greetings are employed.

(19) Rumah Makan Saudaraku

(35) Warung Makan Budhe

(48) Rumah Makan Mbok

The employment of these familial terms is likely intended to cultivate a sense of intimacy with patrons, fostering a familial bond. Such a selection of family-related names may stem from the cultural closeness prevalent among the Lampung community. Through this naming choice, proprietors might aim to project a homely ambiance to their clientele, offering an experience reminiscent of a familial environment.

Tools

The use of tools in this naming reference indicates that there are tools used to eat the dish that has been served.

(2) Alas Cobek

(21) Rumah Makan Sendok Mas

Data (2) highlights the utilization of "cobek" in the naming of a business establishment. The selection of "cobek" as a moniker suggests that the eatery serves their foods in place of traditional plates, which contributes to the

distinctiveness of the establishment. The proprietor has intentionally chosen this unique characteristic as an element of the business's name to stand out.

5.3. Functions of Regional Languages

In this research, it was found that the use of regional languages as naming elements was most often found in Javanese.

(34) Warung Makan Spongiro

(35) Warung Makan Budhe

(36) Warung Makan Prasojo

(37) Warung Makan Margo Joyo

Beyond these four examples, numerous other data points also incorporate Javanese as one of their integral elements. This reflects the significant number of Javanese speakers in Lampung, who constitute the majority among regional languages utilized in public spaces. The manifestation of Javanese in these public spaces indicates that the language possesses considerable group vitality. The employment of Javanese in this context is instrumental in shaping and preserving identity, as well as signaling the flavor profile of the cuisine.

6. CONCLUSION

This study has established that the naming convention for eateries in the city of Bandar Lampung is predominantly bilingual. The Linguistic Landscape of the eatery names in the city of Bandar Lampung City primarily features bilingual forms, with monolingual and multilingual forms following suit. The scarcity of multilingual names may stem from the minimal emphasis on foreign language education in schools. The deliberate incorporation of regional language elements aims to foster a connection between the eatery establishment and its patrons. Furthermore, the regional language usage often highlights the distinctiveness of the cuisine offered by the eatery. The study uncovers a trend in the eatery naming that draws on references to personal names, places, and temporal markers. It is important to note that the research has its limitations, with the sampling of locations being random. Future researchers might concentrate on examining more specific locales.

7. COMPETING INTEREST STATEMENT

This article is clear of any conflicts of interest related to data collection, analysis, and publication process.

8. AUTHORS' CONTRIBUTIONS

Arif Fadillah is the main author of this article. Hayatul Cholsy is the supervisor of this research. All researchers contributed significantly to this research.

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