
| RESEARCH ARTICLE

Geographical Effect against Linguistic Landscape on Coffee Shop Signboards in West Padang Subdistrict

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| ABSTRACT

Language mapping is a new perspective in a linguistic landscape as a novelty of this research. This research described the variation and domination of language use on coffee shop signboards through language mapping and analyzed how the geographical situation and conditions can affect the use of that language. There were 60 coffee shop signboards in the West Sumatra Subdistrict, which is divided into three regions: the city center, *taplau*, and *pondok cino* (China town), which became the data population of this research. Several data were selected using random sampling to analyze the reason for language use based on geographical conditions or situations. The research uses qualitative methods to collect data and analyze results using GIS (Geographic Information Systems) and Adobe Photoshop. Using the two software as instruments is an innovation in the method of the linguistic landscape (LL). The analysis began with quantifying language usage, including monolingual, bilingual, and multilingual forms on coffee shop signboards. Subsequently, language mapping was conducted to illustrate language variation and highlight linguistic dominance in specific areas. Finally, the study delved into the rationale behind language selection, considering geographical conditions and situational context evident in the language mapping. Findings revealed the presence of 12 languages on coffee shop signage, including Indonesian, Minangkabau, Javanese, English, Arabic, Dutch, Italian, Japanese, Korean, French, Spanish and Chinese. The use of foreign languages was attributed to global influences and societal preferences for modernization and prestige. Moreover, the research underscored the influence of geographical conditions and situational context on linguistic landscapes, impacting shop naming, cultural identity, and commercial objectives within a region.

| KEYWORDS

Landscape Linguistics, Coffee Shop Signboard, Language Mapping, Geographical Effects.

| ARTICLE INFORMATION

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1. Introduction

The condition of language in a certain area can be determined through sign language, which is displayed in public spaces. According to Backhaus (2007), the signs in public reflect the use of language in a region. Because of that, signs in public spaces can also be referred to as linguistic landscapes (LL). The study of the linguistic landscape was introduced in 1997 by Landry and Bourhis, who stated that the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration.

Based on the explanation above, this research study is about the use of language on coffee shop signboards. First, it is caused by the increase in coffee shops in Padang city, especially in the West Padang Subdistrict. Not surprisingly, coffee shops grow faster in this region because it is the center city of Padang and has two tourist objects such as, Padang beach (*Taplau*) and *Kampung Cino*

(China town). Second, it is important to note that many coffee shop signboards use a variation of language. Mostly, the coffee shop signboards use both national and foreign languages.

The previous LL studies concerned with signboards in a commercial context state, in general, that modernity causes certain shops to have a linguistic landscape using multiple languages. Kasanga (2010) said that a motive for using English in code mixing and switching in store names (signboards), billboards and advertisements. The code mixing is contained with French, the local *lingua franca*, and English. In this case, the use of French fulfils the function as the main information for carrying messages, while English is used to maintain trademarks and enhance the identity of the store, which is considered modernity, prestige, and luxury. It can be the same reason for people using many foreign languages in *coffee shops*. So, this research will show the variation of language through language mapping in order to give a clear portrait of the condition of language on coffee shop signboards in certain areas.

It can be said that language mapping is a new perspective in the linguistic landscape. It seems like Lu Xing et al. (2021) use a geosemiotics approach to study the language on the public sign in people's daily life and provide a certain reference for the linguistic landscape construction of various countries in the world by sharing Chinese linguistic landscape data resources. Through analysis, the current situation of the linguistics landscape of Dali ancient city with a geosemiotics approach is that Chinese is the main language in this region, and English is the most universally applied language among all foreign languages. However, the difference with this research is that it uses language mapping to see how the geographical situation or condition can cause the use of certain language in public spaces.

Unlike previous LL studies, this research is the combination of describing language use on coffee shop signboards through language mapping and geographical situations and conditions that influenced language use in public spaces. It is a little bit different from geosemiotic; geographical situation and condition become the reason why coffee shops' owners use various languages, including naming the shop, showing cultural identity, and commercial purpose on the signboard. Besides that, this research also develops a way of collecting and analyzing data by using applications such as GIS (Geographic Information System) and Adobe Photoshop as instruments. In other words, this research contributes to developing LL studies because it is the first LL research that uses language mapping as a real projection to show the distribution of language use. There are 60 coffee shops found in one subdistrict, which shows the condition of Padang society follows what is a trending or modern life style in Indonesia. So, the limitation of this study is describing the language domination in mono/ bi/ multilingual on the coffee shop signboard in the city center and tourism object of Padang city and analyzing the geographical condition that can influence the linguistic landscape on the coffee shop signboards.

