

## LANGUAGE DISTRIBUTION AND MULTILINGUAL TYPOLOGY ON CULINARY SIGNBOARDS

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### ABSTRACT

*This study examines the distribution of languages on culinary business signboards in Negara City, Jembrana Regency, Bali. The focus of the study is on identifying the types of languages used and their patterns of appearance within the local linguistic landscape. Using a descriptive qualitative approach, the study analyzes 124 culinary signboards collected through field observation and photographic documentation. The findings reveal that Indonesian is the most dominant language, followed by English, regional languages, and other foreign languages. Language use on the signboards appears in monolingual, bilingual, and multilingual forms, with English–Indonesian combinations being the most prevalent. Further discussion indicates that communicative needs, commercial strategies, and sociocultural values in a semi-urban context shape the distribution of language on culinary signboards. These findings highlight how language choices in public signage reflect the interaction between local orientation, modern commercial practices, and broader linguistic dynamics.*

**Keywords:** *Linguistic Landscape, Language Distribution, Culinary Business Signboards.*

### INTRODUCTION

Linguistic landscape (LL) is a sociolinguistic field that examines the visibility and salience of languages in public spaces, particularly through written signs such as shop signboards, banners, billboards, and other forms of public display (Landry & Bourhis, 1997; Gorter, 2006). Languages displayed in public spaces do not merely function as tools for information delivery, but also operate as symbolic resources that reflect social identity, cultural orientation, and power relations within a community (Shohamy & Gorter, 2009; Ben-Rafael et al., 2006). Consequently, the distribution of languages on business signboards becomes a crucial indicator for understanding sociolinguistic dynamics and language hierarchies in a particular region (Cenoz & Gorter, 2008). Among various types of public signage, culinary business signboards are among the most productive in shaping the linguistic landscape. Culinary signage is typically permanent, highly visible, and strategically designed to attract public attention, making it a significant medium for observing language choice in everyday commercial interactions (Backhaus, 2007; Piller, 2016). Language selection on culinary signboards is rarely random; instead, it is influenced by target consumers, socio-cultural contexts, economic considerations, and the desired business image (Spolsky & Cooper, 1991; Ben-Rafael et al., 2010). In this sense, culinary signage functions simultaneously as a communicative tool and a marketing strategy embedded in local linguistic practices.

In linguistic landscape research, the classification of signs by the number of languages displayed, commonly referred to as multilingual typology, is an important analytical dimension (Backhaus, 2007). Signboards can generally be categorized into monolingual, bilingual, and multilingual types, each reflecting different communicative priorities and symbolic orientations. Monolingual signs tend to emphasize clarity and direct communication with a specific linguistic community, while bilingual and multilingual signs indicate broader audience targeting, identity layering, and strategic language display (Cenoz & Gorter, 2008). The presence of multiple languages within a single sign not only increases

linguistic visibility but also highlights how business actors negotiate between local, national, and global influences in public commercial spaces.

Beyond classifying signs by language count, multilingual signage can also be examined through the functional relationships between languages within a single sign. Reh (2004) proposes four types of multilingual writing strategies: duplicating, fragmentary, overlapping, and complementary. Duplicating signs present the same information in all languages; fragmentary signs distribute different pieces of information across languages; overlapping signs partially translate certain elements; while complementary signs assign distinct communicative roles to each language. This typology allows researchers to understand not only how many languages appear, but also how languages interact and function together in constructing meaning in public signage.

In the Indonesian context, previous studies consistently indicate that Indonesian serves as the primary language on public and commercial signage due to its role as the national and unifying language (Kasanga, 2012; Purwanto & Filia, 2020). However, foreign languages, particularly English, frequently appear alongside Indonesian to index modernity, global orientation, and commercial prestige (Pertiwi, 2019; Khazanah et al., 2021). Meanwhile, regional languages are often used symbolically to emphasize local identity, cultural authenticity, and social belonging rather than for full informational purposes (Dewi, 2020; Paramarta, 2022). This layered use of languages reflects how linguistic choices in public spaces negotiate national identity, local culture, and global influence.

