

Multilingual Representation In The Linguistic Landscape Of Business Naming In Jambi City

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Abstract

This study aimed to examine the phenomenon of multilingual naming in food and beverage businesses in Jambi City, including identifying word types and the reasons behind their name choices. The research method used a qualitative descriptive approach focused on the presentation and in-depth interpretation of linguistic data. Data collection techniques were conducted through direct field observations to document business signage and in-depth interviews with business owners to explore naming motivations. Data analysis techniques were applied by classifying language use based on the type of meaning and function of the linguistic landscape, which were then interpreted to identify sociolinguistic trends in society. The results show that a number of culinary businesses in Jambi City extensively use multilingual naming, both entirely and in a hybrid manner. Some examples of naming found include Brownmix, Kafaaf, D'Box, D'BestO, Casa de Alicia, Haus Tea, and Love. These findings indicate that multilingual use has two main functions: informative and symbolic. The informative function is reflected in the use of foreign languages to concisely describe product types or business images. Meanwhile, the symbolic function is seen in the efforts of business owners to build a modern, prestigious, and globally oriented identity to increase business competitiveness in the public space of Jambi.

Keywords: Naming, Multilingual, Linguistic Landscape.

INTRODUCTION

Language is a tool used to communicate and convey the intended meaning of the speaker. Therefore, language is crucial and is always used by individuals and groups seeking to convey a purpose. This is in accordance with (Kridalaksana, 2008) statement in his Dictionary of Linguistics, which states that language is a system of sound symbols that can be used to establish communication between people. Therefore, language has a crucial function. Without language, we might not understand each other's intentions. Consequently, communication cannot proceed effectively.

Language is crucial in life because it allows humans to express things, label things by naming them, and so on. This is because the universe is so vast and contains so many things, that if it weren't given a name to distinguish one from another, it would be difficult for someone to identify something. Therefore, a name is given as a form of identity for something. Names also have meaning, such as a table. A table is an object that can be used to place something (Dewi, 2019). Names are given through language. This is why language is so important.

Language is arbitrary. This means that language is free and based on agreement. Naming something is based on agreement among the people who give it (Fatikhudin, 2018). In giving a name, someone links the name to the hopes of the name-maker. Therefore, people are sometimes not careless in naming it.

Law of the Republic of Indonesia No. 24 of 2009 regulates the use of Indonesian in public spaces (Aribowo, 2018). This includes provisions concerning various matters related to the determination and procedures for the use of the flag, language, and national symbols, as well as the national anthem. It also stipulates criminal penalties for anyone who intentionally violates

these provisions. Therefore, we should be among those who are proud to use Indonesian when speaking or naming places. Failure to use Indonesian as our identity constitutes a form of linguistic colonization.

Along with the times, language has undergone changes and expanded its functions in various spheres of social life (Erikha, 2018). One manifestation of this development is evident in the increasingly diverse naming practices of business premises, including in Jambi City. Social, cultural, and economic changes encourage business owners to choose names that are believed to attract consumers, build a certain image, and follow global trends. This situation has led to the marginalization of the use of good and correct Indonesian in business names, whether through the use of foreign languages entirely, a combination of Indonesian and foreign languages, or the use of non-standard forms of Indonesian.

The widespread use of foreign languages in business names in Jambi City demonstrates the dynamics of language in the public sphere that cannot be separated from the influence of globalization and modernization. Foreign languages, particularly English and other languages, are often associated with prestige, modernity, and quality, making them perceived as more attractive than Indonesian. However, this trend also raises questions about the function, meaning, and ideology of language at work behind the choice of business names.

A linguistic landscape is a depiction of language use in the public sphere, encompassing language attitudes, language use, and language policy (Aribowo, 2018) This aligns with Sari's definition of a linguistic landscape as the use of language in public spaces, such as on street signs and information boards on public roads (Sari, 2021). Similarly, Widiyanto defines a linguistic landscape as the use of language in public spaces. (Puzey, 2016) states that linguistic landscape is an interdisciplinary science that emerged due to the issue of language interacting with other languages in public spaces . Therefore, from these two explanations of the definition of a linguistic landscape, it can be concluded that a linguistic landscape is the study of language use in public spaces, such as on public roads and so on. According to Landry and Bourhis in (Sari, 2021) , linguistic landscapes have the following functions: As information, a linguistic landscape serves as information because it can inform us about something. For example, the name of a clothing store tells us that this store sells clothing. As a symbol, a linguistic landscape serves as a symbol for something, a linguistic landscape examines the use of language in public spaces. For example, with street names, a linguistic landscape examines why a place is named that way and the background to it.