2. Literature Review

Gorter (2006) suggests that in the LL study, the language used is divided into monolingual, bilingual, and multilingual forms. Language is used in monolingual form if it consists of one language, in bilingual form if it consists of two languages, and in multilingual form if it consists of more than two languages. Agreeing with the statement of Wardhaugh (2006: 83), multilingual refers to a situation where a speaker has more than two languages. The LL study can reveal which language use has become dominant in public spaces of certain regions. It seems like the linguistic landscape analyzes language in the environment, words, and images in the public space and becomes the center of attention in an area that is growing (Shohamy and Gorter, 2009). Based on that explanation, this research draws a map to show the condition of language distribution and contestation in a different territory. It is implemented from a geographical dialect study. The study of geographic dialects aims to examine all linguistic phenomena from all data obtained from the research area, which is presented in the form of a language map (Nothofer, 1987; Patriantoro, 2012).

Some of the purposes of geographic dialect are to explain variations of linguistic levels, including phonology, morphology, lexicon, syntax, and semantics, then to determine the isolect status as dialect, subdialect, etc. (Nadra and Reniwati, 2009). It is related to the linguistic landscape, not focusing on drawing dialect variation but drawing the language variation in mono, bilingual, or multilingual on a map. In other words, it is different from landscape linguistic study; mapping of language is used to show the variation of language use, including mono/bi/multilingual, to determine the domination of language use in public space and to give strong evidence as consideration of language policy to prioritize regional languages as the identity of a certain region. There is no previous landscape linguistic study that used a map of language to display the language used directly in a region. As a novelty in landscape linguistic studies, making a map of language use gave a picture of the linguistic situation in a region.

However, this research is not only discussing the variation and domination of language use in coffee shops. Using language mapping can explore the reason certain languages dominate a territory, like geographical conditions or situations in a region. It seems similar to previous linguistics landscape studies that use geosemiotics (see Lu Xing, 2021). Geosemiotics studies the relationship between language and place from the perspective of Semiotics, aiming to study meaningful language in the material environment. Taking the text at a certain place as the research object, interpret the interaction order and relationship between

language and other factors in the place. According to Ron Scollon and Suzanne Wong Scollon (2003), the meaning system that permits language to be integrated with the material environment is the research object of geosemiotics. Scollons (2003) argues that the meaning of the text or languages used in public spaces cannot be fully understood without considering the context, such as social and cultural context. This research uses the term geographical condition or situation that seems like geosemiotics. The geographical condition or situation in a certain territory influences the sign maker to use some language. It means some territories, such as tourist attractions and the central city, mostly use various languages, including regional language, national language, and foreign languages in mono/bi/multilingual forms. This is because there are many local and foreign tourists coming to this place. Besides that, the geographical condition or situation is also involved in naming a shop like a coffee shop, showing the language and identity, and relating the economic purpose of tourism objects.

In previous LL studies, the researcher discussed the same topic, such as a naming shop from an LL perspective (Octavianus, 2019; Sari and Savitri, 2021; Wijaya, 2021), language identity displayed in public space (Blackwood et al., 2016; Stroud, 2009), and language use on public space in commercial purpose (Hornsby, 2008; Leeman and Modan, 2010; Van Mensel et al., 2017). Specifically, this research tries to discuss all the topics before at once using language mapping. So, this research has a novelty in linguistic landscape study about using applications as instruments for collecting and mapping language use and then explaining the geographical conditions or situations that can affect the use of language in public space based on maps. It deals with Gorter (2006), that the linguistic landscape is an approach to describe the linguistic situation in an area, and Stroud (2009) states that LL is actively used by individuals or communities (group) to increase local involvement and create a new emotion and condition of a region geographically.

