

Linguistic Landscape Study on Food Court Flyers in Pamulang South Tangerang

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ABSTRACT

Linguistics landscape is a study of sociolinguistics focused on analyzing public signs in public places. This study aims to analyze multilingualism on the linguistics landscape in relation to the food court flyer in Pamulang Tangerang. This study focuses on the usage of language on the food court flyer in Pamulang Tangerang, the motive of linguistics signs used on the food court flyer, and the impression of society regarding to the linguistic signs. The research was done by capturing all linguistics signs related to food court in Pamulang South Tangerang to be analyzed in terms of its type. A flyer is a message that is put in a public place and is utilized as a very effective method of message delivery. In other words, flyer is a medium to spread certain information, advertisement, and announcement to people. It is showed that monolingual, bilingual, and multilingual signs appear on food court flyers. Moreover, mostly society views positively the usage of multilingualism on the food court flyer as it serves as intelligible, educational, and effective means. Both Indonesian and English are favorable languages to be used to attract the attention of people and consumers to the food.

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INTRODUCTION

Linguistics landscape is a study of sociolinguistics focused on analyzing public signs in public places. There are a lot of flyers that use formal and everyday language found in public places and everywhere. It is supposed to be clear and easy to understand by people. The use of multiple languages in flyers is a multilingualism phenomenon. In addition, the study of flyers as one of the public signs is related to Linguistics Landscape is a study of sociolinguistics that focuses on analyzing the public signs in public places. According to Albury (2018), linguistics landscape is the language in relation to public signs such as, advertisement on billboards, commercial signs, government signs which use blended languages to generate a linguistics landscape from a certain place. Andriyanti (2019) said, the linguistics landscapes can be found around us all the time, usually in urban centers involving either one or more languages in use.

Moreover, the use of language can also keep up with the times. The use of English in trademark, traffic signs, billboards, street names, place names, cafes, restaurants, government buildings where it becomes a study in the linguistic landscape. The use of linguistics landscape in society can have a significant impact on the activities of enduring. Language is not only for communication to exchange information but also for marketing. It shows that language could

affect various aspects such as identity, information, and marketing tools. Linguistics landscape data is mostly obtained from the public signs around (Albury, 2018).

According to Cenoz & Gorter (2006), Multilingualism is part of a linguistics phenomenon whose point of view can be considered from a sociolinguistics aspect. It means there are kind of languages used for information, advertisement, and marketing to give good effects on the public signs. Various languages are used in how it looks. Some use one language, two languages, and multilingual. For example, in the city of Pamulang Tangerang, There is a main and strategic road because it connects to campus Universitas Pamulang. Because of its strategic location, it becomes the business centers in Pamulang. Lots of growing businesses, such as culinary business, printing business, beauty and fitness business, medical clinics, housing, building stores, and education have used a nameplate to introduce their business. It is found three languages used in the public signs, Indonesian, English, and Javanese. There are also bilingual boards (English-Indonesian and Indonesian-English). It indicates that the presence of languages in certain areas reflects the existence of community groups. The existence also shows that power relations in society can be political, economic, social and religious.

As a social phenomenon emerging, there are several reasons raised through this linguistics study. First, the monolingual, bilingual, and multilingual existence of the nameplate in the public sphere is a social phenomenon that must be examined in terms of language usage. The dominance of language through signboards is the dominance of power in certain ethnic and business places. Second, the relationship between ethnic or group in society is known in terms of what these groups control a particular field. The last, the existence of a combination (bilingual) in these languages aims to ensure national visibility and provide a safe space to mark the social identity.

Furthermore, this study focuses on first, knowing the language and how the languages are used in the official and unofficial spaces of the linguistic landscape in Pamulang South Tangerang. Next, identifying the motive of the use both monolingual and bilingual language on the use of linguistic landscapes is done. Finally, finding the impact of using both monolingual and bilingual languages as a public signs is necessary in Pamulang South Tangerang. Thus, this study contributes to the enrichment of landscape linguistic studies, especially on the motive of the use of language, so that it can know the power relations of the community groups in showing its existence.

