

**ENGLISH DEPICTION OF GIVEN-NEW INFORMATION  
IN BUSINESS-SCAPE IN PADANG:  
A LINGUISTIC LANDSCAPE EXPLORATION**  
*Informasi Lama-Informasi Baru dalam Lanskap Bisnis di Kota Padang:  
Sebuah Studi Lanskap Linguistik*

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*This study aims at revealing English representation on the business signboards in some business centers in Padang. This research is a qualitative descriptive study that helps researchers to have a thorough analysis of the data. Linguistic landscape and visual semiotics theories proposed by Landry and Bourhis, Kress and van Leeuwen, and Scollon and Scollon are applied to discuss the results. The visual semiotics theory is specified for only composition, especially given and new composition. The study finds that there are 687 data with 957 compositions of given-new, ideal-real, and center-margin information. Among them are 54 (6%) given compositions and 221 (23%) new compositions. It indicates that the business owners in Padang mostly use English as a subordinate language on the signboard to give new informations to promote their stores. Hopefully, this research can give more contributions to the linguistic landscape in Padang. It also can broaden the readers' horizons about the language in public spaces, especially the language used in business areas.*

**Keywords:** *business-scape; composition; English; linguistic landscape; visual semiotics*

### **Abstrak**

Penelitian ini bertujuan mengungkap penggambaran bahasa Inggris pada papan nama bisnis di beberapa pusat bisnis di Padang. Penelitian ini merupakan penelitian deskriptif kualitatif yang membantu peneliti untuk melakukan analisis data secara mendalam. Teori lanskap linguistik dan semiotika visual oleh Landry dan Bourhis, Kress dan van Leeuwen, dan Scollon dan Scollon diterapkan untuk membahas hasil penelitian. Teori semiotika visual dikhususkan hanya untuk komposisi, terutama komposisi *given* dan komposisi *new*. Penelitian ini menemukan bahwa ada 687 data dengan 957 komposisi informasi yang *given-new*, *ideal-real*, dan *center-margin*. Terdapat 54 (6%) komposisi *given* dan 221 (23%) komposisi *new*. Hal itu menunjukkan bahwa pemilik bisnis di Padang sebagian besar menggunakan bahasa Inggris sebagai bahasa pada papan nama untuk memberikan informasi baru dan mempromosikan toko mereka. Penelitian ini diharapkan dapat menambah kontribusi penelitian lanskap linguistik di Kota Padang. Selain itu, penelitian ini dapat memperluas wawasan pembaca mengenai bahasa di ruang publik, khususnya di bidang bisnis.

**Kata kunci:** *bahasa Inggris, business-scape, komposisi, lanskap linguistik, semiotika visual*

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## INTRODUCTION

Linguistic landscape sees language as a compilation of morphemes, words, phrases, and sentences dealing with their signs in public spheres (Backhaus, 2006; Kress & Leeuwen, 2006; Scollon & Scollon, 2003; Yendra & Artawa, 2020). Different places may have different ways of using the language. This theory is proposed by Landry and Bourhis in 1997 (Landry & Bourhis, 1997). The language in the education field will be different from that in business. In the education field, people use language to educate and share knowledge. Meanwhile, the language in the business area is more focused on persuading people to buy the products they offer. LL often starts with linguistics rather than a study of the landscape (Nash, 2016). Thus, it focuses more on the role of language in public spaces than the environment of the language.

Yendra and Artawa explain that some terms used by researchers in referring to language in public spaces used in certain areas are soundscape, cityscape, skinscape, and linguascape (Yendra & Artawa, 2020). To describe the language landscape in the field of education, Brown comes up with the term school scape (Brown, 2012). These situations trigger other researchers to create new terms to refer to the language used in public spaces in a specific field. One of them is the linguistic landscape in the business area.

The language used in public spaces in the business area is called business-scape. In 2021, Protassova used this term in private business in the linguistic landscape (Protassova, 2021). Even though she used the phrase linguistic business-scape in her thesis, she continues to use the term linguistic landscape because it is one that the researcher is more accustomed to using. The language employed in the private business sector,

particularly in Padang, is described using terminology from the business-scape in the current research. The phrase aids the researchers in drawing attention to the phrase used in business and other disciplines.