According to the Big Indonesian Dictionary, multilingualism is a person who can understand and use more than one language. This means that people classified as multilingual are those who understand and are able to use different languages, such as Indonesian and a foreign language. Wardhaug, in (Sari, 2021) states that someone who falls into the multilingual category is someone who has immigrated, studied, and so on . People who immigrate or study will be able to understand and even use two languages simultaneously. This is why multilingualism is linked to the linguistic landscape. Because people who are proficient in using different languages will utilize this for various purposes.

As the previous research by (Yendra Syairal Fahmy Dalimunthe, 2021) states that as a rapidly evolving field, the linguistic landscape demands updated theories and research methods to accommodate the complexity of its ideas. Therefore, LL exists as a cross-disciplinary field of study that examines the existence of writing in open spaces from a variety of perspectives. This is line with the research of (Zaman, 2021) states that The linguistic landscape reflects how people perceive their identity and nationality. Language use in public spaces is often driven by the perception that certain languages have greater prestige and are therefore preferred over others. Not only that, (Aini, 2023) argue that a study of the linguistic landscape at Surabaya's Pasarturi Station identified six language variations, divided into three models: monolingual (Indonesian, English, and Javanese), bilingual (Indonesian-English and Indonesian-Javanese), and

multilingual (Indonesian-English-Javanese). These findings were obtained through an analysis of various language signs found in the station area. It can be concluded that the linguistic landscape is an interdisciplinary field that continues to develop and requires continuous methodological updates to dissect the complexity of identity and perceptions of language prestige in the public sphere. In this context, research on multilingual representation in the linguistic landscape of business naming in Jambi city has a strategic advantage because it not only captures the diversity of language variations from monolingual to multilingual but also succeeds in revealing the sociolinguistic motivations behind the choice of business names as an effort to build a modern and globally competitive image. studies on business naming in Jambi City are relatively limited, particularly those examining multilingualism from a linguistic landscape perspective. Most studies focus more on aspects of language policy or general language attitudes, while in depth analyses of the types of meanings, informative and symbolic functions, and sociocultural reasons business owners choose a particular language are rare. Therefore, this study is crucial to fill this gap by examining multilingual representation in the naming of food and beverage businesses in Jambi City as part of the linguistic landscape of public spaces.

RESEARCH METHODS

This research employed a qualitative approach because the data collected consisted of linguistic units in the form of words and utterances (Miles, 2014). The research method employed descriptive qualitative research, with the aim of describing and interpreting the meanings and rationale behind the names used in food and beverage businesses in Jambi City. The research data consisted of vocabulary derived from business names and informants' speech explaining the reasons for choosing these names. Data collection was conducted through interviews with business owners or managers to obtain in-depth information regarding the background of business name use.

Data analysis was conducted by identifying and reviewing the collected data to determine the meanings inherent in business names and the rationale for their use. The data analysis process involved three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers sorted and selected data relevant to the research focus and questions. Next, in the data presentation stage, the reduced data were systematically organized and grouped according to analysis categories. The final stage, drawing conclusions based on the data analysis results, provided a comprehensive overview of the multilingual use of business names in Jambi City.

RESULTS AND DISCUSSION

Result

Table 1. Multilingual Business Naming in Jambi City

No.	Business Name	Language Used	Type of Word	Informative Function	Symbolic Function
1	Brownmix	English	Adjective + verb	Shows the product character in the form of a mixture of flavors	imposing a modern, global and classy impression
2	Kafaaf	Arabic	Noun	Not delivered directly	Representing religious identity and prayers for sustenance

3	D'Box	English	Noun	Represents the concept of a place or business space	Showing personal and modern identity
4	Love	English	Adjective	Not delivered directly	Delivering emotional and affective values
5	Haus Tea	Indonesian and English	Adjective + noun	Explaining the type of product in the form of tea drinks	Blending local and global identities
6	Casa de Alicia	Italian	Noun	Represents the concept of a home or restaurant	Creating an exclusive and international image
7	D'Besto	English	Adjective	Implies product quality and excellence	Building business prestige and competitiveness

Discussion

Figure 1. Brownmix



Brownmix is a culinary business in the form of a cake shop located on Jalan Bajuri, near Sultan Thaha Airport in Jambi. The name "Brownmix" uses English, consisting of two lexical elements: "brown" and "mix." The word "brown" is an adjective representing the color brown, which is often symbolically associated with warmth, luxury, and sweetness. Meanwhile, "mix" means "mixed," describing the blend of various flavors in the product offered. The use of English in this naming demonstrates a multilingual practice that serves a symbolic function, namely building a modern and classy image. Based on interviews, the choice of the name "Brownmix" was motivated by the business owner's vision to develop the product internationally, thus ensuring that English is viewed as having global value and prestige.