Nevertheless, the use of language is not only used in speaking but also in written form, like signs (Cenoz & Gorter, 2006). Besides, signs give information, warnings or instructions to people (Purnanto et al., 2022). Either written or oral language has the same role that functions to flow expressions. We can find it in public areas and surrounding environment, such as, roads, shopping centers, food courts, airports, markets, and sport centers. The function of language signs in public areas is generally aimed to understand and obey by people. Moreover, the use of language can be applied or mixed and matched in various manifestations. The use of language printed in signs is usually physical, such as sounds, pictures, and actions. As in the shopping center area, and there are many parts of the building that are filled with numerous sorts of tenants, such as clothing stores, restaurants, and food courts. Thus, in linguistics, it is called a study in Sociolinguistics which is defined in Linguistics Landscape.

In addition, Linguistic Landscape deals with the use of written language in public areas. Also, linguistic landscape has its characteristics, like linguistics, social, cultural, and political contexts (Nirwana, 2022). Apart from this, linguistics landscape is related to language listed in the public sphere that can be explored by many people. There are many signs commonly found in public places such as street names, road directions, and flyers. Flyers are used in many places to show or give information due to its function to attract the consumers, such as food court flyers which are found in many areas in Pamulang South Tangerang. Since the area is strategies and crowded with citizen so that it can find o lot of culinary flyers. They use culinary flyers in kinds of language, for instance Indonesian, English, Japanese, and Chinese. It shows the diversity of language that appear in Pamulang South Tangerang. Therefore, it becomes reason of this study to

be analyzed in linguistics landscape sign as the topic of this study.

Based on the explanation previously described, the use of linguistics landscape in society can have a significant impact on the activities of enduring. Language is not only for communication to exchange information but also for marketing. It shows that language could affect various aspects such as identity, information, and marketing tools. Linguistics landscape data is mostly obtained from the public signs around. For this reason, there are several things that need to be discussed and analyzed. According to the topic of this research “Linguistics Landscape Study On Food Court Flyers in Pamulang South Tangerang”, namely: What signs of linguistics landscape are used in food court flyers in Pamulang and the impact of the linguistics landscape on food court flyers to social and culture.

REVIEW OF LITERATURE

Language has an important role in bridging the ideas and interests between writer and reader. There are many texts are displayed everywhere. The spaces display the texts which contains informational messages for the readers. Therefore, the languages forms should be performed successful meaning delivery. The study of linguistic landscape is considered as a new trend nowadays in applied linguistics or sociolinguistics. It is a new approach to multilingualism, which uses more than one language, either by an individual or a group of speakers. The study of linguistic landscape as a new approach to multilingualism is a recent trend in applied linguistics and sociolinguistics (Hijriari, 2019). She stated that " Language has two sides of meaning that can be exploited, Cultural identity and globalization are linked by the two sides of meaning, such as the language employed in signs (literal study) and the side of language representation. She also claimed that research on LL is grounded therefore in multiple theories and varied disciplines, such as applied linguistics, sociolinguistics, language policy, literacy studies, sociology, political science, education, art, semiotics, architecture, tourism, critical geography, urban planning, and economics. Therefore, research in the field employs methodology grounded in these disciplines using qualitative, quantitative, and mixed methods approaches.

Linguistic landscape concerns on a study that explore the existence of text in public spaces, such as building and place names, shops, advertisements, and road signs (Cey & Bourhis , 1977). This form of study analysis language use, information and symbolic functions of governments, the private sector, and individuals' texts by considering demographic factors, community competence, and language policies. Moreover, Linguistic Landscape analyses the power relations played through language symbols in public spaces (Cenoz & Gorter, 2017). Through linguistic landscape, the language related to public spaces texts, and its frequency is analysed to reveal the symbols of use. In line with another expert's opinion pointed out that linguistic landscape is the study of writing on expose in the public sphere. In addition, linguistic landscape focuses on the representations of language in public space. It can be said that the linguistic landscape discussed all writings in a public area such as a banner and the name of a certain store. As pointed out by Albury (2018) that its object of linguistic landscape study can be any visible display of written language (a “sign”) as well as people's interactions with these signs. In addition, linguistic landscape, which refers to linguistic objects that mark the public space, i.e. inscriptions? or LL items? includes any written sign found outside private homes, from road signs to names of streets, shops and schools.