Padang is renowned for having numerous enterprises. According to Elfindri in Erinaldi, the bulk of Minang people live in Padang and are known for their integrity, diligence, and concern for their workers (Erinaldi, 2016). This makes them dependable business people.

Business owners in Padang use several languages on their signboards to attract customers. One of them is English. The usage of English is widespread throughout the world. Because of the high regard that people in other countries have for it, English has become a worldwide language (Rohmah, 2005). The ability to speak English is a privilege granted to us by our culture. This situation is supported by an award that English has. With 753,3 million speakers, English is granted the most widely spoken second language (L2) in the world (McGovern, 2019). Moreover, It is assumed that English had a greater influence on Indonesia after the Reformation (beyond 1998) than it had during the New Order era (Zulprianto, 2020). It demonstrates that English's global acceptance as an international language is reassuring.

The usage of English in the linguistic landscape has been the subject of numerous studies by some researchers. However, they are still lacking in Padang. Concerning the need for linguistic landscape studies, the current researchers intend to investigate how English is represented in some business districts in Padang. It will give more contributions to the study of Padang's linguistic landscape. It uncovers how business owners place English on the signboards to attract customers.

The portrayal of English is explored through visual semiotics theory, especially a composition of given and new information proposed by Kress and van Leeuwen. This theory then is supported by Scollon and Scollon. Composition concerns the placement of the texts on signboards. Information is given through three main positions on the signboard, i.e. given and new information, ideal and real information, and center and margin information (Kress & Leeuwen, 2006; Scollon & Scollon, 2003). To have a deep analysis of this study, the researchers limit the given and new placement on the signboards.

Given and new information deal with left and right positions. What is presented on the left is given, and what is on the right is new information. Given means that the customers already know and have been familiar with the terms or the message on the terms. It portrays logic and the nature of the signboards. Meanwhile, the new information represents debatable topics that are promising and uncertain as the business owners aim at introducing the stores.

Scollon and Scollon emphasize that language will be dominant if it is put on the left, while it is marginalized if it is put on the right (Scollon & Scollon, 2003). It happens as the information will be seen for the first time and it delivers real undebatable information. Business owners are self-confident if they put the text on the left compared to the right.

There are two types of linguistic landscape, they are top-down and bottom-up (Backhaus, 2006). Governmental or official signs, like public names, are covered by top-down signage. Bottom-up signs, on the other hand, deal with personal signs that people handle, like store names. In this study, the researchers concentrate on the bottom-up as they travel around the streets in the chosen areas of Padang and take pictures of the storefronts' English-language signboards.

Studies on how English is utilized throughout the linguistic landscape have been done by several researchers. In 2022, Zahara and Wijana conduct a linguistic landscape study in Padang entitled "The Function of English Usage on Linguistic Landscape of Padang: A Case Study on Khatib Sulaiman

Street" (Zahara & Wijana, 2022). It aims at revealing the language dominance of monolingual, bilingual, and multilingual signs and investigating the functions of English used on the signboards. It is a mixed study, quantitative and qualitative, by applying Backhaus, Landry and Bourhis, and Gorter's theory about the linguistic landscape. This study shows that Indonesian dominates the monolingual signs on Khatib Sulaiman's signboards. The predominant foreign language refers to English in both bilingual and multilingual signs. Moreover, this study proves that English is used the most in bottom-up signs. This study helps the current research to see the functions of English in Padang to support or not the discussion.

Another linguistic landscape' study related to English usage is done by Foster and Welsh in 2021 entitled "English Usage in the Linguistic Landscape of Balikpapan's Main Throughfares" (Foster & Welsh, 2021). This research applies some theories from Landry and Bourhis (1997), Backhaus (2006), and Cenoz and Gorter (2006). It intends to explore the use of English in both top-down and bottom-up signs in the main thoroughfares of Balikpapan, East Kalimantan, by applying Bakhtin's heteroglossia and code-switching. The study proves that there are Indonesian-only signs, English-only signs, and a combination of Indonesian and English signs. Surprisingly, the researchers do not find any local signs on the main thoroughfares of Balikpapan. Moreover, it is considered that English threatens the national language if people keep using it in the public sphere. The use of code-switching of Indonesian and English on the main thoroughfares in Balikpapan seems to more globalize nationalistic values. The usage of English and its role in this study helps current researchers to develop more discussion.