3. Methodology

This study used the qualitative method. According to Moleong (2004), a qualitative approach has several features, such as collecting the data, analyzing the data, and presenting the results descriptively. In collecting the data, this study arranged the implementation of research, selected fields, utilized information, and prepared research instruments. Besides that, direct photographing techniques and observation were needed to get the data visualization. There were 60 coffee shop signboards in the city center and tourism objects in Padang City as the data population for showing and describing the language distribution. Several data were chosen as the sample data with purposive sampling. Kothari (2004: 59) said purposive sampling is a sample that is chosen randomly, but it is based on the needs of the analysis of how the linguistic landscape is influenced by geographical conditions and situations.

The entire data population was taken using direct photographing techniques. The photographic materials are used to analyze language signs in public spaces (Gorter, 2018; Kothari, 2004; Yendra and Artawa, 2020). Those images are the data in this research. Especially in this research, these data were taken by using GIS (Geographic Information System). Using GIS in this research is needed to sign the data, which has coordinated information into the map with a red circle. Then, the second instrument uses Adobe Photoshop to change the red circle into another color to show the language variation. This means that each language has a different color. This research will be the first linguistic landscape study because it will use a new way of collecting data with two instruments. The use of GIS in this research focused on data with coordinate information on the map. While Adobe Photoshop was used to give a sign with different colors for each language on the map, it will show the distribution of language use in a region as real. We also conducted a structured interview with the owner or manager of the coffee shop, who uses foreign language on their coffee shop signboards. According to Moleong (2006), structured interviews are done by researchers to prepare questions about language use.

Furthermore, the data was categorized into monolingual, bilingual, and multilingual and drew color for each language used. In other words, one color is a monolingual form, two colors are bilingual, and three colors are multilingual. It will be supported by a map of language use to perceive the language distribution in a region. The analysis also analyzes how the linguistic landscape on coffee shop signboards is influenced by geographical conditions and situations.

4. Results and Discussion

Language mapping indeed represents a novel approach in linguistic landscape (LL) studies, offering a tangible and visual representation of language use in public spaces. Unlike previous LL studies, which primarily relied on data statistics, language mapping provides a more direct and comprehensive understanding of the linguistic landscape of a region. By visually depicting the distribution and dominance of languages in public spaces, language mapping allows researchers to observe the real conditions of linguistic diversity and language use patterns.

Furthermore, language mapping facilitates the analysis of various factors influencing language use, such as geographical conditions, social dynamics, and cultural influences. By examining the spatial distribution of languages and considering contextual factors, researchers can gain insights into the reasons behind certain language choices in different settings. This includes examining the role of language in business naming, expressions of identity, and commercial contexts.

Overall, language mapping offers a valuable tool for researchers to explore and understand the complexities of linguistic landscapes, providing a nuanced perspective that goes beyond mere statistical analysis. Through language mapping, researchers can uncover the intricate relationships between language, space, and society, shedding light on the dynamic nature of language use in public spaces.

4.1 Naming business

Based on the map of language distribution in Figure 1, coffee shops are scattered in several areas that are the centers of crowds, such as the beach, downtown, and Chinese town. Many foreign and local tourists who come to Padang City influence the naming of the coffee shop to attract the attention of visitors. In this case, so many foreign languages displayed on the coffee shop's signboard. One of the tourism objects in Padang City is *Taplau*, which is an acronym for *Tapi Laut* in Minangkabau (seaside). In this area, there are 16 coffee shops that use various languages, including monolingual, bilingual, and multilingual.