There have been several researchers who have conducted previous researches of linguistic landscape. The first one is Nirwana and Sharma (2022) from Universitas Islam Negeri Alauddin. The research title is” Linguistic Landscape Analysis of Food Advertisement in Makasar”. In this research the writers focused on food advertisement in Makasar that has correlation with linguistic landscape. The purposes of the research are to determine language used in food advertisements in Makasar city and to describe the roles of Makasar language employed in food advertisements. The study used descriptive qualitative method. The Researchers found a variety of language used as signs in advertisements along the road of the Panakkukang and Ujung Pandang sub-district area

as many as 43 advertisements consisting of 14 name shops, 2 billboards, 25 standing details banners, and 2 posters. The findings show that English is the most frequently used language in food advertisements in the city centre of Makassar. The other languages utilized in advertisements included Indonesian, English, Makassar, and Mandarin. This study also found the function of using English in advertisements is a promotional medium and the identity of each store.

Purnanto, et al (2022) conducted the research entitled “English Operation in Public Space: Linguistic Landscape in Culinary business of Surakarta, Indonesia”. The writers examined the frequency of language use, the monolingual and bilingual processes through text writing strategies, and information-symbolic function that English develops in culinary business texts. The data was collected using recording techniques, including photography on 396 culinary business nameplate data from food stalls, restaurants, cafes, and bistros located at protocol road in Surakarta, Indonesia. The culinary business signboards' text data was drawn from text containing English and other forms. This action was taken to decide the English language's position in actualizing its attractiveness in the public sphere with other languages doing the same thing. From the data, Indonesian is very dominant in the text appearance. This shows that the community's competence towards Indonesian is very high. The text writers take advantage of this linguistic situation to write culinary business signboards to provide information regarding what is sold. Apart from Indonesian, English also has a relatively high frequency of occurrence.

The last, Hijriati (2019) from Universitas Teknologi Mataram with the research entitled “Linguistic Landscape of Outdoor Signs in Kuta Mandalika Lombok”. The objective of the research is to identify what types of outdoor signs and the language used that are found in Kuta Mandalika. The paper focused on linguistic landscape in a tourism object. The method of the research is quantitative-qualitative approach. The writer found that six languages are identified as used in the linguistic landscape of Kuta Mandalika, they are English, Indonesian, Sasaknese, Italian, Arabic, and Japanese. Therefore, the linguistic landscape of Kuta Mandalika showed significance fact that English is dominant among others. Most of outdoor signs, both commercial and non-commercial signs, in Kuta Mandalika are using English. Many of infrastructural signs use English, including Hotels, Restaurants, Salons, Art & Souvenir Shops, such as ‘Hideaway Bungalows’, and many more.

Those three previous studies analyzed linguistic landscape. The writers used different objects as their researches in getting data; tourism, culinary, and food advertisement. However, this research uses food court flyers in Pamulang as an object of the research. There are many food court flyers using multilingualism approach which can be found easily in Pamulang area. Besides, the three previous studies used qualitative research as well as this research uses qualitative research.

METHOD

This research is a qualitative study aimed to describing the results of linguistics landscape analysis to find (1) the structure of language use on monolingualism and bilingualism, and (2) the motive of language usage. The data of the study were taken from the writings displayed on the flyers in the data source in Pamulang, South Tangerang. Data was taken base on business area, and multiethnic area. Data were collected using triangulation technique: documentation, questionnaire, and interview. (3) Data analysis is done by classification based on Linguistics Landscape in Pamulang South Tangerang. Data classification based on the motive of language used in globalization, and identity arise on that area.

