

FROM WORDS TO WEALTH: DECODING THE LANGUAGE MARKERS AND COMPOSITIONS OF SHOP NAMES IN BANDA ACEH

Tgk Maya Silviyanti¹, Yunisrina Qismullah Yusuf^{1*}, and Saiful Akmal²

¹ Faculty of Teacher Training and Education, Universitas Syiah Kuala, Indonesia

² Faculty of Teacher Training and Education, Universitas Islam Negeri Ar-Raniry, Indonesia

ABSTRACT

***Corresponding author:**
Yunisrina Qismullah Yusuf
yunisrina.q.yusuf@usk.ac.id

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This qualitative study examines the names of 100 local and independent businesses to study the linguistic diversity and features of the linguistic landscape in Banda Aceh, Indonesia. The names here refer to those written in specific languages used in Aceh (Indonesian, Acehnese, English, Arabic, and other indigenous languages spoken in the province). The data was collected from five main roads, capturing the shop names for analysis. The results show that English is the dominant language choice, composing a majority of 45% of signage, showing the influence of globalization and the desire for international appeal. While English appears to convey prestige, some businesses blend it with Indonesian or Acehnese, connecting with local culture and engaging diverse audiences. This deliberate language choice reflects a commitment to cultural preservation and authentic customer experiences. Meanwhile, diverse linguistic combinations, emphasizing global influences, cultural preservation, and strategic branding, were also revealed. The most prevalent linguistic structure of signs is product+X (57%), which highlights product types, followed by place+X (14%) which emphasizes regional or cultural identity. In addition, a name/person's name+X establishes a personalized connection (6%). Finally, in language markers, shop names reveal globalization's prevalence and demonstrate efforts to convey a global image. The revitalization marker reflects the commitment to the Acehnese language and cultural pride. Identity markers, which include place, name, abbreviation, product, plant name, and brand, establish trust, familiarity, and resonance, creating a dynamic linguistic and cultural landscape where businesses steer global influences and local heritage to connect authentically with customers. To conclude, shop names in Banda Aceh illustrate a vibrant linguistic and cultural environment where businesses use global influences and local heritage to create meaningful bonds with customers.

Keywords: Language markers; language combinations; linguistic landscape; shop names

1. INTRODUCTION

Studies on the linguistic landscape (LL) have garnered significant interest among researchers in recent years (Alomoush, 2019; Gorter & Cenoz, 2017; Duizenberg, 2020; Gorter, 2006; Landry & Bourhis, 1997). Shang and Guo (2017, p. 183) emphasized that the “visibility and salience of specific languages in public spaces

are important parameters of their ethnolinguistic vitality in a society.” Scholars have identified LL as a linguistic element that manifests in public spaces such as street names, road signs, shop names, school names (Duizenberg, 2020), and government buildings (Landry & Bourhis, 1997). These LL objects contribute to meaningful language development for individuals (Winahyu & Ibrahim, 2018) by conveying important messages and symbols to society (Landry & Bourhis, 1997). LL is particularly prevalent in multilingual societies and plays a crucial role in capturing both contemporary and historical transitions in language and society (Yibu & Junjie, 2021).

LL is most complex in cities with diverse populations where various ethnic groups coexist. Banda Aceh, Indonesia, for example, is a city that boasts a multicultural population including Indonesians of Acehnese ethnic groups, and others such as Chinese, Indians, Middle Easterners, and even some Westerners. Serving as the capital of Aceh in the northwest region of Indonesia, Banda Aceh is historically significant as the first province marked by Kilometer 0 in Sabang, another municipality in Aceh (Khalis Surry, 2019). With Islam as the dominant religion, the city’s strategic location attracted traders from across the globe centuries ago, fostering a multicultural environment and linguistic diversity (Reid, 2020). Banda Aceh has a history of interactions with visitors from overseas, including the Portuguese and Dutch (Khan, 2015). From an Acehnese perspective, the influence of multiculturalism extends beyond European nations to include Arab traders, who historically stopped over and engaged in commerce in Aceh, as well as interactions with China, India, as well as European countries (Zulkarnaini, 2023). These interactions have led to linguistic changes, particularly in the form of borrowing, code-mixing, and language switching. Advances in technology have facilitated increased connectivity, enabling people in Banda Aceh and elsewhere to engage with individuals from around the world. This heightened level of contact intensifies the likelihood of language influence, with individuals adapting their language through exposure and interaction with an increasingly diverse set of linguistic landscapes.

A study by David and Manan (2015) investigated the LL strategy and policy in Petaling Jaya, Malaysia. Their investigation focused on language patterns in photographs of shops, restaurants, internet cafes, and offices. The results revealed that most of the samples employed bilingual and multilingual signage, with commercial motives notably influencing the naming strategies adopted by shop owners. In addition to numerous global studies on LL, several research projects have explored LL in the Indonesian context. Ardhian and Fajar (2017) analyzed bilingual and monolingual LL based on language use theory. Data was collected from signboards, road signs, and banners along three streets in Malang City, Indonesia. The study identified two patterns: top-down and bottom-up. Top-down included monolingual and bilingual codes, incorporating English and Javanese, while the bottom-up pattern revealed the presence of Indonesian, English, Javanese, Arabic, Japanese, and Dutch. The study also identified motives that contribute to the increased diversification of LL, including language revitalization, globalization markers, and the existence of identity, all based on Gorter’s (2006) concept. Moreover, Fakhroh and Rohmah (2018) conducted LL research on road signs in Sidoarjo Indonesia, focusing on function, language visibility, and the proportion of top-down and bottom-up strategies. Results indicated that Indonesian was predominantly used followed by other foreign languages. Notably, the local language Javanese was used more sparingly on public signs in Sidoarjo city. Purnanto et al. (2022) conducted a study analyzing LL in culinary business names using a text-writing strategy and symbolic function of information for both monolingual and bilingual names. The study revealed that Indonesian and English were the dominant languages in culinary business names. In terms of writing strategy, text writers used manipulating, imitating, fragmenting, complementing, and overlapping.