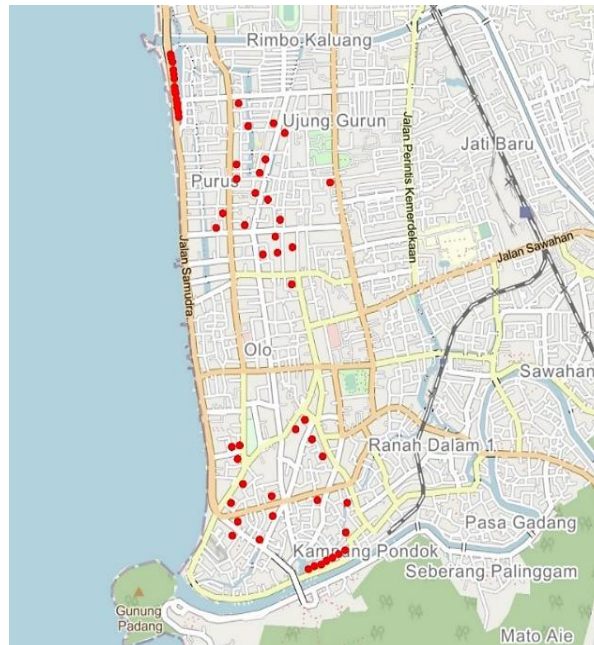


Figure.1 Map of Language Distribution on Coffee Shop Signboard in City center and Tourism Object of Padang City

The map of language distribution shows a sign with one color in a monolingual form, two colors are bilingual, and three colors are multilingual. The green color on the map indicates that English is dominating not only in monolingual but also in bilingual and multilingual forms. After that, the blue color indicating Indonesian occupies the second position, mostly used in mono/bi/multilingual forms. Furthermore, the Minangkabau language, as the local language marked with black circles, is the third mostly used at coffee shop signboards. It can be seen on the map of the language distribution in Figure 2 by using GIS.

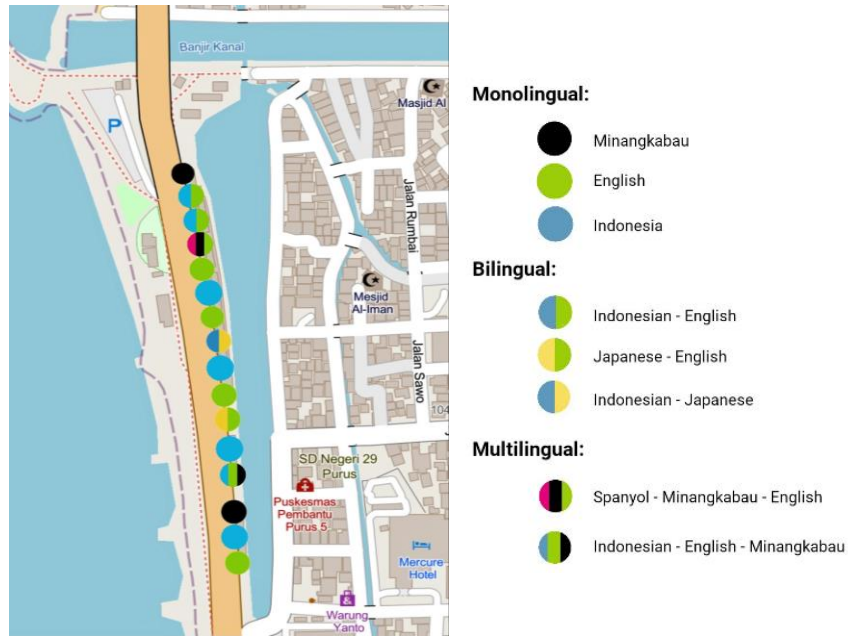


Figure 2. Map of Language Distribution on Coffee Shop Signboards in *Taplau* (Tourism Object)

Based on the information in the map of Figure 2, there are 10 coffee shop signboards using monolingual forms that represent 4 using bilingual forms and 2 using multilingual forms. The multilingual form on the coffee shop (see the circle with three colors on the map) is only found in this area because it is a tourism object where many tourists come to this area. Because of that, most coffee shop signboards use foreign languages. As a result, there are 12 foreign languages, including English, Japanese, and Spanish. It seems that the dominance of language on coffee shop signboards in the *Taplau* area reflects a prioritization of foreign languages and national languages over local languages. English is the most dominant language used on 9 coffee shop signboards that are indicated with green color. Second, there are 8 coffee shop signboards in Indonesian that are indicated with blue circles. Then, Minangkabau follows as the third position of most language use on 4 coffee shop signboards that are indicated with a black circle on the map. The dominance of foreign and national languages on coffee shop signboards suggests a potential marginalization of local languages. Despite being in their own region, local languages seem to have lost prominence in public spaces due to the preference for languages that cater to tourists.