Several linguistic landscape studies in Indonesia demonstrate that regional characteristics strongly shape language distribution on business signage. Research conducted in major tourist destinations such as Bali, Yogyakarta, and Lombok shows a high presence of English and multilingual signage, reflecting tourism-driven language practices (Rastitiati & Suprastayasa, 2022; Dewi, Putra, & Paramarta, 2024). In contrast, studies conducted in non-touristic or semi-urban areas reveal a stronger reliance on Indonesian, with limited use of foreign languages and occasional inclusion of local languages (Iwana & Sudarwati, 2021; Benu et al., 2025). Despite these findings, most existing studies focus on metropolitan cities or tourism-focused areas, leaving the linguistic landscape of semi-urban areas relatively underexplored.

Negara City, as the administrative center of Jembrana Regency, presents a distinct sociolinguistic context compared to Bali's main tourist areas. The city is characterized by predominantly local economic activities, with culinary businesses primarily targeting local consumers. The rapid growth of culinary enterprises in Negara City has resulted in an increasing number of culinary signboards occupying public spaces, making them a strategic site for examining language distribution. Unlike tourism-oriented areas where international visitors drive multilingualism, language use in Negara City is expected to reflect local communicative needs, cultural values, and regional identity. Despite the growing body of linguistic landscape research in Indonesia, several important gaps remain. Most previous studies have predominantly focused on metropolitan cities or tourism-oriented areas, where multilingualism, particularly English, is shaped by global mobility and international tourism. Consequently, the linguistic landscape of semi-urban areas, especially in everyday commercial domains such as the culinary sector, has received relatively limited scholarly attention. Moreover, many existing studies discuss multilingualism in broad terms without providing a detailed empirical mapping of language distribution across monolingual, bilingual, and multilingual signage. As a result, there is still a lack of systematic understanding of how languages are distributed and hierarchized in non-touristic, locally oriented culinary environments. To address this gap, the present study analyzes both the distribution of languages and the multilingual typology of culinary business signboards in

Negara City. Therefore, this study addresses the following research questions: (1) What languages are used and how are they distributed on culinary business signboards in Negara City ?, (2) What multilingual typology based on Reh's (2004) framework appears on culinary business signboards in Negara City?. By providing an empirical account of language presence and patterns of monolingual, bilingual, and multilingual signage in this underexplored semi-urban context, this study seeks to broaden the scope of linguistic landscape research in Indonesia beyond urban and tourism-centered settings.

## **METHODOLOGY**

This study employed a descriptive qualitative research design within the framework of linguistic landscape studies. The design was selected because the study aims to describe and map the distribution of languages used on culinary business signboards in public spaces rather than to test hypotheses or measure causal relationships. A qualitative linguistic landscape approach allows for systematic observation of naturally occurring signage and provides an in-depth understanding of language presence, dominance, and variation in a specific geographical context.

The research was conducted in Negara City, the administrative center of Jembrana Regency, Bali, Indonesia. Negara City was selected for its semi-urban character and limited exposure to mass tourism, which distinguishes it from Bali's major tourist destinations. Data were collected from several areas with a high concentration of culinary businesses, including traditional markets, main streets, and local commercial centers. These locations represent everyday public spaces where culinary signboards are prominently displayed and accessible to the general public.

The data source of this study consisted of outdoor signboards of culinary businesses located in public spaces in Negara City. The culinary businesses included food stalls, restaurants, cafés, beverage outlets, and other food-related enterprises. Only permanent or semi-permanent signboards that were clearly visible from public areas were included in the data. Temporary signs, indoor menus, food packaging, and digital advertisements were excluded to maintain consistency and to ensure the focus remained on the public linguistic landscape.

Data were collected through non-participant observation and photographic documentation. The researcher systematically observed culinary signboards in the selected areas and photographed each signboard for further analysis. Photographic documentation was employed to ensure accuracy, enable repeated examination of the data, and minimize observer bias. Each signboard was treated as a single unit of analysis, and data collection was conducted during regular business hours to ensure that all signs were publicly visible and actively used.

Data analysis focused on identifying and categorizing the languages appearing on each culinary signboard. Each signboard was first examined to identify the language or languages used, including Indonesian, English, regional languages, and other foreign languages. The signboards were then classified by the number of languages displayed: monolingual, bilingual, or multilingual. The frequency of each language and language combination was calculated to identify patterns of dominance and distribution. Furthermore, bilingual and multilingual signboards were analyzed using Reh's (2004) multilingual typology to examine the functional relationship between languages within a single sign, including duplicating, fragmentary, overlapping, and complementary strategies. The results were presented through tables and descriptive explanations to illustrate the overall linguistic landscape of the culinary sector in Negara City.

