CONSTRUCTION OF LANGUAGE USE IN BUSINESS PLACES IN KENDARI CITY, SOUTHEAST SULAWESI: LANDSCAPE LINGUISTIC APPROACH

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Abstract

The use of language on signboards is interesting to study, each signboard has a specific shape and meaning. The aims of this study are 1) to describe the construction of language use in the naming of business places in the city of Kendari, Southeast Sulawesi.; 2) the implications for the government in Kendari City to pay more attention to enforcing rules regarding the use of language, especially in the naming of business places by business actors. The method used in this research is descriptive qualitative method. The research object of this unit is landscape linguistics or linguistic views in the form of bottom-up signboards where there are signboards in public spaces, especially on roads in Kendari City, Southeast Sulawesi. The data were analyzed interactively with three main stages, namely data reduction, data presentation, and conclusion and verification. The results of this study indicate that language construction in Kendari City is built by language variations in which there are types of business places and the number of language-forming word elements in places of business. There are 4 language variations in public spaces in Kendari City, namely: Local Language with a total of 3 names, Indonesian with a total of 49 names, English with a total of 37 names and Mixed Language with a total of 11 names. Then, for the type of business place there is a signboard in local language, namely a place to eat and a grocery store. On speak Indonesia, namely: places to eat, coffee shops, building materials stores, clothing stores, car dealerships, grocery stores, pulse shops, bag shops, basic food shops, electronics shops, automotive shops, barbershops, furniture shops, helmet shops, and household furniture store. In English, there are clothing stores, grocery stores, credit shops, coffee shops, launderette shops, cake shops, barber shops, printing places, and beauty shops. Finally, in mixed languages, there are places to eat, credit shops, printing places, clothing shops, coffee shops, and ice shops. While the number of language-forming word elements at a place of business uses words, phrases and clauses, which are words with a total of 5 names, phrases with a total of 95 names and only 1 clause. The syntactic unit used is that in words there are nouns, numerals, and pronominals. The phrase contains noun phrases, adjective phrases, verb phrases and numeral phrases. Then in the clause there is only a noun clause.

Keywords: Language Construction, Language Variation, Type of Place of Business, Number of Language-Forming Word Elements.

PRELIMINARY

One of the latest issues in recent linguistic studies is landscape linguistics (LL), a term popularized by (Landry n.d.) Or also called cityscape (Spolky, 2009). Landscape linguistics is the visibility and significance of language on public and commercial signs in a given area. As a relatively new study, the linguistic landscape can be studied from various perspectives such as applied linguistics, sociolinguistics, sociolinguistics, anthropolinguistics, psychology and cultural geography (Ben-Rafael, Shohamy and Barni, 2010).

Language is widely used in public spaces in urban areas because this area is considered as a text that is full of frenetic language use. The urban phenomenon in Kendari City continues to increase every year. Some of the factors causing urbanization in Kendari City include continuing education, looking for work and opening new businesses. When opening a business, business actors demonstrate their bilingual skills. This can be seen from the text displayed on the nameplate of the place of business, which displays mostly foreign language text, although grammar and spelling errors are sometimes seen. Foreign languages, especially English, appear mainly in the naming of products that are considered modern. The names of cafes and slang places also tend to appear in English.

A signboard is a form of landscape linguistics which is a means to expedite the function of a business which contains information related to the place of business. Signboards have the main function of providing information, both commercial and non-commercial. The contents of the nameplate consist of a combination of visual elements and textual elements (language). The visual elements on the shop sign are in the form of an image, colour composition, thickness/size of letters, while the text element on the shop sign appears as an element that functions to convey the product/store identity apart from other functions as an attraction.

In addition, the language on the nameplate of the place of business is used to create a certain image. The aspect of language use refers to areas of life which are the realm of language use (Alwi and Sugono, 2000). Various languages are used by business owners to symbolize their place of business. Some use Indonesian, local languages, and foreign languages, even mixed languages (Indonesian, foreign, local).

Naming a place of business that uses mixed language emphasizes that language is a representation of the culture of a society, as well as an illustration of its psychological and social condition. Through language illustrations in landscape linguistics in a certain area, it illustrates that there has been a symbolic construction of a culture in that region so that it can be said that the community in that region has been inhabited by various people or cultures who understand their position and existence precisely so that they can be orderly in their interactions and in the end have pattern of life becomes more modern, cosmopolitan and multicultural.

As previously known that language is national identity and Indonesian is the unifying language of the Indonesian nation which is designated as the national language. This is explained in Law Number 24 of 2009 concerning Flags, Languages and National Emblems, as well as the National Anthem article 36 paragraph 3. To maintain a language, especially the national language, namely Indonesian, it is necessary to develop a positive attitude.

In addition, a draft language law already exists, namely the regional regulation of Southeast Sulawesi Province Number 5 of 2021 concerning the Development, Development and Protection of Regional Languages and Regional Literature. This statement should serve as a guide for business actors in using the language on the sign in order to prioritize Indonesian and preserve the local language. However, in reality the business actor still ignores and ignores the regulation so that the local language is not the language that is considered as important after Indonesian in its use on the nameplate of the place of business.

In Kendari City, almost half of the landscape linguistics for business place names uses a foreign language in the form of English. Evidenced by the results of temporary observations that have been made by the author to prove that out of 47 places of business, there are 23 places of business that use Indonesian, 21 places of business use English, 2 places of business are written in mixed languages (Indonesian-English and Indonesian-Local) and 1 place of business in the local language. This shows that the use of English on the nameplates of business premises in Kendari City is increasing from time to time.