Mubarak and Muthalib (2021) used a similar methodology to examine the LL of shop names in Banda Aceh. Their research sought to identify motives behind the increased use of English names for commercial establishments. The findings revealed four primary motivations: to be easily remembered, to follow trends, to use their own personable names, and to be unique. Additionally, Mubarak and Muthalib (2021, pp. 433–434) identify various combinations of English language use in shops, categorizing them into five distinct types: (1) single English word, (2) the combination of place name and English word, (3) the combination of a person and English word, (4) the combination of abbreviation and English name and (5) combination of English phrases.

It is widely acknowledged that exploring LL provides valuable insights into language acquisition and language awareness (Gorter & Cenoz, 2017). For example, a study conducted by Reeve (2011, p. 79) shed light on “how texts ‘think’, or more specifically: how texts direct construal,” through an analysis of shop names. This analysis shows how texts, like those on shop signs, both influence and are themselves a product of how readers interpret and construct meaning. Hence, a limited number of studies have identified LL in the Acehnese context. The existing study by Mubarak and Muthalib (2021) was conducted in diverse contexts and locations. Their study specifically discerned the motives behind the use of English in shop names. Given the diverse cultural makeup and the multitude of languages spoken in Aceh, it is important to examine how LL is implemented in shop names within this unique linguistic and cultural landscape. Hence, this study seeks to expand upon existing research by not confining the focus solely to shop names written in English, and instead, aiming to

encompass all shop names written in any language. By adopting this inclusive approach, this study offers a comprehensive exploration of Aceh's linguistic landscapes, shedding light on the broader linguistic diversity in the naming practices of various establishments. Consequently, we developed the following research questions:

1. What is the language choice of shop names in Banda Aceh?
2. What are the language compositions of the shop names in Banda Aceh?
3. What are the language markers of shop names in Banda Aceh?

2. THEORETICAL FRAMEWORK

2.1 Linguistic diversity in Aceh

Banda Aceh is a melting pot of linguistic diversity and is home to individuals who communicate in a myriad of languages (Al-Auwal, 2017; Aziz & Amery, 2016). The national language, Indonesian, serves as the primary mode of communication in formal settings like offices, schools, and everyday environments. Additionally, Acehese, a local language, is spoken by some residents, especially in traditional markets. However, the younger generation tends to abstain from the use of Acehese in public spaces, reserving it for conversations within the family (Yusuf et al., 2022; Aziz et al., 2020). Furthermore, the Chinese community, who play a significant role in commerce adds another layer of linguistic diversity. Within their own communities, the Chinese population communicates in their native language (Aziz et al., 2018). However, when interacting with Acehese locals, they seamlessly utilize Indonesian or even Acehese, demonstrating linguistic adaptability that facilitates effective communication. Beyond these three prominent languages, Aceh is also home to other regionally specific languages including Gayo, spoken in Central Aceh, as well as Kluet and Jamee which are spoken in South Aceh (Yusuf et al., 2021). Additionally, languages such as Javanese and Minang contribute to the rich linguistic diversity found in the region.

Meanwhile, English is predominantly learned within the formal education system. Certain segments of the younger generation and scholars in Banda Aceh have developed a reasonable level of familiarity with English. Notably, following the devastating 2004 tsunami that struck Banda Aceh, numerous non-governmental organizations (NGOs) from various countries extended aid to help rebuild the region (Matsumaru et al., 2012). The interactions between foreigners and Acehese during this period left a lasting impact, influencing the incorporation of English words into the Acehese lexicon (Achmad & Yusuf, 2016). This linguistic influence is particularly evident in the usage of English on billboards and displays, where even a single word may be presented in English (Rizki et al., 2019). Furthermore, the adoption of English words by the Acehese community is evident in the new use of terms such as 'tsunami', 'internet', 'connect', and 'Wi-Fi' being borrowed and integrated into local languages. This reflects the broader impact of international interactions and English's role in shaping the linguistic landscape of Banda Aceh.

2.2 Roles of the linguistics landscape

The term 'linguistic landscape' (LL), introduced by Landry and Bourhis in 1997, is a concept within sociolinguistics that studies "the visibility and salience of languages on public and commercial signs in a given territory or region" (Landry & Bourhis, 1997, as cited in Duizenberg, 2020, p. 15). Typically, the linguistic landscape reflects the use of mother tongue languages, which are governed by rules and laws in every country. However, the global prevalence and popularity of the English language make it a common choice among diverse LLs worldwide (Sianipar, 2021). The widespread interest in using English in LL is accentuated by its status as a widely spoken language in numerous countries (Alomoush, 2019). Alomoush (2018) provides an example from Jordan, where English has become a characteristic element of marketplaces and is integrated into the socio-cultural lives of Jordanians.

Despite this global trend, individual countries and cities have established their own rules and laws governing language use in city advertisements (Gorter & Cenoz, 2017). In Malaysia, for instance, Bahasa Melayu is mandated to be used in a significant portion alongside correct grammar (David & Manan, 2015). However, as the towns are increasingly shaped by international influence, the linguistic environment undergoes a shift, emphasizing the significance of English signboards over Malay ones (Mansoor et al., 2023). This reflects the diversity of linguistic policies and practices that shape the linguistic landscapes of different regions around the world.