According to Creswell (2014), doing and gathering data require going around to the location, which may include an interview with random people talking about the issues or problems about general questions. The writer used field research or observation techniques because the writer was going down to the field to collect data in Pamulang South Tangerang.

The data taken were from many sources, such as the capture images taken from December 2023. The pictures were taken from food court flyers in Pamulang South Tangerang. In addition,

data sources also came from 5 random visitors to the food courts who were willing to be interviewed with open-ended questions. The Last, this study used an instrument as other data sources, the results of filling out questionnaires conducting by 25 random food court visitors that were taken during the period.

The data collection process carried out was through many stages, including conducting field observations and permitting with some food courts. Then, after it was deemed sufficient to conduct field observations, the writer took documentation, taking pictures included in the linguistics landscape category using a smartphone camera. Furthermore, data collection was carried out by conducting open-ended interviews with five random visitors or some questions are improvised during the interview. taken in audio then transcript into written form. However, before conducting the interview, the writer provided a consent letter to the interviewees to state their willingness purely without coercion.

The writer then analyzed the data by classifying and categorizing the data based on the theory of this study. Besides, this study used qualitative data processing. Then after getting the results, last but not least, this study used an instrument as other data sources, the results of filling out questionnaires conducting by 25 random food court visitors that were taken.

FINDINGS AND DISCUSSION

Language Signs in Food Court Flyers

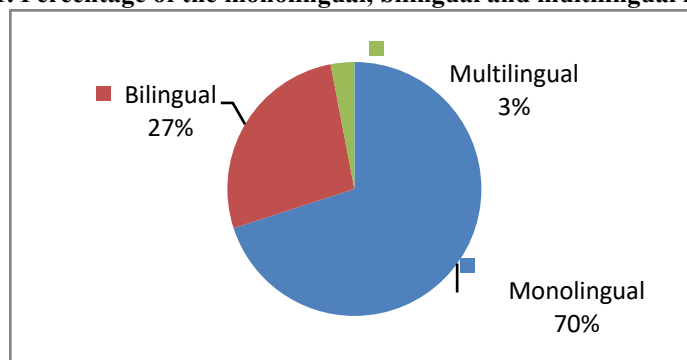
The following table shows the number of languages used in food court flyers which reflect the linguistic landscapes phenomena in Pamulang area.

Table 1. The Languages Used on Food Court Flyers in Pamulang

No.	Language used on flyers	Numbers	Percentage
1.	Monolingual	53	70%
2.	Bilingual	21	27%
3.	Multilingual	3	3%
	Total	75	100%

In the table above, it shows the numbers and the percentage of the monolingual, bilingual and multilingual languages. For more explanation about the language used on food court flyers in Pamulang, it is Provided the data description of food court flyers in table form which categorize into monolingual sign, bilingual sign, and multilingual sign table. It is found 70% of monolingual signs, 27% of bilingual sings, and 3% of multilingual sings used in Pamulang, South Tangerang.

Figure 1. Percentage of the monolingual, bilingual and multilingual languages



As shown in the diagram above, Bahasa Indonesia is the Indonesian people's national language. The monolingual Indonesian language in the flyers employ a variety of writing styles of foods to inform and persuade people to buy the food. Besides, the meaning is delivered directly and clearly, so it is easy to understand by people who see and come to the food courts. The words explain to the kinds of food are available to serve in the area where people can enjoy the favorite food. All words are written in ordinary Bahasa Indonesia and contain posters in Bahasa Indonesia is common because it is a national language that all Indonesians use. The flyers give varieties words or phrases of food to attract the customer to come and try it.

In addition to the use of the Indonesian language on the flyers, there is also the use of English, Japanese, Chinese, and Italian because many people who live in Pamulang area also like others food such as western food, Japanese food, Chinese food, and Italian food. They are also popular by the people in Pamulang area. It shows 70% bilingual language used and the use of Bahasa Indonesia is more numerous and dominant than other languages because many authentic Indonesian foods are not translated into other languages and more Indonesians actually prefer their own country's food.

