NAMING LOCAL COFFEE SHOP IN CITRA RAYA, TANGERANG: A LINGUISTIC LANDSCAPE STUDY

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ABSTRACT

This study examines the linguistic landscape of Citra Raya, a development by the Ciputra Group in Tangerang Regency, focusing on the dominant languages and meanings associated with the names of local coffee shops. The purpose of the research is to identify the prevalent languages used and analyze the significance behind the names of these establishments, reflecting the urban culture centered on coffee. A qualitative approach is employed, utilizing theories on language types and naming patterns to explore the impact of monolingualism, bilingualism, and multilingualism on the language and naming conventions. Primary data were gathered through direct interviews with informants. The results reveal that monolingual languages are predominant, with Indonesian and English each appearing on 34% of the 25 coffee shop signs. Bilingual signs are infrequent, with only one instance of Indonesian-Batak. The analysis of naming meanings shows a predominant focus on Social Actions, States, and Processes, with a notable theme of Comfort in associative meanings. Informants generally reported positive emotional responses, expressing happiness and contentment with the atmosphere of these coffee shops. The findings highlight the significant role of language in shaping the urban coffee culture of Citra Raya.

*Keywords***:** *Linguistic Landscape, Coffee Shops, Language Patterns, Presuppositional Meaning*

INTRODUCTION

Urban and rural lifestyles diverge significantly, with urban areas marked by high density and fast-paced living, and rural areas offering a more tranquil existence. Coffee consumption mirrors these differences: in urban settings like Tangerang, coffee shops serve as social hubs and reflect the city's rapid lifestyle, while rural areas view coffee as a more reflective, communal activity. This evolution is

evident as coffee, once primarily for adults, now becomes a daily habit for teenagers. The growing prevalence of coffee shops in urban areas underscores the adaptability of coffee culture to various lifestyles (Solikatun et al., 2018).

In the competitive coffee shop industry, unique names from diverse languages and cultures are used to create strong brand identities (Fatikhudin P, 2018). Such names help shops stand out and attract a broad customer base, often incorporating cultural or philosophical elements to add depth. In Tangerang Regency, a multicultural area like Citra Raya provides a rich context for studying how language influences local business names. The rise of coffee shops in this region highlights coffee's integration into daily life and social activities.

Linguistic landscape studies examine how language in public spaces shapes regional identities (Bourhis, 1992). This research explores how language presentation, such as signboard names and fonts, impacts perceived significance and societal interaction. By focusing on coffee shop names in Citra Raya, Tangerang, this study aims to uncover the linguistic and cultural motivations behind naming choices. Naming studies explore social, cultural, and ethnic issues, with names symbolizing ownership, identity, and societal values (Kumala, 2021, 2022; Kumala et al., 2022; Kumala & Lauder, 2021).Understanding these dynamics sheds light on how language reflects and influences societal values and identities.

In Citra Raya, Tangerang, there is a gap in research on the linguistic and sociocultural factors influencing local coffee shop names. This study aims to fill this gap by examining how monolingual, bilingual, and multilingual naming practices affect language use and identity. By applying Nyström's theory of naming meanings, the research will analyze the signboards of local coffee shops to explore their impact on the community's linguistic landscape (Hough, 2016). Observations and interviews with baristas will provide insights into the naming conventions and their cultural significance.

The study will categorize coffee shop names into monolingual, bilingual, and multilingual forms and assess their meanings through a theoretical framework. This analysis seeks to understand how language diversity and cultural context shape naming practices and reflect broader social dynamics. The findings will offer valuable perspectives on how coffee shop names contribute to the identity and communication within Citra Raya's urban environment.

In this analysis, the researcher employs three theories. First, in sociolinguistics, multilingualism is defined as the use and coexistence of multiple languages within a society or individual's linguistic repertoire, often evident in public signs and communication practices (Cenoz & Gorter, 2006). Second, the linguistic landscape examines how languages are visually represented in public spaces like signs and advertisements, which reflect and shape a region's linguistic and cultural characteristics (Cenoz & Gorter, 2006; Landry & Bourhis, 1997). Third, the semantic meaning of names involves exploring their categorical, associative, and emotive aspects, including their basic classification, additional

connotations, and emotional implications (Hough, 2016). Together, these theories provide a comprehensive framework for analyzing language use and meaning in various contexts.