The language mapping also shows the geographical condition or situation of the language used on the coffee shop signboard. In this case, geographical conditions or situations can influence language use in public spaces. It can be seen from the name of a coffee shop on the signboards. Naming business may belong to LL studies that use the signboard as the unit analysis (Oktavianus, 2018; Fatikhudin, 2018; Zahra, 2019; Sari and Savitri, 2021; Wijayanti, 2022). Unlike previous LL studies, it discusses displaying the distribution and contestation of language use on the map, determining the domination of language based on the map, and analyzing the cause of certain language dominance. This research finds that naming a business with a foreign language is influenced by the geographical condition or situation, like in the *Taplau* area (see Figure 3).



Figure 3. Coffee Shop Signboards at Taplau

The coffee shop signboards in Figure 3 give consumers information about the name of the coffee shop. The various languages use for naming the coffee shops in the form of monolingual, bilingual and multilingual. *KOPI SENJA* uses Indonesian in monolingual form. *ORINDJI COFFEE AND EATERY* and *Tenggara TEA & COFFEE* use Indonesian and English in bilingual form. Then, *Gubuk Coffee Taplau* uses Indonesia, English, and Minangkabau. Those coffee shop signboards have a different perspective on language use. However, those coffee shop signboards have similarities in the basic philosophy of naming coffee shops. They are influenced by the geographical condition or situation where these coffee shops exist. It seems like a situational context. *KOPI SENJA* and *ORINDJI COFFEE AND EATERY* are the names of these coffee shops inspired by geographical conditions or situations. In other words, these coffee shops are located near the coast to see the sunset. *SENJA* in Indonesian means the sun almost disappears together with the daylight (sunset). It is related to *ORINDJI*, which is an acronym for the word *Orange*, and *Djingga* in Indonesia. This color refers to the scenery of the sky when the sunset. Similarly, *Tenggara TEA & COFFEE* and *Gubuk Coffee Taplau* have the same basic or inspiration in naming coffee shops. It can be seen on the signboard of both coffee shops that the words *Tenggara* and *Taplau* indicate the position and location of the coffee shop. *Tenggara* in Indonesian means southeast, while *Taplau* in Minangkabau means seaside. So, the outline of basic or inspiration in naming coffee shops displayed on the signboards is caused by geographical conditions or situations.

4.2 Minority Language as Identity

Meanwhile, a similar scenario unfolds in the Chinese town area, which serves as a tourism object. This region has the Old Chinese Temple See Hin Kiong, ancient pagodas, and historical landmarks from the Netherlands, drawing numerous visitors. Additionally, the Chinese town has emerged as a center for young people seeking nightlife activities. Unlike other areas, the Chinese town features numerous businesses operating 24 hours a day. Among the thriving establishments are hangout spots where locals and visitors alike can relax, contributing to the proliferation of coffee shops in the area. Consequently, the prevalence of the Chinese language possibly exists in this region, as depicted in Figure 4 below.

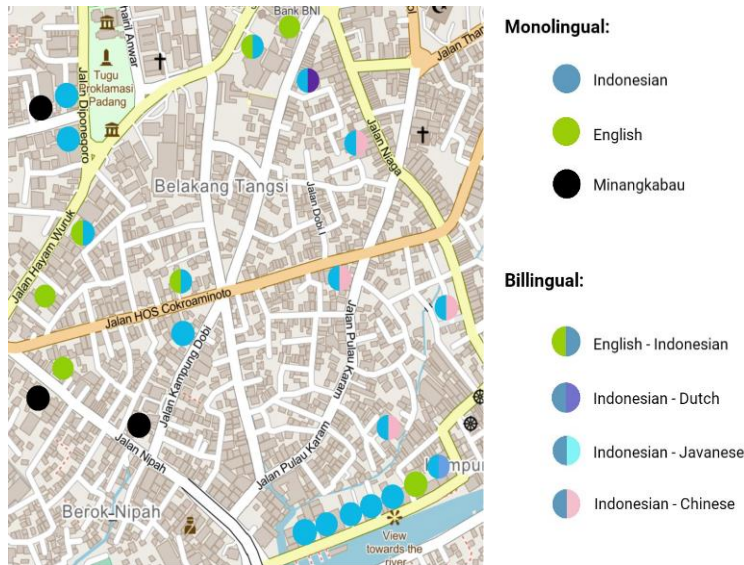


Figure 4. Map of Language Distribution on Coffee Shop Signboards in Pondok Cino (Chinese Town)