In the context of the linguistic landscape, the choice of English is not merely an aesthetic trend, but rather a strategy for commodifying language. Brownmix's presence near a major transportation gateway (the airport) reinforces the urgency of using global languages as an inclusive visual communication tool for both domestic and international tourists. Symbolically, English here serves as a cultural passport, elevating the brand from a mere local business to a culinary entity with international appeal. Furthermore, based on interview data, the owner's motivation to "internationalize" the product through this name reflects the phenomenon of grassroots globalization. The business owner consciously leverages the prestige value of English to build consumer confidence in global quality standards. Thus, Brownmix is not simply a business name, but a vision statement that positions Jambi City's culinary scene within the competitive and future-oriented current of modernity.

Figure 2. Kafaaf



Kafaaf is a small-scale refreshing beverage business that uses Arabic in its name. The word "kafaaf" is a noun meaning "sufficient sustenance." The choice of Arabic reflects a multilingual practice steeped in religious and symbolic values. The business owner stated that the name was intended as a prayer for the business to always be blessed with sufficient sustenance. Furthermore, Arabic was chosen because it can encapsulate a long meaning when translated into Indonesian. This demonstrates that Arabic serves not only as a religious identity but also as a linguistic strategy for efficiency and strengthening symbolic meaning.

The naming of this small-scale refreshing beverage business, Kafaaf, presents a unique dimension within the linguistic landscape of Jambi City, where Arabic is positioned not only as a religious identity but also as a spiritual instrument for economic activity. Etymologically, the word "kafaaf," as a noun (isim) meaning "sufficient sustenance," carries a profound theological concept of blessing and gratitude. The use of this term goes beyond mere commercial labeling; it functions as a linguistic performance, conveying a continuous prayer (ikrar) through the visualization of the business's signage.

Sociolinguistically, the choice of Arabic amidst the dominant trend of English in the culinary sector demonstrates a strategy of identity differentiation. In Jambi City's community, which has a strong cultural and religious affinity for Islamic values, the use of Arabic terms creates an emotional bond and trust between seller and consumer. Arabic, in this context, serves as a sign that radiates an aura of honesty and sound business ethics.

Furthermore, the linguistic economy, or efficiency of meaning, is a key advantage of this name. As the owner explains, the single word "Kafaaf" encapsulates complex philosophical concepts—encompassing sufficient sustenance, neither excessive nor insufficient, and contentment with God's decree—that, if translated into Indonesian, would require lengthy explanations and lose their poetic power.

Thus, Kafaaf serves as a concrete example of how the linguistic landscape in public spaces can function symbolically and transcendently. The use of this language is not intended solely to pursue the prestige of global modernity, but rather to affirm a local, religious identity while demonstrating that religious language can be practically and efficiently adapted in small-scale business branding to strengthen moral competitiveness in the public marketplace.

Figure 3. D'Box



D'Box is a contemporary beverage business located in the Talang Bakung area. The name "D'Box" comes from the English word "box," meaning "box," and is a noun. The use of English elements demonstrates the practice of multilingualism in the linguistic landscape of public spaces. Based on interviews, the word "box" was chosen to symbolize a "space" or "container" owned by Della, the business owner's daughter. Thus, English functions not only informatively but also symbolically, representing ownership and personal meaning.

The name D'Box, a contemporary beverage business unit in the Talang Bakung area, presents an interesting blend of English functionality and personal sentimentality. Lexically, the use of the

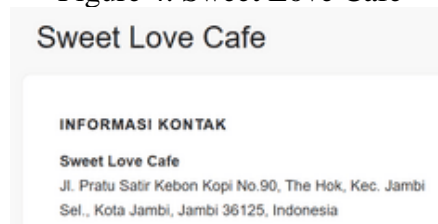
noun "box" creates a solid and structured visual impression, in line with the trend of modern beverage outlets, which often use containers or minimalist spaces as their operational centers. However, the addition of the prefix "D" before "Box" transforms the generic meaning into a sign of exclusive ownership.

From a linguistic perspective, the use of English in D'Box serves as an effective contemporary branding strategy. In a rapidly developing area like Talang Bakung, the use of foreign terms creates appeal for young consumers (millennials and Generation Z) who tend to associate English terms with trendy and socially relevant products. English here acts as a bridge connecting local businesses with the aesthetics of an urban lifestyle.