2.3 Approaches to linguistic landscape studies

According to Gorter (2006), there are three markers embedded in linguistic landscapes: (1) the marker of language revitalization, (2) globalization, and (3) identity. Various approaches are employed in the

investigation of linguistic landscapes, with researchers commonly exploring top-down and bottom-up strategies (Ardhian & Fajar, 2017; Backhaus, 2007; Fakhiroh & Rohmah, 2018). The top-down strategy examines government signs or signs initiated by national bureaucracy and public institutions, while the bottom-up approach focuses on commercial public signs and advertisements typically issued by individuals or private owners (Gorter, 2006).

Edelman (2008) emphasized the organization of texts in shop names, which typically include primary and secondary texts. Primary texts encompass the name of the shop and its type, followed by details about the products sold, corporate names, and additional text (Nikolaou & Shah, 2019). Regardless of the language used, the language pattern stays consistent as a means of conveying messages to customers and readers. Another analytical method involves the examination of semiotic landscapes, focusing on the creation of spatial discourse within the environment. Jaworski and Thurlow (2010, p. 23) explain semiotic landscapes as “the interaction of language, visual discourse, spatial practice, and social changes brought about by the trend of globalization in public spaces with a visible inscription made through explicit human interaction and meaning-making.” Under these circumstances, visual images can convey meaning in written form, as “writing itself is a form of visual communication. Indeed, and paradoxically, the sign of a fully literate social person is the ability to treat writing completely as a social medium” (Kress & Leeuwen, 2006, p. 17). Additionally, linguistic landscapes may also involve “hidden agendas” and “implicit messages” (Przymus & Kohler, 2018, p. 58).

Gorter (2006) proposed three markers for the linguistics landscape. They are markers of language revitalization, globalization, and identity. Returning to the idea of revitalization proposed by Gorter (2006), is one of the three markers within linguistics landscapes. Grenoble (2013) noted that when a language ceases to be taught or spoken to children, it faces the risk of eventual extinction. Language shifts can be influenced by contact with other speakers of other languages (Trudgill, 2016). Acehnese is a language that has had extensive contact with other languages, and Al-Auwal (2017) argues that Acehnese children and youth in contemporary society tend to neglect its use. Aziz and Amery (2016) and Muthalib et al. (2020) further share the concern that the Acehnese language is at risk of dying and is currently in a critical condition, particularly amongst the youth. Therefore, there is an urgent need for the revitalization of the language. Grenoble (2013) and Fishman (1991) outlined various efforts to revitalize endangered languages, including representation in education, mass media, governmental services, and community settings. Successful revitalization efforts can be realized if the government mandates the use of the endangered language, in this case, Acehnese, in all aspects of life. Additionally, parents’ influence on their children’s language use plays a crucial role in preserving the mother tongue (Aziz et al., 2021; Aziz et al., 2020; Yusuf, et al., 2022).

Regarding markers of globalization, Giddens (2000) posits that the supremacy of high-power nations exerts pressure on less powerful nations to adopt, adhere to, or align with their preferences, thereby influencing multiple facets, including the economy, military, and culture (i.e., language, lifestyle). This power dynamic is particularly evident in LL (Alomoush, 2019; Sianipar, 2021). English, within the framework of globalization, emerges as the dominant language in international interactions. The global prevalence of this is further highlighted by its widespread use in international road signs (Gorter & Cenoz, 2007). The increased visibility of English reflects the linguistic dominance of high-power countries, such as the United States, China, Russia, United Kingdom, and Germany, among others, but also symbolizes the broader impact of globalization on LL, shaping communication and interactions on a global scale.

Finally, LL often denotes a sense of identity. According to Jordan (2012), “Culture utilizes natural resources, reflects itself in the space it inhabits, and shapes that space, resulting in a cultural landscape. A cultural group derives part of its identity from this cultural landscape.” He asserts that the name of a place serves as an identity, functioning as a label and supporting emotional ties, which often stem from personal memories. Beyond places, Thompson (2006) noted that personal names and identities are closely intertwined and that the act of naming carries cultural beliefs about bringing either good or bad luck to someone. In addition, when naming something for business purposes, creating an eye-catching name is crucial because it attracts customers and encourages them to visit (de Run et al., 2012).

3. MATERIALS AND METHODS

3.1 Samples and instrument

We observed one hundred shop names written in various languages, including monolingual, bilingual, and multilingual. The shop names sampled here were drawn from the pool of Acehnese signage written in Indonesian, Acehnese, English, Arabic, and other indigenous languages spoken in the province. The selected

shops spanned diverse business fields, with no specific limitations on the type of business. It must be noted that we excluded names of government offices, schools, brand stores, and chain and retail shops found along these roads, such as Erha Skin (a cosmetic brand from Indonesia), King Fried Chicken (a local fast-food restaurant with a main menu of fried chicken), Richeese Factory (a national fast-food restaurant with a main menu of fried chicken and cheese), Sports Station (one of the leading sports retail stores in Indonesia), and Samad & Sons Carpets (a business that operates in the field of carpet trading in Indonesia), among others. International brand names with branches worldwide were also excluded since the original name must be kept, for example, Kentucky Fried Chicken, Pizza Hut, and MR. DIY. The reasons for excluding these name shops/stores were that we wanted to focus on local and independent businesses in Aceh that can represent the linguistic diversity and local linguistic features in the linguistic landscape of Banda Aceh.

The observations took place along five main roads in Banda Aceh: (1) Teuku Umar Street, Seutui; (2) Teuku Daud Beureuh; (3) Teuku Hasan Dek; (4) Hasan Saleh Street, Neusu; and (5) Jalan Iskandar. Notably, Jalan Daud Beureuh emerged as the busiest street, particularly during office hours, hosting numerous businesses and offices. Penayong and Seutui were identified as areas with a significant Chinese population, fostering interactions among various ethnic groups.