Hult in 2013 conducts a study regarding the linguistic landscape in San Antonio entitled "Drive-thru Linguistic Landscaping: Constructing a Linguistically Dominant Place in a Bilingual Space" (Hult, 2014). This research applies several theories including geosemiotics and compositions of visual

semiotics by Kress and van Leeuwen (1996). According to this research, the positions of the words can determine the dominance of the language in the public sphere. Therefore, the visual semiotics theory is used in the current research as a way to answer the research question.

Based on some aspects explained above, the research question of this study is to unfold the representation of English on the business signboards in Padang city by using several theories which are the linguistic landscape theories proposed by several researchers (Backhaus, 2006; Brown, 2012; Gorter, 2006, 2013; Landry & Bourhis, 1997; Yendra & Artawa, 2020) and visual semiotics, especially the composition of given and new theory proposed by Kress and van Leeuwen and Scollon and Scollon (Kress & Leeuwen, 2006; Scollon & Scollon, 2003). To answer the research question, this study aims at revealing the English representation on the business-scape's signboards in Padang. Expectantly, this research gives more contributions to linguistic landscape study in Padang. Furthermore, this research can be guidance for future researchers who want to conduct under the same topics. It also can broaden readers' knowledge about English on the business signboards.

## RESEARCH METHOD

Since selected places are visited directly, this study falls under the category of field research. Moreover, a qualitative approach is applied as phenomenon and discussions are examined by a thorough explanation (Merriam, 2009; Sari & Pranoto, 2021; Silverman, 2004; Strauss & Corbin, 1998). Without making any assumptions, qualitative research investigates an unresolved phenomenon and develops theories and hypotheses based on what is observed (Johnston & Christensen, 2014). Qualitative research is used to ascertain how the researchers conceptualize, create, and provide a substantive explanation for the analysis.

Besides that, this research is a case study that analyzes and describes a phenomenon of English on business signboards (Sagadin, 1991 in Starman, 2013).

The researchers explore and explain English representation on the signboards. The case study helps to express the details of actual-life situations (Zainal, 2007).

The data needed for this research are gathered from linguistic signs, such as morphemes, words, phrases, clauses, and sentences, on commercial signboards in Padang. Furthermore, the text's placements assist in the justification for how English is portrayed on billboards. The researchers limit the data by taking a few locations of the population in Padang city to thoroughly evaluate it. The business signboards in a few locations in Padang served as the study's sample data. The places are Alai, Ampang, Andalas, Anduring, Belakang Olo, Belakang Tangsi, Binuang Kampung Dalam, Gunung Pangilun, Imam Bonjol, Jati Baru, Kampung Jao, Kampung Olo, Lubuk Lintah, Pasar Ambacang, Pasar Baru, Pauh, Permindo, Proklamasi, Purus, Rimbo Kaluang, and Sam Ratulangi. The locations are chosen as the data source because they are dedicated business areas with lots of business signboards.

The data are collected through several steps. First, the researchers walk along the streets and take pictures of the signboards that have English on them. Then, the pictures are moved to Microsoft Word to arrange and put on the table with the names of the locations. After that, the researchers categorized each signboard based on the location, linguistic unit, English words which appear on the signboards, and the position of English words on the signboards. The frequency of the linguistic units and the compositions are counted after categorizing the data. Then, the researchers make a chart to see the difference between given and new compositions.