However, D'Box's primary uniqueness lies in its private, symbolic function. Based on interviews, the insertion of the letter "D," referring to the name "Della" (the owner's daughter), transforms the word "box" from a mere physical object into a "vessel of affection" or a representation of the future that parents prepare for their children. This demonstrates that in Jambi City's public spaces, linguistic signs are not always aimed at purely commercial interests, but often serve as a medium for expressing family identity and emotional values.

Sociolinguistically, D'Box exemplifies how business owners hybridize meaning. They borrow the prestige of global languages to achieve communication efficiency in the marketplace, while still injecting local and personal substance into the space. Thus, D'Box is seen not only as a place for economic transactions but also as a symbolic space representing ownership identity and personal hopes amidst the hustle and bustle of Jambi's culinary business landscape.

Figure 4. Sweet Love Cafe



Sweet Love Cafe is a cake shop that uses English in its name. The word "love" is an adjective meaning . The use of English in this context reflects the symbolic function of language, which is to instill an emotional impression, warmth, and closeness between the product and the consumer. The choice of the word "love" indicates that a foreign language is used to strengthen the affective value and appeal of the business in Jambi City's public spaces.

The naming of Sweet Love Cafe conveys a strong emotional dimension within the linguistic landscape of the culinary business in Jambi City. Lexically, the use of the word "love" serves as an affective core that goes beyond simply being a business label. While grammatically it can function as a noun or a verb, in the context of this brand, "love" functions as an emotional anchor that promises a personalized experience to consumers. The use of English in the word not only aims to follow global trends but also to capitalize on the universal resonance of the word "love," which is often associated with affection, sincerity, and moments of happiness.

From a sociolinguistic perspective, this name choice demonstrates an affective branding strategy. The use of a foreign language in the phrase "Sweet Love" creates a more poetic and aesthetic impression than a literal translation into the local language. In public spaces, English serves as a subtle instrument of persuasion; it creates a "premium" yet "warm" aura, appealing to the target market of families and young couples seeking a recreational space with a modern yet intimate identity.

Symbolically, Sweet Love Cafe utilizes the linguistic landscape to construct a narrative that its products are made with dedication and feeling. The word "Sweet" informatively refers to the flavor profile of the cakes it sells, but when paired with "Love," its meaning broadens to

symbolize harmony. This demonstrates that in Jambi City, the use of English has shifted from being a mere communication tool to a psychological image-building tool.

Thus, Sweet Love Cafe successfully commodifies language to create an appeal that is not only visual but also touches the psychological side of consumers. Its presence amidst the hustle and bustle of the city contributes to the formation of a "softer" linguistic landscape oriented toward universal values of happiness, while also emphasizing the importance of foreign languages as a key element in enhancing the emotional value of a contemporary culinary business.

Figure 5. Haus Tea



Haus Tea is a beverage shop that uses a combination of two languages: Indonesian (*haus*) and English (*tea*). "haus" is an adjective describing a dry throat, while "tea" is a noun referring to the type of beverage sold. This naming demonstrates a hybrid multilingual practice, functioning both informatively because it directly describes the product being offered, and symbolically because it combines local and global languages to attract consumers.

The naming of *Haus Tea* is a manifestation of the clever linguistic hybridization phenomenon in the culinary business landscape in Jambi City. By combining the Indonesian word "haus" and the English word "tea," the brand creates a semantic bridge connecting basic biological needs with the product solutions offered. Linguistically, the use of the adjective "haus" serves as a psychological stimulus that directly addresses the consumer's physical sensations, while the noun "tea" provides clarity about the universal type of commodity.

From a sociolinguistic perspective, this code-mixing strategy has two advantages: Informative Function and Accessibility: The use of the word "*haus*" ensures the brand message remains down-to-earth and easily understood by all levels of the local community. This minimizes communication barriers and creates a sense of familiarity and familiarity.

Symbolic Function and Modernity: The adoption of the word "tea" instead of "teh" injects a modern and global trend into the business identity. The use of English terms in the contemporary beverage industry is often seen as an indicator of quality and urban lifestyle standards, which is highly effective in attracting the younger generation.

Furthermore, *Haus Tea* demonstrates efficiency in linguistic economy. The short and concise name structure facilitates brand awareness amidst the dense billboards in Jambi City's public spaces. Visually, the combination of these two languages creates a balanced aesthetic; it respects the national language identity while maintaining its commitment to globalization.