3.2 Framework of the study

To answer the first research question on language choice in Banda Aches shop names, we utilized the framework derived from the findings of Mansoor et al. (2023), focusing on single and multiple language choices of shop names. Our study focused specifically on bilingual and multilingual shop names, ensuring the use of more than one language. It is essential to note that by 'local language', we refer to Indonesian, Acehnese, or other ethnic languages spoken in Indonesia. For the second research question, language compositions were based on the categories proposed by Mubarak and Muthalib (2021), which are a combination of a person's name and language (i.e., My Computer from the owner's name 'Mai' (Mubarak & Muthalib, 2021, p. 437), combinations of abbreviations and language. FComputer, F is an abbreviation for the word 'fix' (Mubarak & Muthalib, 2021, p. 436), and combinations of phrases (i.e., Master Printer, Grand Computer, Refill Center, City Electronic, Smile Cell (Mubarak & Muthalib, 2021, p. 434). Finally, to answer the third research question, we employed Gorter's framework (2006) on language markers, encompassing three criteria: (1) revitalization, (2) globalization, and (3) identity.

3.3 Data collection and analysis

The language choice data addressing the first research question is quantified in terms of percentage. The language compositions and markers were analyzed thematically. In this thematic analysis, we identified, analyzed, organized, described, and reported patterns or themes found within the dataset (Braun & Clarke, 2006) from the spelling conventions and the meaningful arrangement of word combinations of shop names. Subsequently, we conducted an in-depth analysis of the language patterns employed in the shop names.

4. RESULTS AND DISCUSSION

To answer the three research questions in this study, the findings are presented systematically in this section.

4.1 Language choices of shop names in Banda Aceh

The initial category under observation pertains to the composition of languages used in shop names. Table 1 presents the findings on the language choice of shop names.

Table 1: Language(s) used in shop names along the main roads in Banda Aceh

No	Language	Frequency	Percentage
1	Single	34	57%
2	Multiple	66	43%
Total		100	100%

Among the 100 shop names surveyed, various mixtures of the language choice were identified. Table 2 shows the percentage distribution of the languages used.

Table 2: Language choices in shop names along the main roads in Banda Aceh

No	Languages	Frequency	Percentage
1	English	45	45%
2	Indonesian-English English-Indonesian	19	19%
3	Acehnese-English English-Acehnese	13	13%
4	Acehnese	10	10%
5	Indonesian-Acehnese, Acehnese-Indonesian	6	6%
6	Acehnese-Indonesian-English	3	3%
7	Acehnese-Italian-English	2	2%
8	Indonesian	2	2%
Total		100	100%

Based on Table 1, a significant number of shop names along the main roads in Banda Aceh predominantly feature a single language, with an English majority (45%). This is followed by the use of Indonesian-English in shop names (or English-Indonesian) at 19%, then Acehnese-English or English-Acehnese at 13%, Acehnese at 10%, Indonesian-Acehnese (or Acehnese-Indonesian) at 6%, and Acehnese-Indonesian-English at 3%. Finally, the least used were Acehnese-Italian-English and Indonesian, both at 2% each. The widespread use of English can be attributed to its prestige and prevalence across the globe. Moreover, the high percentage of use of English may also be because the Acehnese and Indonesian languages also use Latin letters. This may be different in other countries with other writing systems in Asia, such as Japan, Korea, China, and Thailand. Shop owners opt for English to convey a sense of prestige. Examples of such instances are given in Figure 1.



Corner Style (a women's clothing shop) (English)



Ratu Pet Care (a pet shop) (Indonesian-English)



Ubiety Outfit (a children's clothing store) (Acehnese-English)



Kulam Kupu Dhapu Kayee (a coffee shop) (Acehnese)



Kopi Nanggroe (a coffee shop) (Indonesian-Acehnese)



Tuah Jaya Electric (an electronic shop) (Acehnese-Indonesian-English)



Kuta Moda Tailor (a tailor store) (Acehnese-Italian-English)



Rajin (a grocery store) (Indonesian)

Figure 1: Single and multiple languages of shop names along main roads in Banda Aceh

In Figure 1, we see *Corner Style*, a women's clothing store whose shop name is fully in English. The data shows that many shops along the main roads in Banda Aceh use English names. This pattern is undoubtedly a product of various factors, including globalization, modernization, and the desire to break into an international market. The use of English can be seen as a marketing strategy to attract the attention of both local consumers and tourists, creating an impression of modernity and international appeal. Additionally, for some store owners, employing English names may reflect a status and lifestyle associated with internationality.

Despite the prevalent use of English for commercial purposes, some stores continue to strengthen their ties to local culture by fusing Indonesian and English in their shop names. An example from the data is *Ratu Pet Care*, a pet shop. *Ratu* means 'queen' in Indonesian, and some females also have names that include *Ratu*. The fusion of the Acehnese-English combination is also seen in *Ubiet Outfit*, a children's clothing store. *Ubiet* means 'small' in Acehnese. The combination of languages allows businesses to maintain a connection with the community while also engaging in a broader national or international market.

Alternatively, some shopkeepers still choose to exclusively use Acehnese. For example, a coffee shop titled *Kulam Kupu Dhapu Kayee*: in Acehnese, *kulam* is 'pool', *kupu* is 'coffee', *dhapu* is 'kitchen' and *kayee* is 'wood'. The words *dhapu kayee* in the shop name suggest the traditional method of making coffee in a coffee shop. Specifically, this involves the use of firewood as a means of preparing the coffee, which represents the time-honored Acehnese culinary approach. The use of firewood imparts a distinctive flavor and aroma to coffee. This traditional method not only emphasizes the cultural richness of the Acehnese coffee-making process but also enhances the overall sensory experience. Hence, the use of Acehnese can show a commitment to preserving cultural identity and practices. The choice of local names is a deliberate effort to create a culturally meaningful and authentic experience for customers, emphasizing the importance of language when conveying culture and traditions.