To ensure the data's trustworthiness, repeated observations and cross-checking of photographic records were conducted throughout the analysis. The use of photographs enabled consistent verification of language identification and categorization. Clear inclusion criteria for signboards were applied to enhance reliability and transparency. The analysis focused solely on visible linguistic forms without interpreting the intentions of sign makers, thereby maintaining objectivity in describing language distribution and multilingual practices.

## RESULT AND DISCUSSION

This study examines 124 culinary business signboards located across several culinary centers in Negara City, Jembrana Regency. The analysis reveals the presence of multiple languages in the local culinary linguistic landscape, including Indonesian, English, Balinese, Arabic, Chinese, Japanese, and Javanese. Indonesian emerges as the dominant language across the signage, functioning primarily to deliver essential business information to local consumers. English ranks second among the most visible languages, particularly in modern culinary establishments, where it contributes to branding and commercial appeal. Other languages, such as Balinese, Arabic, Chinese, Japanese, and Javanese, occur less frequently and mainly serve symbolic functions, such as emphasizing cultural identity or religious assurance.

Based on the number of languages displayed, the culinary signboards can be categorized into monolingual, bilingual, and multilingual types. Monolingual signage is predominantly written in Indonesian, reflecting a strong orientation toward local communication. Bilingual signage is largely dominated by English–Indonesian combinations, demonstrating a strategic blending of global prestige and local accessibility. Multilingual signage in three languages appears less frequently. It typically combines Indonesian, English, and symbolic languages such as Arabic or Balinese to represent layered identities within the culinary business environment. This pattern is consistent with previous linguistic landscape studies in Indonesia, which report Indonesian as the primary language of public signage, with English used for symbolic and commercial purposes (Kasanga, 2012; Purwanto & Fila, 2020).

Further analysis using Reh's (2004) multilingual typology reveals that only two multilingual writing strategies appear in the data: complementary and fragmentary, while duplicating and overlapping patterns are absent. Complementary multilingualism is the most prevalent pattern among culinary signboards in Negara City. In this type, languages do not function as direct translations of one another; instead, they perform distinct communicative roles. Indonesian consistently serves as the primary language for conveying menu items, product descriptions, and pricing. English functions as a promotional and branding resource associated with modernity and commercial appeal, while Arabic and Balinese serve symbolic roles related to religious legitimacy and local cultural identity.

This finding aligns with previous studies conducted in non-touristic or semi-urban areas, which also report complementary multilingual practices rather than full translation strategies (Iwana & Sudarwati, 2021; Benu et al., 2025). Similar to those studies, multilingualism in Negara City is characterized by functional differentiation, where languages are strategically assigned specific roles rather than used equally. However, this finding contrasts with studies in major tourist destinations such as Denpasar or Yogyakarta, where duplicating and overlapping strategies are more common due to the need to accommodate international audiences (Rastitiati & Suprastayasa, 2022; Dewi et al., 2024).

Fragmentary multilingualism appears as the second dominant pattern. In this type, English is limited to isolated lexical elements such as “fresh,” “food,” or “yummy,” which

function as stylistic and persuasive additions rather than complete informational content. Indonesian remains the main carrier of meaning, while English fragments enhance visual appeal and marketing value. This pattern supports previous findings that English in Indonesian culinary signage often functions symbolically rather than communicatively (Pertiwi, 2019; Khazanah et al., 2021). The absence of duplicating and overlapping strategies suggests that culinary business owners in Negara City do not prioritize full multilingual translation. Unlike tourism-driven contexts, where multilingual signage aims to ensure comprehension for diverse international audiences, the linguistic landscape of Negara City reflects local communicative priorities. Multilingual usage is therefore driven by symbolic value, branding considerations, and sociocultural relevance rather than by informational necessity.

Overall, the findings indicate that a combination of local economic orientation, commercial branding strategies, and sociocultural values shapes the linguistic landscape of culinary signboards in Negara City. While sharing similarities with other Indonesian linguistic landscape studies in terms of language hierarchy, this study contributes new insight by demonstrating how multilingual typologies operate in a semi-urban, non-touristic context, where complementary and fragmentary strategies dominate.