In analyzing the data, *Metode Padang Ekstralingual* (MPE) or Extralingual Matching Method is applied as the current research is not only analyzing the linguistic signs, but also non-linguistic signs (Mahsun, 2005). It happens as the text in public spheres requires a multimodal point of view such as the image, color, and size (Oktavianus, 2022). The eclectic technique is applied because the data are discussed by using several perspectives from researchers about linguistic

landscape and visual semiotics at the same time. Besides, the data are presented by using informal techniques as they are discussed by using common words descriptively (Mahsun, 2005; Sudaryanto, 1993).

## RESULT AND DISCUSSION

The study finds that there are 957 compositions with 687 data. Among them, there are 275 compositions of given-new information. The others are ideal-real and center-margin information which are not the focus of this article. In the example, in one signboard, the English words can appear more than once as given information and new information. The data are based on the English words, not the signboards. For example, in one signboard, English words can appear more than once as given information and new information.

Table 1  
The Frequency of Given-New Compositions

| Composition | Frequency |
|-------------|-----------|
| Given       | 54        |
| New         | 221       |

From 275 compositions, there are 54 (6%) compositions of given information and 221 (23%) compositions of new information. The rest are other compositions for completing 687 data. It shows that the business owners try to promote the store by introducing new information to customers.

According to the recent study, business owners in Padang tend to prioritize English when it comes to promote their stores with new information. The study conducted on local business owners in Padang found that they tend to put the English language on the new position as they want to convey new and different information about their stores to attract more customers. More exploration of given and new information is divided into two sub-discussions below.

## Given Information

Given information indicates that the society have agreed upon the information provided. It is indisputable. It usually refers to the store name which shows self-evident from the store (Kress & Leeuwen, 2006). In cultures which read and write texts from left to right, given is put on the left side. Yet, those which read and write from right to left, given is put on the left side.

In Indonesia, the given information can be seen through the left position. In the signboard, it is placed on the left of the upper or bottom section (Kress & Leeuwen, 2006; Scollon & Scollon, 2003). The given information mirrors the knowledge or experience that the readers have. It consists of things that are so straightforward that everyone should agree on them. Given information is believed as one of the compositions of a preferred language other than the top and center sections (Kress & Leeuwen, 2006; Scollon & Scollon, 2003; Zahara & Wijana, 2022). Some of the given information data can be seen below.



Figure 1 Café Miranda at Gunung Pangilun, Padang

The café above is located in Gunung Pangilun, Padang. Gunung Pangilun is one of some business centers in Padang as it has government, university, and school's buildings. For instance, the State Prosecutor of Padang and Bung Hatta Campus 3. There are a lot of people passing through this street when heading to the city center. It triggers the business owner to use English on the signboard.

Café is an English word that refers to an informal and small restaurant that usually sells coffee (Merriam-Webster). Looking through the signboard, it seems that the target market of the business owner is young people as they like to hang out in the café. The word café is put on the left side of the signboard which easily attracts the consumers to see it before looking at the rest. According to Kress and van Leeuwen, people read the text from left to right (Kress & Leeuwen, 2006). This situation makes people pay attention more to the first text that they read. Thus, the word café indicates that the business owner uses English as the dominant language on the signboard for marketing purposes (Foster & Welsh, 2021).

This data shows that different places have different policies towards the regulations. In Malaysia, the local language needs to be put in a higher position than others. It makes Malay dominant on most of the signboards in Malaysia, especially in public spaces (Woo & Riget, 2020). If we look at Indonesia's regulations, it is also said that the Indonesian language needs to be put on the business signboards according to Law Number 24 of 2009 concerning Flags, Languages, and National Emblems, as well as the National Anthem Article 36 paragraph 3. It indicates that this signboard does not follow the regulations.

Besides, the word *Miranda* seems to be the owners or owner's relation's name. It is put beside the café which shows the ownership. The owner uses the logo M in referring to Miranda. Both the word *café* and *Miranda* use the blue color that indicates security. However, it is not a good option if we use it in representing the food. It happens because blue in food suppresses appetite. Thus, it seems that the business owner does not pay attention to the meaning of the color in using it on the signboard. Moreover, the background is white which shows the cleanliness of the café.