RESEARCH METHODOLOGY

The researcher employs qualitative methods to examine the meanings of local coffee shop names, focusing on detailed descriptions when quantitative data is insufficient. This approach aligns with Bogdan and Taylor's (1975) emphasis on producing descriptive data through words or observable behaviours (Moleong, 2004). In studying the linguistic landscape of Citra Raya, the research aims to uncover the cultural and social meanings embedded in naming patterns on coffee shop signboards. By exploring these nuances, the qualitative methodology offers a deeper understanding of the linguistic elements involved. Ultimately, this research highlights the importance of deriving meaning from names within specific social contexts.

There are two main types of data: primary and secondary. Primary data is collected firsthand by researchers through direct observation or participation in relevant events, while secondary data involves pre-existing information available in libraries or digital databases (Hox & Boeije, 2005). In this study, the researcher focuses on primary data by reporting conversations in local coffee shops. This method allows for more direct engagement with the subject matter, contrasting with the reliance on existing resources in secondary data. Primary data collection provides a personal interaction with the research context (Hox & Boeije, 2005).

The researcher employs both observation and interviews to gather up-to-date primary data in Citra Raya, Tangerang, focusing on the unique signboards of local coffee shops. Visual data is collected through on-site visits and photographs, while interviews with baristas provide insight into the background of each establishment . By connecting coffee shop names to their identity, the study delves into the nuances of their nomenclature. Interviews target individuals aged 17 to 30, offering a focused perspective on the shop's significance. The data collection spans several months, ensuring a thorough exploration of this linguistic landscape.

In this study, the researcher employs a qualitative approach, focusing on interview data and image analysis. Semi-structured interviews will be used, with a set of questions guiding conversations with coffee shop workers and customers in Citra Raya (Mathers et al., 1998). The interview questions explore the language choices and reasoning behind coffee shop names, as well as customers' emotional responses and expectations. Data collection involves observing local coffee shops, photographing signboards, and conducting interviews (Cresswell, 2008). The researcher will take notes during interviews, summarizing the results for further analysis.

The data analysis uses Cenoz & Gorter's theory to examine the languages used in coffee shop names and classify them as monolingual, bilingual, or multilingual (Cenoz & Gorter, 2006).

Dictionaries from various languages will be referenced to explain each name in detail. Nyström's theory is applied to categorize the naming patterns into categorial, associative, and emotive meanings, using the USAS Semantic Tagset for English to guide the process (Hough, 2016). The researcher will then analyze perceptions and emotional responses from informants to draw conclusions on the significance of the names, completing the analysis with final conclusions.

FINDING AND DISCUSSION (Bold, Cambria 12, space 1, 15)

In this study, the researcher analyzed 25 local coffee shop signboards in the Citra Raya area, Tangerang. Based on the thesis reference, the research focused on examining the use of monolingual, bilingual, and multilingual signs. Additionally, the study explored presuppositional meanings, including categorial, associative, and emotive meanings. The analysis aimed to understand the significance of language use and name choices for each coffee shop. The research findings have been completed and fully analyzed by the researcher.

- Table of Monolingual

Language Source	Frequency	Percentage
Indonesia	9	38%
English	9	38%
Japan	2	8%
Italia	1	4%
Spanyol	1	4%
Czech	1	4%
Sanskrit	1	4%
Total	**24**	**100%**

- Table of Bilingual

Language Source	Total
Indonesia-Batak	1

- Results on Monolingual and Bilingual

Total	Language Type	Language	Amount	Percentage
25 local coffee shop	Monolingual (24 local coffee shop)	Indonesia	9	34%
		English	9	34%
		Japan	2	8%
		Italia	1	4%
		Spanyol	1	4%
		Czech	1	4%
		Sanskrit	1	4%
	Bilingual (1 local coffee shop)	Indo-Batak	1	4%