According to Figure 4, while the Minangkabau language is not predominantly displayed on coffee shop signboards, it is still prevalent in areas in Padang City with a high concentration of coffee shops. However, Indonesian, English, and Chinese are more prominent, overshadowing the Minangkabau language. The dynamics of power relations and customer preferences towards foreign languages influence the selection of languages (Ben-Rafael, 2006). This suggests that Indonesian and English carry more marketing value due to their perceived prestige compared to the Minangkabau language, particularly in the tourism sector. This phenomenon extends beyond spoken language to written language as well.

Indonesian is the most used language on coffee shop signboards in this area. In monolingual and bilingual form, there are 13 coffee shop signboards that use Indonesian, 7 using English, 4 using Chinese, and 3 using the Minangkabau language. In contrast, English is not the only foreign language because Dutch is found on coffee shop signboards. It is caused by the historical landmark that reminded the Netherlands. Even then, Indonesia still becomes the dominant language use in this area. It can be seen through the map as the real projector, the blue circle that indicates the Indonesian language spread out in this area. On the other hand, Chinese as a minority language is shown on the coffee shop signboard. It caused *Pondok Cino* (China town), where the inhabitants of this area are generally Tionghoa ethnic. As Tionghoa ethnic, they speak Chinese in their daily lives but can also speak Minangkabau and Indonesian. This is because they are a minority ethnic and mostly traders, so they have mastered more than two languages. Schecter (2015) argues that language and identity from an LL perspective can see how individuals and groups maintain and develop their identities. It means language, culture, and identity are interconnected in the study of LL. This can be seen from a population of the Tionghoa ethnic of *Pondok Cino* (Cina Town) in Padang City, maintaining and conserving their mother language in spoken and written. Since the coffee shop business is growing rapidly in Padang City, they have also built this business in *Pondok Cino* (Cina Town). The great thing that was found in this research is that the Tionghoa language used on the coffee shop sign is only found in this area.

Tionghoa language (Chinese) for coffee shop signboards. It is just only found in *Pondok Cino* (Cina Town). The Tionghoa language that is used for naming coffee shops indicates that the owners are from Tionghoa ethnics. They use the address terms in the Tionghoa language as the name of the coffee shop. The address term in the Tionghoa language is *Koko*, which means brother or a man who is older than us in English. *Koko* is usually abbreviated to be *Ko* or *KOK* and follows the name of a person, as in Figure 5, such as *KO CAI* and *KOK CHIANG*. Then, there 2 coffee shop signboards that use the word *Kopitiam* in Tionghoa for a coffee shop. *Kopitiam* is a traditional coffee shop which is owned by Tionghoa ethnics. *Kopitiam* has its own characteristic in the aspect of making and tasting a cup of coffee. See the coffee shop signboard in Figure 5.



Figure 5. Coffee Shop Signboards at *Pondok Cino* (Chinese Town)

Based on LL's perspective, the use of the Tionghoa language on the coffee shop signboard is a collaboration between language, culture, and identity. As a minority ethnic and language in Padang City, they still want to care for and maintain their culture through language and identity in public space. They consider their existence in the majority, so they keep their mother language in public spaces to symbolise their identity as Tionghoa ethnic. They make it clear their identity by using the Tionghoa script (see Figure 5). It deals with Stroud (2009), that state LL is actively used by individuals and groups to increase local engagement and a sense of belonging and create a new condition and new emotional in a region. *Pondok Cino* (Cina Town) is a tourism object in Padang City try to inform the consumers about the identity through the language of their territory. It has been proved that only this region uses the Tionghoa language on signboards.

4.3 Commercial context

In addition to being a center for tourism, Padang City's downtown area has many coffee shops. This urban center is bustling with businesses, offices, schools, and universities. According to Ben-Rafael et al. (2006), the power dynamics and cultural identity of a community can shape the language used in commercial signage, which may explain the abundance of coffee shops catering to the modern lifestyle of the local populace in this area.