### Language Distribution of the Culinary Business Public Signs in Negara

#### a. Language distribution on monolingual signboards and promotional banners

Table 1 Signboard Monolingual

No	Signboard & Banner	English	Indonesian	Bali
1.	Pasar Bahagia (modern food court)	6	7	1
2.	Ngurah Rai Street (modern culinary center, incl. fast food)	6	16	-
3.	Old Terminal (traditional culinary center)	-	9	-
	<b>Total categories</b>	12	32	1
	<b>Total sign/banners</b>		45	
	<b>Percentage</b>	<b>26.67%</b>	<b>71.11%</b>	<b>2.22%</b>

From Table 1, it can be seen that Indonesian dominates monolingual signboards, accounting for 32 signboards (71.11%). This is particularly evident in the Old Terminal area, which serves as the traditional culinary center where local vendors rely heavily on Indonesian to communicate with domestic customers. English appears in 12 signboards (26.67%), mainly concentrated in modern culinary areas such as Pasar Bahagia and Ngurah Rai Street, including several fast-food outlets. Meanwhile, Balinese is the least represented, with only one signboard (2.22%) found in Pasar Bahagia. This pattern indicates that Indonesian continues to serve as the primary language of communication, that English is strategically used to create a modern and global impression, and that Balinese is used occasionally to highlight local cultural identity.

#### b. Language distribution on bilingual signboards and promotional banners

Table 2. Signboard Bilinguals

No	Signboard & Banner	Eng - Indo	Eng - Jpn	Eng - Chinese	Eng - Korean	Indo - Arab	Indo - Bali
1.	Pasar Bahagia (modern food court)	27	-	1	1	3	-
2.	Ngurah Rai Street (modern culinary center, incl. fast food)	19	1	2	-	2	2
3.	Old Terminal (traditional culinary center)	5	-	-	-	3	-

<b>Total categories</b>	<b>51</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>8</b>	<b>2</b>
<b>Total sign/banners</b>				<b>66</b>		
<b>Percentage</b>	<b>77.27</b>	<b>1.52</b>	<b>4.55%</b>	<b>1.52%</b>	<b>12.12%</b>	<b>3.03%</b>
	<b>%</b>	<b>%</b>				

Based on Table 2, it can be seen that bilingual signs in Kota Negara are predominantly in English and Indonesian, accounting for 77.27% of all data. This finding shows that English is widely used as a branding strategy, while Indonesian is the primary language of communication with local customers. The second most common combination is Indonesian and Arabic (12.12%), which generally appears through the use of the word Halal in two scripts to emphasize religious and cultural values. Meanwhile, the combinations of English–Chinese (4.55%) and Indonesian–Balinese (3.03%) appear in smaller numbers, but still indicate the influence of multiculturalism on culinary signboards. Other combinations, such as English–Japanese and English–Korean, appear in small proportions (1.52% each) but still reflect how language diversity is selectively used to attract specific consumer groups.

### c. Language distribution on multilingual signboards and promotional banners

Table 2. Language distribution on multilingual signboards and promotional banners

No	Signboard & Banner	Eng – Indo - Bali	Eng – Indo - Arab	Eng – Indo - Java
1.	Pasar Bahagia (modern food court)	2	6	1
2.	Ngurah Rai Street (modern culinary center, incl. fast food)	2	1	-
3.	Old Terminal (traditional culinary center)	1	-	-
	<b>Total categories</b>	5	7	1
	<b>Total sign/banners</b>		13	
	<b>Percentage</b>	<b>38.46%</b>	<b>53.85%</b>	<b>7.69%</b>

From Table 3, it can be seen that Eng–Indo–Arab combinations dominate the multilingual signboards, accounting for 7 (53.85%) of them, especially in Pasar Bahagia and Ngurah Rai Street, where Arabic script is used to emphasize religious values, halal assurance, or Islamic branding alongside Indonesian and English. The second most frequent category is Eng–Indo–Bali with 5 signboards (38.46%), reflecting a blend of national, international, and local cultural elements, as Balinese, though not dominant, helps signal regional identity and cultural authenticity in areas visited by both locals and domestic tourists. Meanwhile, Eng–Indo–Java appears only once (7.69%), indicating that Javanese has less symbolic relevance in Negara’s culinary landscape than Balinese or Arabic, which are more closely tied to local identity and contemporary branding.