Moreover, many flyers use two languages between Indonesian and English, Indonesian and Chinese, Indonesian and Italian, and English and Chinese. Using two languages in introducing food through flyers is widely used in food outlets such as restaurants, cafes and others. It shows 27% bilingual language used. The aim is to attract customer attention and also make flyers more interesting to read by customers. Indonesian and English are used more in flyers than other languages because Indonesian is the national language and English is also widely used because English is an international language and is more popular than other languages in the Pamulang area.

Furthermore, there is very little use of multiple languages in flyers. There are three types of food that use more than two languages, namely Indonesian with English and Chinese, and Indonesian with English and Japanese. That shows only 3% of the use of multiple languages in Pamulang area. The use of multilingual language shows several types of food served at the restaurant and provides its own charm that invites customers to come and try the types of food offered. The multilingual language on the food court flyer is still present with Indonesian being used. It portrays that the society, the government or the people, deal Indonesian is a means of communicating information. And the usage of Indonesian on the food court flyer is familiar in many flyers since public needs so that it may be understood and accessible.

Effects to Social and Culture

Based on data found in the field, the use of linguistics landscape in food court flyers in the Pamulang area provides a lot of information to the public about the variety of food provided and offered at food service establishments such as restaurants, cafes, restaurants and others. In fact, the use of food flyers does not have a negative effect on the community, on the contrary, it provides benefits to the community because it broadens their knowledge of other foreign languages related to a variety of foods from countries other than Indonesian. Then, even though the language used on the flyers use a foreign language, the public has no difficulty understanding it. From several customers who usually buy food, based on the interviews conducted, it was not difficult to recognize the type of food provided at the food court, even though they use various languages such as English. People can easily understand because English is an international language. Likewise, the use of Japanese, Chinese, Korean and other languages is also not difficult for customers to understand because the language used is familiar and popular used to introduce types of food from various countries. This information can be obtained from several interviews given to customers.

Based on the results of the interviews and questions given to 20 respondents who came to different places randomly with the same questions, it is found that customers have good impression on the flyers. From the answers given by the food respondents who came to the

restaurant, it can be seen that the customers who came to the food outlets did not mind the varied language in the food court flyers. They respond a lot with a positive attitude and quite make a good impression.

CONCLUSIONS

This study underscores the linguistic diversity and functional dynamics of food court flyers in Pamulang South Tangerang. Findings reveal that monolingual Indonesian dominates (70%), reflecting its role as the national language and primary medium for local culinary communication. Bilingual flyers (27%), predominantly combining Indonesian and English, highlight the interplay between cultural identity and globalization, catering to both local and international audiences. Multilingual signs (3%) remain rare, suggesting limited demand for complex language combinations in this context. The prevalence of Indonesian emphasizes its accessibility and familiarity, while English serves as a strategic tool to attract cosmopolitan consumers. Interviews with visitors further indicate that multilingual flyers are positively perceived, enhancing cultural exposure and comprehension without causing confusion. These linguistic choices not only mirror Pamulang's multicultural environment but also align with commercial objectives, reinforcing the dual role of language as both a cultural marker and a marketing asset. The study thus illustrates how linguistic landscapes in culinary spaces mediate local-global interactions, fostering inclusivity while promoting economic vitality.

However, this research has limitations. Its geographic focus on Pamulang restricts generalizability, and the sample size of 75 flyers may not fully capture regional linguistic trends. Additionally, the study does not account for digital flyers or evolving language practices in online platforms, which increasingly influence public communication. Future studies should expand to diverse urban and rural settings, incorporate longitudinal analyses to track language shifts, and explore the impact of digital media on linguistic landscapes. Comparative research across Indonesian regions could further elucidate how socio-economic factors shape language use in public signage. Lastly, investigating consumer behavior in relation to multilingual flyers—such as purchase decisions or cultural perceptions—could deepen understanding of their practical efficacy. Addressing these gaps will enrich sociolinguistic discourse and inform policies that balance linguistic preservation with global engagement in Indonesia's dynamic culinary sectors.

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