- Table of Categorial Dominant Category

Dominant Category	Coffee Shop Names
S – *Social Actions, States and Processes*	Mulia, Cerita Semesta, Sodara, Kumpul Rasa, D'Buzz
M – *Movement, Location, Travel and Transport*	Danau Teduh, Bahtera
F – *Food and Farming*	MP Coffee, A2 Coffee
E – *Emotional Actions, States and Processes*	Cosy, Sakura
H – *Architecture, Buildings, Housing and the Home*	Keboen Depan, Boothcin
K – *Entertainment, Sports and Games*	El Salvaje, The 1997
L – *Life and Living Things*	Levhart
N – *Numbers and Measurement*	Milligrams

O – *Substances, Materials, Objects, and Equipment*	Gocce
T – *Time*	After Hours
Q – *Language and Communication*	Om Hut Parkopi
Z – *Names and Grammatical*	Pros
W – *The World and Our Environment*	Hazey
I – *Money and Commerce in Industry*	Noboru
X – *Psychological Actions, States and Processes*	3 Nuansa
A – *General and Abstract Terms*	Awesome Me

- Table of Associations Dominant Category

Dominant Association	**Coffee Shops**
Comfort	Cosy, Boothcin
Community	Kumpul Rasa, MP Coffee
Nostalgia	Keboen Depan, The 1997
Tranquillity	Danau Teduh
Luxury	Mulia
Creativity	Levhart
Innovation	Hazey
Diversity	3 Nuansa
Elegance	Gocce
Inclusivity	Cerita Semesta
Inspiring	Awesome Me
Precision	Milligrams
Escape	After Hours
Kinship	Sodara

Energetic	El Salvaje
Authentic	Noboru
Sleek	A2
Optimism	Pros
Vibrant	D'Buzz
Adventure	Bahtera
Homely	Om Hut Parkopi
Harmony	Sakura

- Table of Emotive Dominant Category

Dominant Category	**Coffee Shops**
Happiness	Danau Teduh, Gocce, Cosy, Cerita Semesta, Awesome Me, Milligrams, After Hours, Sodara, Kumpul Rasa, Kebun Depan and Pros.
Contentment	Mulia, Levhart, 3 Nuansa, El Salvaje, The 1997, Noboru, MP Coffee, A2 Coffee, Boothcin and Om Hut Parkopi.
Disappointed	Hazey, D'Buzz, Bahtera and Sakura.

The tables above present the results of the researcher's data analysis, showing that monolingual language types are the most used on local coffee shop signboards. Only one signboard was found to use bilingual language. The presuppositional meanings analyzed consist of three types: categorial, associative, and emotive. The table highlights the dominance of these

meanings, with the most frequent type listed at the top. This arrangement emphasizes the prominence of certain meanings in the coffee shop names studied.

CONCLUSION

Monolingual signboards dominate local coffee shops, with Indonesian and English each accounting for 38% of the signs. Other languages, such as Czech, Italian, Spanish, Japanese, and Sanskrit, are much rarer, appearing in only 4% of the signs, likely reflecting specific target audiences or personal preferences of the owners. The prominence of Indonesian and English underscores their key role in local coffee shop signage, while other languages have minimal representation. Bilingual signs are scarce, with only one Indonesian-Batak example, indicating a preference for single-language signs. This pattern likely reflects cultural considerations and targeted marketing strategies aimed at specific customer groups.

The analysis of 25 local coffee shop signboards shows a clear dominance of monolingual signs over bilingual ones. Of the 25 signboards, 24 are monolingual, while only one is bilingual, reflecting a strong preference for single-language signs. Indonesian and English are the most common, accounting for 34% of the signs, with less frequent languages making up just 4%. This highlights Indonesian as the dominant language for coffee shop signboards in the area. The use of other languages, though minimal, may reflect the target audience or the preferences of the shop owners.

The categorial analysis shows that coffee shop names cover diverse semantic fields such as social actions and emotional states. Informants associate these names with positive attributes and comfort, particularly in shops like Cosy and Boothcin. Emotive analysis reveals that happiness and contentment are common feelings, though some shops fail to provide adequate comfort and facilities. Overall, a positive atmosphere and comfort are crucial for a good customer experience.

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