Various languages are used in monolingual and bilingual forms in this area. Indonesian is mostly used on the map, marked with a blue circle in Figure 6, in urban areas. There are 13 coffee shop signboards using Indonesian in mono or bilingual form. Then, there are 10 signboards that use English, which are marked with green circles in monolingual and bilingual forms. Meanwhile, there are only 3 coffee shops that use the Minangkabau language just in bilingual form. Like the analysis in Figure 2 before, the use of foreign languages is mostly displayed on coffee shop signboards rather than regional languages and national languages. Foreign languages such as English, French, Italian, Arabic, Dutch, Japanese, Korean, and Spanish were found on 16 coffee shop signboards in total. Marnita AS (2011) researched that Padang society was attracted to use Indonesian and English because of prestige in their perspective. It has been proved that Indonesian and English dominate the language choice on coffee shop signboards. It can be seen from the map of language distribution in Figure 6 below.

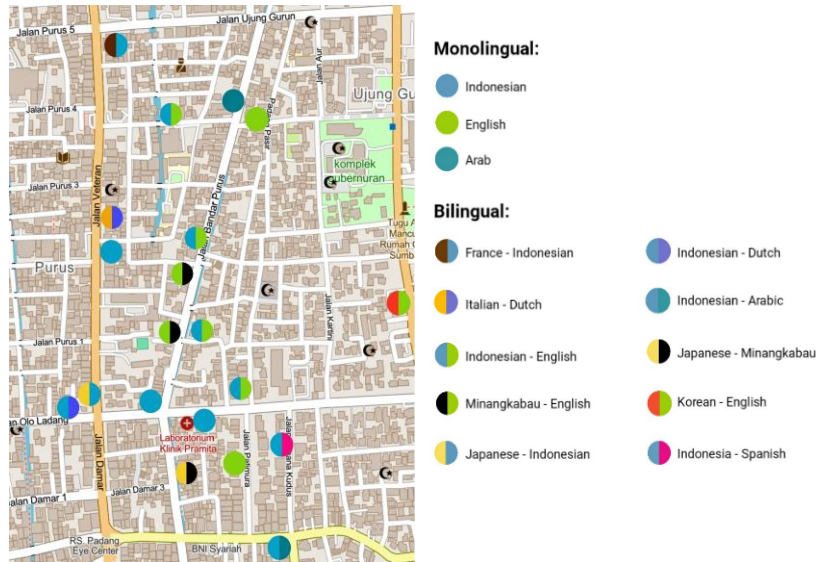


Figure 6. Map of Language Distribution on Coffee Shop Signboards in City Center of Padang City

However, the implementation of language policy is not running well. Foreign languages like the English language have the second highest percentage of language use. This means English can dominate the language use in public spaces someday. Minangkabau, as a mother tongue or the local native language known as the language identity of Padang society, becomes the third highest percentage of language in use. It shows that the Minangkabau language has lost in language competition on coffee shop signboards from Indonesian and English language.

The coffee shop has emerged as the prominent culinary establishment in this area, surpassing restaurants, cafes, and other similar businesses. This study highlights the distinctiveness of coffee shop signboards. Those coffee shops using foreign languages on their signboard show elegance and luxury, suggesting a modern concept where they proudly display their own branding without external endorsements. In contrast, coffee shops with more conventional concepts are commonly referred to as "*kedai kopi*" in Indonesia. Some of these coffee shop signboards don't use foreign languages but national language and regional languages. It deals the coffee shop with traditional concepts, not as much modern concepts, but they still exist in urban cities.

Coffee shops with conventional concepts have changed in many aspects. In the past, they didn't have a signboard, but now, they use a signboard to give information about the shop's identity. Even though their signboard appearance looks like usual, it shows the process of following the modern era. Additionally, these coffee shop signs often feature promotional material for other brands aimed at bolstering their revenue. For instance, refer to Figure 7 for examples.