While some shopkeepers opt for entirely Acehnese names, others blend Indonesian and Acehnese elements, reflecting a combination of cultural pride and broader appeal. Among the examples of Indonesian-Acehnese shop names in the data is *Kopi Nanggroe*. The word *kopi* is in Indonesian, meaning 'coffee', and *nanggroe* is an Acehnese word meaning 'country.' The term *nanggroe* is particularly significant for the Acehnese people, encompassing their historical struggle for independence from Indonesia from 1976 to 2005. This enduring connection to the concept reflects a pivotal chapter in Aceh's history. Despite not attaining complete independence, Aceh has since become a province within Indonesia that is marked by a unique form of autonomy. Meanwhile, coffee is a pivotal resource in Aceh, contributing significantly to the region's cultural and economic structure. The distinctive flavor profile and exceptional quality of Acehnese coffee have driven its exports around the world. *Tuah Jaya Electronic* is an example of an Acehnese-Indonesian-English shop name. *Tuah* means 'luck' in Acehnese, *jaya* is 'victorious, successful' in Indonesian, and the additional word 'electronic' indicates that this is an electronic store. The name of this store indicates the expectation of the owner that it will bring success to the business.

Similarly, other shop names incorporate diverse linguistic elements, blending Acehnese with Italian or English, further demonstrating how cultural influences shape naming practices in the region. An example of an Acehnese-Italian-English shop name is also found in the data, namely *Kuta Moda Tailor*. The Acehnese term *kuta* translating to 'city', is combined with the Italian word *moda*, signifying 'fashion', and the English word 'tailor.' The incorporation of *moda* is notable, and it is believed to have gained popularity after the airing and widespread viewership of the telenovela 'Betty La Fea' from 1999 to 2001. In this show, a tailor company named 'Eco Moda' played a prominent role and was widely viewed by the Acehnese audience. As a result, it was observed as a trend in which several tailor shops along the road attached the word *moda* to their shop names. It is important to note that while not all images of all the shops along the road were captured, the signs of several establishments were photographed, providing a glimpse into this linguistic and cultural trend. Another example with only one set of data in this research is the Indonesian shop named *Rajin*. It is a local grocery store, and the meaning of *rajin* is 'diligent, industrious'. The choice of a grocery store with this name reflects the owner's intentions, values, or aspirations for the business, such as its ethics, reliability, and professionalism.

In terms of language choice, our data shows that English names are common in various businesses, including restaurants, baby clothing shops, tailors, and pharmacies. However, this is not the case in Surakarta, another city in Indonesia, but on a different island, Java, in which English, combined with the Indonesian language, is predominantly used in culinary business names (Purnanto et al., 2022). Hence, the strategic use of English is likely to attract customers given its influential status as an international language (Alomoush, 2019; Sianipar, 2021). This trend aligns with research conducted by Mubarak and Muthalib (2021), who note that

adopting English names is driven by the desire to be recognized and follow current trends, influencing other shop owners to do the same. This push towards trendiness, likely influenced by increased reliance on social media, resulted in the declining use of Acehnese and Indonesia in Banda Aceh’s shop names, despite Fakhriroh and Rohmah’s (2018) claim that Indonesian is the primary language used in public spaces. In business, Al-Jarf (2022) denotes that the use of foreign shop names serves as a marketing tactic to appeal to customers who favor foreign goods over local ones. Adopting a foreign name adds a touch of glamor, as foreign names are linked to notions of modernity, prestige, and elitism.

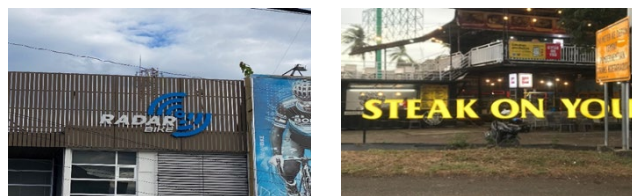
4.2 Language composition of shop names in Banda Aceh

As discussed in the paragraphs above, this analysis of one hundred shop names was identified by the ways they combined local and foreign languages. Here, language refers to the language choice or the language that the shop owners decide to name their shops. The term ‘name’ refers to a broader category that includes any word or phrase that functions as a designation for a shop, and it could be derived from a variety of sources, such as products, places, or abstract concepts. It can also be based on ‘person’s name’, this specifically refers to a shop name that is derived from an individual’s name, which could include first names, surnames, nicknames, or honorifics. In this study, 100 shop names were classified into six combination formulas. In the formulas, X is the word(s) in the language choice other than the keyword of each category, they are the product+X, place+X, person’s name+X, abbreviation+X, plant name+X, and parody brand name+X. Therefore, some shop names may contain more than one combination. For example, Aceh Toys is a combination of product+X and a combination of place+X. Aceh is a place (i.e., a province in Indonesia), and toys are products (i.e., objects for children to play with). Another example is Kuah Beulangong Bg. Pok; it is a combination of product+X, abbreviation+X, and person’s name+X. Kuah beulangong is a product because it is one of the traditional Acehnese cuisines. It is a curry containing jackfruit and meat (from beef or mutton). Meanwhile, *Bg. Pok* falls under the category of abbreviation and a person’s name. *Bg.* is an abbreviation of the word Abang, meaning ‘elder brother’ in Acehnese, and *Pok* is a typical Acehnese nickname that directly refers to an individual.