The structure of Indonesian is different from English. In Indonesian, a possessive determiner is put after a noun, for example *kafenya*. However, a possessive determiner is put before a noun in English. For instance, *his café*. It also can be a reason of putting English on the left side. The business owner wants to

highlight the type of the store, which is a café. After that, Miranda seems to be the name to show possession.



Figure 2 Date Project at Ampang, Padang

Another example comes from a store at Ampang named Date Project. It begins with a background that has some flowers on it to represent one of the things that they sell. The background design is a modern style which shows the target market of this store, young people. The dominant colors on this signboard are baby blue, gray, and white. The use of English in this case makes sense as it is a symbol of modernity for young people (Zahara & Wijana, 2022).

Moreover, English is also used to show the dominant position of the language. When it comes to expressing with multilingual signs and as the fact of lingua franca, English maintains a preferential position among other languages present on the signboards (Bruyel-Olmedo & Juan-Garau, 2009). The business signboards in Padang support the statement by putting English on them. It indicates that English has a pivotal role in public spaces, especially in the business field.

Baby blue colors represent the sense of tranquility. It is soft yet bright. It is used to impress the customer through the signboard. Because the target market is young people, the owner shows the maturity through gray color. It indicates that people who buy the products are the ones who have been reliable. Moreover, the sympathy of the store towards the florist, gift, and bouquet that they sell can be seen through the white color. It represents sympathy and honesty.

Interestingly, the owner separates the information into two. The left one consists of

the general information that people have known. It is written *Florist, Bouquet, and Gift*. Without having any further explanation, the customers can refer to the same things they have been familiar with in society. Moreover, the owner introduces the store through the logo and the store's name Date Project. She also provides information on the store's social media to make the customers easier to contact the store.

On the right side of the signboard, the information is more specific, such as the kinds of flowers, gifts, and bouquets. However, it seems that this signboard is represented a joined store. On the top of the signboard, the store's name is *yuttyshine.id*. It gives more information below about the things that the store sells in specific scrapbook & dried flower. The contact information is also different from the left one. Even though they have different names of stores, the things that they sell are related to each other.

The business signboards in Padang display English as given information to emphasize types of the store, for instance, *café*. Moreover, it is also applied to inform the customers the most significance information on the signboard. If it is put on the left position, people will give more attention on it as it is the first word read by the customers. Moreover, if it is the thing that they look for, they will keep looking at it and eager to know more about the store. It is the best way to attract customers through signboards.

### New Information

The information is considered new if it is put on the right side. When something is described as new, it implies that the readers do not know about it or may not concur with it. That is seen as argumentative and unsettling knowledge. In the current study, the number of data that have new information is higher than the given information which is 221 compositions out of 947. New information is believed as subordinate language on the signboard (Kress & Leeuwen, 2006; Scollon & Scollon, 2003). Instead of displaying something that people are already familiar with, business owners prefer to focus on

promoting the identity of their stores by applying the composition of new information. Some of the new information on the signboard can be seen below.



Figure 3 Raziq Mart at Pasar Ambacang, Padang

Compared to the previous signboard which uses English on the left side of the signboard, this convenience store uses English to complete the store's name. The business owners put the name Raziq on the left side to show the ownership of the store by giving the store's name. Moreover, the word *mart* is put beside Raziq to inform customers that the store is a convenience store.

The name of this store follows English structure. Even though people who live in Padang are mostly Minangnese, one of ethnic groups in Indonesia, the business owners tend to ignore that fact. People who look at the signboard will be focused on the name of the store first, before looking at the type of the store. It may affect the customers' attitude to the store. People who are in rush and only focus on the first word will not know the things sold by the store. Thus, the new information also affects the customers' decision of buying the product.

According to Merriam-Webster, the word *mart* means that a place of gathering people who come to buy and sell (Merriam-Webster). The business owner uses the *mart* to specify and promote the store (Zahara & Wijana, 2022). Commonly, the *mart* sells various goods that we need in our daily life. The goods can be food, household goods, and other stuff related to daily needs. The use of white text and blue background on the signboard is intended to highlight the name of the store as the colors contrast.