Thus, *Haus Tea* successfully positions itself as an "accommodating" brand. This naming strategy demonstrates that success in the linguistic landscape does not always depend on the full use of a foreign language, but can be achieved through creative integration that respects the local context while embracing global prestige to enhance competitiveness in a competitive marketplace.

Figure 6. Casa de Alicia



Casa de Alicia is a restaurant that uses a foreign language, namely Italian, in its name. "casa" means "house" and is a noun, while "de Alicia" refers to the name of the restaurant's owner. This naming demonstrates the full use of a foreign language, which serves a symbolic

function to build an exclusive, classy, and international image. The use of Italian also reinforces the restaurant's thematic identity, which embraces a global concept.

The naming of Casa de Alicia creates a distinctive nuance within the linguistic landscape of Jambi City through the use of Romance languages (Italian/Spanish). Structurally, the use of the noun "casa," meaning "house," creates a compelling ambivalence of meaning: on the one hand, it offers the intimacy and comfort of a private residence, but on the other, the use of this foreign language actually creates a distance of exclusivity that elevates the restaurant to a more luxurious level.

In a sociolinguistic context, the choice of Italian/Spanish is often associated with the world of high-end culinary arts, art, and elegant lifestyles. This strategy represents a form of prestige transfer, where the business owner borrows European aesthetic imagery to inject a sense of authenticity into their global concept. The inclusion of the owner's name, "de Alicia," not only serves as a legal marker of ownership but also provides a touch of prestigious personality, as if customers are being invited to the private residence of a figure with refined taste.

Symbolically, Casa de Alicia serves as a powerful branding tool. Amidst the dominance of English terms in public spaces, the use of Italian creates a market differentiation effect. This psychologically targets the middle-to-upper consumer segment seeking a gastronomic experience beyond mere taste, but rather an atmospheric experience and social status. Language here no longer functions merely as an informative communication tool, but rather as a mood-setter.

Thus, Casa de Alicia successfully leverages the linguistic landscape to create a classy and international business narrative. The full use of a foreign language (monolingual) in the name emphasizes the restaurant's position as an exclusive culinary destination, where the owner's identity and the restaurant's thematic identity merge into a unified, modern, competitive, and globally oriented image amidst the dynamics of urban Jambi.

Figure 7. D'Besto



D'Besto is a fast food business that uses the English word "best," meaning "best." This word is classified as an adjective. The use of English in D'Besto's name demonstrates a multilingual approach aimed at building an image of product quality and excellence. Symbolically, English is used to convey a professional, modern, and competitive impression within the linguistic landscape of culinary businesses in Jambi City. The use of English vocabulary in the D'BestO brand is not simply a visual identity choice, but rather a linguistic strategy that utilizes the superlative "best" to position the product at the highest quality level. Morphologically, the insertion of an apostrophe and the modification of the letter "O" at the end of the word create a phonetic uniqueness that is more familiar to local consumers, while still maintaining the strong root meaning of the trait as a symbol of excellence.

From a sociolinguistic perspective, this use of English functions as a prestige marker; this global language is considered to have higher bargaining power than local languages in the fast food industry. In the public space of Jambi City, D'BestO successfully manifests the symbolic function of the linguistic landscape by associating their brand with international standards of professionalism and modernity. This effectively builds consumer perceptions that the product has equal competitiveness with global brands, while also demonstrating how local businesses utilize linguistic ambiguity to attract the interest of a market that is now increasingly oriented towards an urban and competitive lifestyle.

CONCLUSION

Based on the linguistic landscape theory proposed by (Landry, 1997) the use of language in public spaces has two main functions: informative and symbolic. The informative function relates to the role of language in conveying information about the existence, type, or character of a place or service. Meanwhile, the symbolic function relates to the representation of social identity, ideology, cultural values, and the image that the public space owner wishes to build.

The research results show that the naming of food and beverage businesses in Jambi City tends to be more symbolic than informative. The use of English, Arabic, Italian, or multilingual combinations not only aims to describe the product but also represents a modern, religious, global, and prestigious identity. For example, the use of English in the names Brownmix, Love, and D'Besto reflects a global orientation and branding strategy for the businesses. Meanwhile, the use of Arabic in Kafaaf represents religious values and prayer, while the Italian in Casa de Alicia creates an impression of exclusivity and internationalism.

Thus, the linguistic landscape of culinary business names in Jambi City shows that language in the public sphere is not neutral, but is instead full of symbolic meanings that reflect the identity, ideology, and socio-economic strategies of business owners.

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