Table 3: Compositions of words in shop names in Banda Aceh

No	Category	Frequency	Percentage
1	Product+X	59	59%
2	Place+X	16	16%
3	A name or person’s name+X	13	12%
4	Abbreviations+X	7	8%
5	Plant’s name+X	4	4%
6	Parody brand name+X	1	1%

Table 3 illustrates that the category, constituting the highest percentage is the combination of product+X (59%), followed by place+X (16%). Subsequently, there is a combination of a name/person’s name+X at 13%, a combination of abbreviation+X at 7%, and a combination of a plant’s name+X at 4%. The least used combination in naming shops was the combination of parody brand name+X at 1%.



Radar Bike (a bicycle shop)

Steak on You (a steakhouse)

Figure 2: Combination of product+X

Figure 2 presents some examples from data on product+X combination (59%). *Radar Bike* is explicitly dedicated to the sale of bicycles and all associated apparel. As evident from its name, it offers a comprehensive range of products tailored to cycling enthusiasts. *Steak on You*, a steak restaurant, clearly indicates, from its

name, that it specializes in making steaks. It features a menu centered around various cuts of beef, which are prepared and cooked to order and may offer a range of side dishes and sauces to complement the steak. The presence of steak restaurants in Banda Aceh, a cultural import from the West, indicates a diversification and globalization of culinary preferences in the local community. The ready adoption of these Western foods into local tastes, shows a willingness to incorporate and appreciate different culinary traditions, thus enriching the gastronomic profile of the region. Other examples include *Ratu Textile* (a textile shop), *Tabina Electronic* (an electronic store), and *Natural Cosmetic* (a cosmetic shop).



Saudi Store (Muslim needs shop) *Asia Sport* (a sports store)

Figure 3: Combination of place+X

The combination of place+X can be seen in the names of stores *Saudi Store* and *Asia Sport* as shown in Figure 3. 16% of shops use this name combination. This may be a strategic choice by business owners to establish a clear cultural or regional identity in what they sell. For example, the *Saudi Store* sells equipment for *Umrah* (a pilgrimage to Mecca, Saudi Arabia, performed by Muslims that can be undertaken at any time of the year (in contrast to the *Haji*, which has specific dates) and goods from Saudi Arabia, which is reflected in the shop name, Saudi. Meanwhile, *Asia Sport* likely suggests a focus on sporting goods and equipment with a regional identity, aiming to appeal to customers who are in or interested in products associated with Asian sports and culture. This naming strategy may also convey a sense of specialization and authenticity to a diverse customer base who is interested in sports-related items from various Asian regions. Other related shop names from the data were *Dunia Sport* (a sports store), *Singapore Optical* (an optical store), and *Aceh Toys* (a toys shop), among others.



The Broonix Gentleman's Lab (men's barbershop) *Hanasobi* (a cafe)

Figure 4: Combination of a name/person's name+X

Figure 4 shows a couple of examples from the data in which the names of shops are based on the combination of a name or a person's name+X, which stands at 13% out of 100 name shops observed. The salon, the *Broonix Gentleman's Lab*, and the café, *Hanasobi*. *Broonix* seems to be a made-up name that is unique and catchy in terms of strategic marketing and branding decisions by the owner. *Hanasobi* is a distinctive name for a garden café that caught our attention along the roads. Initially, we speculated that the term might be Japanese-sounding, but our search did not yield any matches in the Japanese language. Consequently, we categorized this name under a single-language category, specifically as Acehnese. Upon closer examination, when the word is deconstructed, it reveals three Acehnese words: *hana* (no one), *soe* (who), and *bi* (give). Consequently, the name *Hanasobi* translates to 'no one gives you (something).' Naming shops with a certain name often aim to create a personal and relatable connection with customers. It can add a touch of familiarity and convey a sense of trust and authenticity. A person's name is also used in name shops to create a memorable and distinctive approach, providing a stronger emotional connection with customers who associate the establishment with individuals they know or admire. These restaurants include *Ar-Razzaq Food & Dessert* (a café), *Jroh Al-Mahdi* (a noodle and rice restaurant), and *Khabib Store* (a phone store).



Mr. Sabe (a stationery and photocopy shop)

Dr. Baby Shop (a baby equipment and supplies store)

Figure 5: Combination of abbreviation+X.

Figure 5, shows *Mr. Sabe* and *Dr. Baby Shop*, both examples of shop names with a combination of abbreviation+X. Even though such instances only constitute a fraction of names observed (only 6 out of 100) such abbreviations are significant in how they demonstrate a strategy employed by Patrons attempting to make their shop's name more concise and easier to remember thereby facilitating brand recall for customers. In addition to encouraging brand recall, abbreviations can add a sense of professionalism or formality to a business name. In Figure 5, the abbreviations of "Mr." and "Dr." in the shop names convey a personal touch or expertise, suggesting a level of service or specialization that may appeal to customers. Other shop names with abbreviations can be found in *S.I Gorden Interior* (a curtain shop), *URLV Concept Store* (a men's clothing store), and *VIN Optical* (an abbreviation from Vision International Optical that is displayed underneath the shop name, an optical store), among others.