People have been more familiar with the term *mart* than *pasar* for such convenience stores. Moreover, the associations of English with innovation, power, and authority attract customers' attention to come to the store (Piller, 2003 in Rowland, 2015). Even though the business owner highlights the word *Raziq* with a bigger size and dominant position by putting it on the left side, the word *mart* is still used to inform people what kind of store it is.



Figure 4 Bandoeng Refill Perfume at Lubuk Lintah, Padang

Every signboard is designed based on some factors. The position of English in figure 4 also has a meaning. English is put on the right side of the signboard. The phrase *Refill Perfume* indicates additional information about the store. English words are put on the right side after *bandoeng* to emphasize that the perfume of this store coming from Bandung.

Uniquely, instead of using Bandung, the store chooses the word *bandoeng* to attract people's attentions. Before the word *Bandung* is used, people use *Bandoeng*. It comes from the word *ngabandoeng* which means side by side (Wamad, 2022). However, as the time goes by, Indonesian writing style changes. It also changes the way people write Bandung. This store remains to use the old style to make it unusual so then people look it out.

Refill perfume is put on the right side to specify the thing sold by the owner. It is called new information as it appears right after the first information has been given. Moreover, refill perfume seems to be subordinate as many people, especially in Padang, know this store as a refill perfume store. Thus, the information does not take the main role on the signboard.

In this signboard, the colors seem blurred which makes them unclear. There are several colors in the text 'bandoeng' which

convey happiness. The owner expects that people who use refill perfume will feel good because of the smell of the perfume. The colors have red, yellow, green, blue, purple, pink, and orange. Each of them brings different meanings (Pereira, 2022).

Apparently, the business owner uses these colors for certain reasons. According to an article about scent colors, the red color reveals the desire of people who use it. It implies that people who use red scent seems to have spirit in them. Yellow and orange colors represent energetic which implies that people who use this are in fire. Green refers to the fresh fragrances as it resembles the nature. Same as green, blue also conveys the freshness as it depicts the freshness of sea. Pink shows the sweetness side of a person which makes them seen as romantic people. Moreover, purple perfume indicates to show elegance.

In many cases, a business owner chooses to use several colors on their signboard in order to convey a message of joy and happiness. By selecting all of the colors mentioned before, the owner is able to create an inviting and exciting atmosphere that attracts customers. Additionally, the use of multiple colors can symbolize the variety of products or services that the business offers, which helps to communicate to customers that they will find everything they need in one place.



Figure 5 Kiyoomi Pet Shop at Pasar Ambacang, Padang

Looking at the picture above, it seems the business owner emphasizes more on the brand by displaying one of the cat food brands. The brand is put on the banner to introduce and promote it. Commonly, the owner does this as the brand is the original one from the store. In



this store, Happy Cat is not this store's brand. Happy Cat is an international cat food made in Germany. It is believed to produce natural food and keeps the cat feeling well. The tagline of this brand on the signboard is *all your food is love* and on the website is *only a healthy cat is a happy cat*. To conclude, this brand claims that its food is healthy as it is made of love. Instead of introducing more on the store, the owner highlights the brand Happy Cat. It can be seen through some pictures of the brand and two logos from Happy Cat. The business owner hopes that it will attract customers to buy the product in his store as the brand that he sells is trusted.

The name of this store is Kiyoomi which is put on the left side by the owner. The English name Pet Shop is put on the right side which shows the new information given by the owner. Naturally, the store whose name or goods are being promoted wants to come out as real and new (Scollon & Scollon, 2003). The owner puts the name of the store on the right side. It seems that he wants to represent the store as a part of Happy Cat's brand.

Under the phrase Kiyoomi Petshop, there are English words *pet food and accessories*. Even though there are only food brands on the display, the owner informs the customers that the store also sells some cat accessories. Some cat pictures show that the store only sells cats' needs. The brand from Happy Cat appears to highlight more about international cat foods. Moreover, the phrase made in Germany also appears in referring to Happy Cat as the brand comes from Germany. The text with navy color and white background is used to make it readable.