### 1. Multilingual Typologies (Reh,2004) Implemented by the Sign Makers

#### a. Fragmentary Strategy



Figure 1  
Fadillah fresh

Fadhillah Fresh's signage shows a pattern of fragmentary multilingualism according to Reh's (2004) classification. Indonesian serves as the main language for conveying product information, such as "Es Teler," "Sop Buah," and "Salad Buah." Meanwhile, English appears only as lexical fragments, such as "fresh" and "yummy," which do not form a complete, informative text. These English fragments serve as additional elements or promotional style, without providing new information to consumers. Thus, the relationship between the languages on this signage is fragmentary, as English plays a limited role and is not equal to Indonesian.

b. Fragmentary Strategy



Figure 2  
*Doi Drink And Food*

DOI Food signage shows fragmentary multilingualism according to Reh's (1984) classification. Indonesian is predominantly used to convey key information, including the menu and prices, thus serving as the language of information. In contrast, English uses separate words such as "food," "drink," and "series" as category markers. The use of English does not form a complete informative message and does not add new meaning to the information already conveyed in Indonesian. Therefore, the multilingual structure of this signage is fragmentary.

c. Complementary Strategy



Figure 3  
*Ramen Hill*

Ramen Hill signage is categorized as multilingual complementary signage according to Reh's (1984) classification. Japanese is used to emphasize cultural identity and the authenticity of Japanese cuisine through texts such as ラーメンの丘 and ホットプレートラーメン. On the other hand, English is used as a branding and promotional language, for example, in the name "Ramen Hill," the phrase "New Menu," and the menu name "Hot Plate Ramen." Although some lexical elements in Japanese and English have similar meanings, they are not presented as literal translations and have different communicative functions. Therefore, the two languages complement each other in conveying information to consumers.



#### d. Complimentary Strategy



Figure 4.13  
Bun O'NINE

Burger Nine signage displays a complementary multilingual pattern based on Reh's classification (2004). English is used for brand identity and menu category names, such as "Burger Nine," "Burgers," and "Snacks," to reflect a modern, global image. Meanwhile, Indonesian is used to convey detailed product information, including menu descriptions, flavors, and prices. The two languages do not function as translations of each other; rather, they serve different communicative roles. English attracts attention and builds brand image, while Indonesian ensures clarity of information for local consumers. With this clear division of functions, the relationship between the languages on this signage is complementary.

## CONCLUSION

This study examined the linguistic landscape of culinary business signboards in Negara City, Bali, by analyzing language distribution and multilingual writing strategies. The findings demonstrate that Indonesian strongly dominates public culinary signage, confirming its role as the primary language for communication in a semi-urban economic environment. English appears frequently alongside Indonesian, primarily as a symbolic and promotional language to construct a modern, global business image. Arabic is also present in several signs, particularly through halal references and Arabic script, which indicate a religious orientation and credibility with Muslim consumers. Meanwhile, Balinese is used only occasionally and primarily serves as a cultural identity marker rather than an informative language. Regarding language distribution, most signboards are bilingual, followed by monolingual and multilingual forms. The dominance of English–Indonesian combinations reflects a strategic balance between communicative clarity for local audiences and symbolic value for commercial appeal. Multilingual signs combining English, Indonesian, Arabic, or Balinese reveal layered linguistic practices that integrate global, national, religious, and local identities into culinary branding.

In terms of multilingual writing strategies, analysis based on Reh's (2004) typology shows that complementary multilingualism is the most widely applied pattern, followed by fragmentary multilingualism, while duplicating and overlapping types are absent. This indicates that languages on culinary signboards in Negara City are intentionally assigned different communicative roles rather than serving as direct translations. Indonesian primarily conveys detailed information, English emphasizes branding and attractiveness, and Arabic or Balinese conveys symbolic meanings related to religion and locality.

Overall, the study highlights that culinary signage in Negara City reflects structured multilingual practices shaped by commercial strategy, sociocultural identity, and



communicative priorities. Although Negara City is not a major tourism destination, its culinary linguistic landscape still demonstrates interaction between local orientation and broader global and religious influences, emphasizing the significance of semi-urban areas in linguistic landscape research.

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