Rumah Bersalin Bungong Seulanga (Bungong Seulanga maternity clinic)



Seulanga flower



Jeumpa Puteh Eye Center (eye clinic)



Jeumpa Puteh flower

Figure 6: Combination of plant's name+X

The second-lowest is the combination of plant name+X (4%) (see Figure 6). The plant names are used in clinics, maternity clinics, and eye clinics. They are *Rumah Bersalin Bungong Seulanga* (Bungong Seulanga maternity clinic) and *Jeumpa Puteh Eye Center* (Jeumpa Puteh eye clinic). *Bungong* means 'flower' in Acehnese; *seulanga* is well known in Latin as *Cananga odorata*; *jeumpa puteh* is magnolia in English. These flowers are the traditional flowers of the Acehnese people. *Seulanga* symbolizes beauty, and *Jeumpa Puteh* symbolizes purity in the Acehnese. They are widely used in Acehnese cultural ceremonies, such as weddings, baby showers, and other celebrations in Aceh.



Buccerry Gallery (shoes and retail store)

Figure 7: Combination of parody brand Name+Language

The least used name is the combination of the parody brand name+X, which represents only 1% of the total. Figure 7 shows *Buccerry Gallery*, a shoe and retail store that sells shoes from the Buccheri brand. Since the name of the shop, *Buccerry*, is close to the sound of the brand, *Buccheri*, this is an example of a parody of the brand name+X. It creates a unique and memorable identity for their stores, aiming to attract customers interested specifically in *Buccheri* products while avoiding potential legal issues. By incorporating a play on

words or a parody of an established brand, they attract attention and potentially leverage the reputation of a well-known brand. However, this practice can be legally risky because it may infringe on trademark rights and lead to legal consequences if the original brand owner chooses to pursue legal action for trademark infringement, likely a contributing factor to its low frequency in the sample.

In terms of language combination for shop names, the results show that the combination of product+X is the highest (59%). The reason for this high percentage is likely clarity; when a shop's name follows the product being sold it ensures that customers know what they will get when they enter the shop (Nikolaou & Shah, 2019). A shop with the name *Radar Bike* confirms to customers that it specializes exclusively in the retail of bicycles and related accessories, especially for cycling enthusiasts. Choosing to name the shop with its product and a name centers customers' attention on the product and confirms the interaction process between them and the product name (Al-Na'imat, 2015). The combination is then followed by place+X at 16%, then name or person's name+X at 13%. According to Shen (2022), information signs that introduce celebrities, scenic spots, and place names are one of the most direct ways to convey local culture and history. Similarly, Thompson (2006) argued that the act of naming is deeply connected to cultural beliefs. This emphasizes how linguistic choices in shop names carry significant cultural meaning.

4.3 Language markers of shop names in Banda Aceh

The results for the markers identified in the shop names are presented as numerical counts, highlighting the frequency of each identified marker. However, in order to differentiate between shopkeepers' intentions in their linguistic choices: language revitalization and a showcasing of local identity, the intent and context of the shop names were also taken into consideration. Markers of revitalization revive or promote Acehnese, which is the less commonly used language in this study of shop names. They often incorporate traditional linguistic elements to emphasize cultural heritage and linguistic preservation. In contrast, markers of identity reflect the cultural or ethnic identity of shop owners or their communities using language that signifies belonging and pride. Table 4 lists the markers identified along the five main roads in Banda Aceh.

Table 4: Markers of shop names

No	Markers	Number of words
1	Marker of globalization	111 words
2	Marker of revitalization	40 words
3	Marker of identity	34 words

Table 4 shows that most shop names in Banda Aceh strive to convey a global image by showcasing foreign languages, with English emerging as the predominant foreign language used. Common English terms such as 'kitchen', 'café', 'barbershop', 'electronic', 'pet', and 'tailor' are frequently featured, often indicating the services or products provided. However, certain shop names deviate from directly reflecting the services or products offered. Put and Key is one such example (see Figure 8), where the name alone might not immediately convey the shop's offerings. To address this, the owner has added an explanatory tagline, "Cafe and Eatery," likely added to clarify the shop's services for potential customers.



Figure 8: Examples of shop names that carry the marker of globalization

Concerning the marker of revitalization, the incorporation of Acehnese words signifies an effort to revitalize the local language, with 40 Acehnese words identified among the 100 shop names. Commonly used Acehnese words include *kupi* 'coffee' and *rasi/meurasi* 'efficacious' (see Figure 9), which are particularly prevalent in coffee shops and pharmacies. Notably, the preference for the Acehnese term *kupi* over the

Indonesian term *kopi* is noteworthy, given the prevalence of coffee shops in Aceh. Another example is the use of the word *haba* 'chit chat, talk' in the Haba café, indicating a relaxing place to talk with friends over good food. Also, *Jeungki Mali Medical*, a medical device and supplies store. *Jeungki* refers to the Acehnese tradition by recalling a traditional tool, which fell out of fashion after 1990, used by the Acehnese community to process rice. The reference to *mali-mali*, a shrub with small stems whose leaves are boiled for various medicinal purposes including the treatment of mouth ulcers, wounds, and headaches, recalls traditional healing practices. *Intat Beurata*, a book and photocopy store, conveys through its naming a commitment to efficient and consistent service; *Intat* in Acehnese means 'deliver, send', and *beurata* means 'evenly, uniformly.' From these examples, it is clear that Acehnese connotes a sense between the shopkeeper and community, while simultaneously reflecting pride in the local language, showcasing cultural identity with the goal of connecting with the community.



Figure 9: Examples of shop names that carry the marker of revitalization

The final marker discussed here, identity, encompasses six categories: (1) identity by place, (2) identity by name, (3) identity by abbreviation, (4) identity by product, (5) identity by plant name, and (6) identity by brand. These markers play a crucial role in shaping the distinct identity of each establishment.