Kress and van Leeuwen explain that people read the text from left to right (Kress & Leeuwen, 2006). They believe that people already agree upon something on the left, it is undebatable. For instance, the logo of the company or the specific name of the store. The logo and the store's name are unproblematic as they make each store different one to the others. However, something that is put on the right is a debatable topic. People may disagree with it and are not familiar with it. This is the one that needs to be introduced.



Figure 6 Babe Frozen at Pasar Ambacang, Padang

A signboard at Pasar Ambacang uses multilingual as a way to promote the store. Instead of using Minang or national language, the business owner uses Betawi and English language. The word *babe* seems to be Betawi which means a father. Moreover, *frozen* is an English word which refers to the food that has been processed and can be saved for long-term storage as long as it is in a refrigerator.

The English word is put on the right side which shows that the business owner introduces the store to the customers as it is included as a new term used in Padang. Moreover, the owner puts *Babe* on the left side to differentiate between one store to another. This happens as lately some of frozen food stores are open in Padang.

In this signboard, English is used to symbolize the sophistication of the store (Zahara & Wijana, 2022). It can be seen through the use of Betawi (national language) that appears first before English. Moreover, the word *frozen* in this type of the store is more common than *beku* as it refers to the frozen food. Thus, the business owner decided to use the word *frozen* by putting it as the subordinate language on the signboard.

Several brands of frozen food are displayed on the signboards to attract customers' attention. Furthermore, it is also a way to give more information that the brands displayed on the signboards are available in the store, such as *mini pao* and *umia-mi*. The business owner uses plain background to emphasize more in displaying the brands and all information on the signboard. The business owner also puts his personal number to ease people who want to order through phone.

The use of English is seen as a language to explain the things sold on the store. It

appears as new information to promote the store. This result is contrary to Hult's research in 2014 which says that English is a dominant language in all of linguistic landscape studies (Hult, 2014). This study implies as time passes, the use of English changes and it may not be that significant anymore in the future.

When it comes to promoting a store, it is important to catch the eye of customers. By placing the significant element on the right side, it helps the business owner to highlight the new information from the signboard. It does not only catch the attention of customers, but also creates a sense of excitement. By highlighting the newest and most interesting information on the right side, it may lead into more sales and higher profits.

Placing elements on the right side of the signboard can be visually appealing. However, from a linguistic perspective, this position can make the language on the right side seem subordinate to the language on the left side. This is because the dominant language is commonly displayed on the left side, while the right side is reserved for secondary or supporting information as it appears as new information. As such, it is important to consider the linguistic implications of the signboards.

Padang is a city located in West Sumatra, Indonesia, where the majority of the population speak local and national languages such as Minangkabau and Indonesian. Due to this condition, it does make sense to see that business owners in Padang often put English as a subordinate language on their signboards. This happens as most people in Padang may not be fluent in English, and the use of the local language helps to better communicate with the customers.

In Padang, business owners mostly put English on the right side than the left side. It reveals that the dominant language used in the business signboards is Indonesian. This result contradicts Nikolau's findings in which English plays a role as the primary language on the shop signs in Athens (Nikolaou, 2016). However, it cannot be refuted that people see English as the language that has a high status which they use on the business signboards.

## CONCLUSION

The business signboards in Padang mostly represent English as the periphery language of the business. English is used to introduce something special from the signboard, for instance, the store's goods. Moreover, it is used for marketing purposes as the focus of this study is English and it is used in business fields. Even though many stores use English on the signboards, it cannot be denied that English is not the most preferred language in Padang as the business signboards do not put it as the dominant one.

The results of this study suggest that business owners in Padang need to understand the importance of putting English on the signboards in certain positions. The study's findings highlight the importance of language as a tool for business promotion and growth, especially in Padang.

This research is a case study focusing on the linguistic landscape by using linguistic landscape and composition theory. Hopefully, this research can give more contributions to linguistic studies, especially linguistic landscape. Furthermore, it can be guidance for those who want to conduct research under the same theory. This study can broaden people's understanding of the language used in public spaces. Further exploration about linguistic landscape is needed, especially for clarifying the answers to business owners.

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