Figure 7. Coffee Shop Signboards with Sponsor

Figure 7 shows the coffee shop does not have a modern appearance with the usual signboards. It can be said the owners are not from the upper class. They don't make a cup of coffee with modern technology. The coffee is not from coffee beans but from coffee sachets and instant coffee. So, the brand from coffee sachets joins to give a sponsor for the owner of these coffee shops. It is interesting to study from a linguistic landscape perspective. There is no one foreign language that is used on the coffee shop signboards with sponsorship, but it is in Minangkabau and Indonesian. *WARUNG ONANG* is the mixing of *WARUNG* (Indonesia), which means shop, and *ONANG* (Minangkabau), which refers to the kinship term of address for sister. It is the same with other coffee shops in Figure 7; the concept of naming coffee shops is mixing the national and regional language with the pattern kind of shop followed by address term.

Dealing to Hornsby (2008), the existence of regional language, in this case, belongs to economic factors rather than the reflection of language behavior. Similar observations have also been made in many places, such as in Ireland (Kallen, 2009), Wales (Couplan, 2012), Belgium (Van Mensel & Darquennes, 2012), Italia and France (Blackwood & Tufi, 2012). The coffee shop in Figure 7 proves the signboards can be used to promote two brands at a time: the name of the coffee shop and the product from another brand, such as *TORABIKA Cappuccino*, *LOKALATTE*, and *MIE SEDAP*. In a commercial context, the other brands of products, along with the coffee shop signboards, have benefits for each other. The owner of a coffee shop gets profit or income from the company of the brand within a specified period, while the company of the brand can promote their product to the consumer and sell their product through the coffee shop. Through linguistic landscape, the signboards with modification of language use and brand promotion relate to the geographical condition or situation. In other words, the information of the other brand promotion joins the coffee shop signboard, which uses regional and national languages and exists in tourism objects.

5. Conclusion

The purpose of LL mapping is to show that the contestation and dominance of languages are directly visible on the map as the actual projector. It is from dialectology studies that it is used as a sort of innovation in the linguistic landscape. In other words, this research helps to fix a gap in earlier analyses of the language landscape. As a result, this study gives a new perspective to future LL research in showing the condition of language use in certain areas or regions through LL mapping. It can also support the quantification of language use in public space as strong evidence in evaluating the implementation of language policy in a region.

Besides that, language mapping is also used to see the geographical condition or situation where language use exists in a region. This research finds that the geographical condition or situation has an impact on the linguistic landscape, including language use, naming a business, showing cultural identity, and commercial purposes on the signboard. The geographical condition or situation in a region like *Taplau*, which represents the name of the region itself because it is located at the seaside, mostly uses foreign languages to attract consumers. The use of foreign languages is caused by visitors (consumers) coming from domestic and international countries, and the paradigm is that foreign languages are considered more prestigious than regional and national languages.

Then, the geographical condition or situation in a region can be a basic inspiration for naming businesses on signboards. It seems like situational contexts, like the time when the sunset, the color of the sky at the beach, the specific location like the seaside, and

the direction of the wind become the name of the coffee shop. These basics or inspirations are related to the characteristics of Padang society. Naming businesses in previous LL studies, the geographical condition and situation are something new for naming culinary businesses in Padang City. In other words, this research finds a new characteristic in naming shops on signboards, which is caused by trends in the modern era.

Based on language mapping, the existence of minority languages can be seen clearly in certain territories on the map. The minority language that shows up in the coffee shop has the purpose of introducing its identity to consumers. On the other hand, the use of a minority language attracts tourists. Like the Tianghoa language that is used on the coffee shop signboard, this language is only used in Pondok Cino (China Town), where the majority of the people are of Tianghoa ethnicity. They use the Tianghoa language on coffee shop signboards in order to give information about their identity and products of traditional coffee. So, it can be concluded that the use of the Tianghoa language is a kind of commodification that targets certain consumers or tourists.

A strategic location based on geographical conditions or situations is the first marketing strategy. It begins with a usual coffee shop, which is in a strategic location. These coffee shops just use regional and national language on the signboard. They serve coffee from coffee sachet or instant coffee, not coffee beans and instant noodles. Considering the location and the brand of coffee sachet and instant noodles, the company takes a chance to promote its product and increase its sales. These brand companies join with the coffee shop on the signboards. It is a deal between the brand company and the coffee shop in which the brand company give a fee to the coffee shop along with the promotion of their product on the coffee shop signboard. This research concludes that the linguistic landscape reveals the purpose of sign makers through the linguistic and non-linguistic in economic or commercial context on shop signboards.

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