Figure 10: Examples of shop names that carry the marker of identity

Figure 10, *PT. Pintoe Aceh Medical* is an example of identity by place. The name Aceh is incorporated in the pharmacy's name. The inclusion of the regional identifier, Aceh, establishes a direct connection to the geographical location, suggesting that the pharmacy is rooted in and serves the Aceh region. This form of identity by place becomes a tangible and symbolic representation of the pharmacy's ties to Aceh, promoting a sense of trust and familiarity within the local context. For identity by name, an example is *Zakir Warkop*, a coffee shop. *Zakir* is the name of the owner who established five successful branches in Aceh. By incorporating the owner's name into the coffee shop's identity, a connection is established between the business and the individual behind it, endorsing a sense of familiarity and personal touch. The repeated success of multiple branches in this coffee shop suggests that customers associate the quality and experience of the coffee shop with the owner's identity, contributing to the business's overall success and integrity within the Aceh region.

The abbreviation for this identity is the *S.I Gorden Interior*. This business focuses on interior services and curtains. S.I may be an abbreviation of the business name or possibly refers to a specific type of interior service or product. The use of abbreviations can serve as a concise and memorable way to brand an interior design business, in this case, focusing on interior services and drapes. Next is the identity by product, and an example is *Kuah Beulangong Bg. Pok* is a local restaurant that serves traditional foods. Naming a shop after a product it sells, like this is a strategic choice that offers clarity, immediate recognition, and strong brand association. This straightforward approach communicates the shop's primary offering to potential customers, making it clear and attracting a target audience interested in a specific product.

Ranup Organizer is an example of a shop name that utilizes plant names. *Ranup* is betel leaves in Acehnese. Among the famous lyrics in one of the traditional Acehnese dances, *Ranub Lampuan*, is "mulia jamee ranup lampuan, mulia rakan mameh suara" 'honoring guests by offering betel, honoring friends through sweet words', encapsulating the significance of *ranup* 'betel' in Acehnese customs. *Ranup* holds profound meaning in various ceremonial events, such as weddings, births, and funerals. The traditional presentation of *ranup* is in a *puan*, a round-plated vessel representing the beauty of character and cultural essence. Furthermore, *ranup* as a plant holds health value and is part of the tradition of betel chewing, a practice reflecting values such as honor, honesty, and community unity. Despite challenges from globalization, efforts to preserve *ranup* have become crucial to ensure the continuity and understanding of Acehnese culture among the younger generation, and this is reflected in the name of this shop, *Ranup Organizer*.

Finally, for identity by brand, once again, the example is *Buccery*. Given the phonetic similarity between the shop's name, *Buccery*, and the brand, *Buccheri*, we categorize this instance as a parodying brand name with a linguistic twist. The intention is to establish a distinctive and memorable identity for their stores, with a focus on appealing to customers specifically interested in *Buccheri* products. This strategic naming choice sidesteps potential legal concerns while creating an engaging and recognizable brand presence.

Of the language markers, globalization emerges as the most influential factor influencing the choice of names with English emerging as the foreign language most commonly used. Al-Jarf (2022) notes that a number of factors cause shop owners to choose a foreign language for their shop names: for promotional purposes (impress and attract customers' attention), sociocultural cognition (sophistication and high social status), linguistic features (for brevity and conciseness), and the lack of a business naming language policy. This seems to be the case for shop names in Banda Aceh. In addition, the names of shops in the local language are the least used. This is alarming because Hassan (2012) justifies that globalization poses a serious threat to local languages and national identity. Hence, shops that still use local names reflect their efforts to familiarize the younger generation with Acehnese, which is perceived as weakening (Al-Auwal, 2017; Muthalib et al., 2020). This is essential, as Ardhian and Fajar (2017) found that identity markers that emphasize the existence of a shop are often linked to the product's origin or the owner's name or family.

5. CONCLUSION

In conclusion, the study focused on the language composition of shop names along the main roads in Banda Aceh, revealing intriguing patterns in linguistic choices. Most shop names feature a single language, with English being the most prevalent (45%). This widespread use of English is influenced by factors such as globalization, modernization, and the desire to appeal to international markets. While many businesses opt for English names to convey prestige and modernity, some maintain a local identity by combining Indonesian and English or Acehnese and English names. This strategic fusion strengthens ties to the local culture while engaging diverse audiences. The deliberate choice of language in shop names serves as a commitment to preserving cultural identity and creating authentic customer experiences.

Meanwhile, an analysis of 100 shop names along the main roads in Banda Aceh revealed diverse linguistic combinations reflecting a blend of global influences, cultural preservation, and strategic branding decisions. The most prevalent category was the combination of product+X (57%), indicating a focus on conveying the type of products offered in shop names. Following closely is the combination of place+X at 14%, emphasizing regional or cultural identity. The combination of a name/person's name+X reflects a personalized and relatable connection with customers. Abbreviation+X (6%) offers a concise and professional touch. Additionally, plant's name+X (3%) and parody brand name+X (1%) are the least used combinations.

Finally, an analysis of markers in shop names along the main roads in Banda Aceh reveals complex linguistic choices that contribute to the overall identity, branding, and cultural significance. The marker of globalization highlights the prevalence of English terms, reflecting a concerted effort by shop owners to convey a global image and attract a diverse customer base. The marker of revitalization shows a commitment to preserving the Acehnese language and cultural identity, with local words integrated into shop names to convey

specific meanings, foster connection, and express pride in cultural heritage. The identity marker encompasses six categories, emphasizing the importance of place, name, abbreviation, product, plant name, and brand in shaping the distinct identity of each establishment. These markers play a pivotal role in establishing trust, familiarity, and resonance within the local context, contributing to the success and unique character of each business. The relationship between these markers reflects a dynamic linguistic and cultural landscape in Banda Aceh, where businesses strategically use global influences and local heritage to create meaningful and authentic connections with customers.

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