This phenomenon is very disobedient to the rules regarding the Law regarding the use of the local language in Kendari City where the use of the local language is far behind the number of business place names that use English. Apart from that, there are also cases of changing the name of a shop from Indonesian to English for the reason that it follows the style and is even motivated by the name of the shop next door, when in fact the shop owner has no history of having graduated with a bachelor's degree majoring in English. It's as if the Indonesian language is considered not prestigious or it may even be considered unable to attract many visitors to shop at the store. It is predicted that the language attitude of business actors in Kendari City towards Indonesian may show negativity.

Therefore, it is necessary to find solutions and efforts that are fast and appropriate through strict Indonesian government regulations, if Indonesian is to coexist with other cultural customs without harming Indonesian culture or shifting Indonesian itself. This requires encouragement and strength in the attitude of the Indonesian people towards their mother tongue, especially in Kendari City by developing positive language attitudes in various ways to enhance national character.

Attitude is an emotional response to a mental or psychological object. The answer can be positive or negative. According to Garvin & Mathiot (1968), a positive attitude towards language has three characteristics, namely:

1. Language loyalty.
2. Language pride.
3. Norm awareness.

Gorter and Cenoz (2007:6) have divided LL text data into 2 categories, namely *Top-Down* and *Bottom-Up*. *Top-Down* is text data made by the government, meanwhile *Bottom-Up* refers to LL texts made by private or individuals.

Figure 1: Example of Monolingual bottom-up LL

The naming of the image above shows the use of the elements of a person's name and type of business in Indonesian.

As previously explained, the foreign language that is growing rapidly in the city of Kendari is English. The negative effects of the use of English cannot be avoided even though there are errors in grammar, spelling or sentence structure in its use. The variety of languages and the writing conventions used in the texts in the public sphere vary. In Southeast Sulawesi, for example, writing texts in public spaces usually uses Indonesian, English, local languages and other foreign languages and there are even bilingual and multilingual mixes.

Based on the description above, with the consideration of the grouping of linguistic landscape texts, linguistic and non-linguistic analysis, as well as the preparation of landscape linguistic texts in Kendari City, especially in places of business, this landscape linguistic study is deemed necessary to carry out research primarily to provide an overview of language facts and facts. Regarding the construction of landscape linguistics in a complete and comprehensive public space in one of the urban cities in Indonesia.

THEORY REVIEW

A. Study of Landscape Linguistics

Landscape linguistics (LL) is defined using an 'abbreviated version' and a 'list version'. In the definition of the list it is said that 'LL is the language contained in public street signs, billboards, street names, place names, commercial shop signs, and public information boards in government buildings which combine to form the LL of a particular urban area or agglomeration' (Landry & Bourhis, 1997: 25). From Puzey (2016) describes LL as an interdisciplinary study of the presence of various language problems that interact with other languages in public space. Of the two definitions, the definition of list is quite interesting because it has general items related to textual signs in public space. If you look closely, the definition is like a catalog of six different types of signs. Of course, it is possible to add other

types of identifiers to the list definition in the public space. On this basis, Gorter (2006:2) summarizes and provides another brief definition of LL, namely the use of written language in public spaces.

a) Linguistic Landscape Functions

According to Landry and Bourhis (1997) present two LL functions, as follows

1. Information Function

The basic thing of the information function is to present the territorial mark of an area inhabited by a particular language community. The information function also aims to differentiate one region from another.

2. Symbolic Function

The symbolic function shows that the use of language in linguistic landscape markers always represents certain cultural symbols that are closely related to the people who live around these linguistic landscape markers.

a) Top-down and Bottom-up

Ben-Rafael (2008) distinguishes signs of public spaces based on top-down and bottom-up signs.

The first group consists of LL units produced at the behest of authorities, while the second is elements of the LL created by individuals or private businesses (Gorter, 2006: 128).

Based on the above understanding, it can be understood that the upper signs are made on behalf of the authorities while the lower signs are LL goods made by individuals or private companies.

According to Yendra and Artawa (2020:16) Most of the practices of formal language show who is in control or in charge in a particular situation. In the national policy, namely the monolanguage policy was created to form a homogeneous monolingual area to unite the population under one culture, one nationality, and speak the same language as Indonesia for example.

b) Bilingualism and Multilingualism in the Linguistic Landscape

Language community is a community that uses one agreed language as a means of communication. Judging from the language used in a language community, there are language communities that use one language and there are also people who use two or more languages. Language communities that use one language are called monolingual communities. Meanwhile, language communities that use two or more languages are called bilingual communities.

In this advanced and modern era, it is very rare to find monolingual language communities. However, they can still be found in remote areas, for example. There are also opportunities for the older generation who, for one reason or another, do not have the opportunity to learn a language other than their national language. When they became the older generation, they

became a monolingual society. But there are also bilingual people in everyday life. At a minimum, people use local languages and Indonesian. For example, people who use Muna and Indonesian, Buton with Indonesian and Tolaki and Indonesian.

The term bilingualism in Indonesian is also called bilingualism (Chaer and Agustina, 2010: 85). The term can be interpreted literally as bilingualism, which refers to the use of two languages or two language codes. In general, sociolinguistically, bilingualism is defined as the use of two or more languages by a speaker in interaction with other people alternately (Mackey in Chaer and Agustina, 2010: 87). To be able to use two languages, of course, requires mastery of the two languages. First, the language itself or the first language (B1) and the second language (B2). People who use the second language are called bilingual people. While the ability to use two languages at once is called bilingualism. In addition to the term bilingualism, the term multi-bilingualism is also used, namely the condition in which a person uses more than two languages in exchange with other people alternately (Chaer and Agustina, 2010: 84).

According to Susan in Llamas (2005: 149), Multilingualism means the use of more than one language by individuals or communities. Consistent with this statement, Wardhaugh (2006:96) states that multilingualism is caused, among other things, by residents (immigration), visitors, marriage of two different languages/codes, education, trade, and international relations.

Multilingualism is closely related to the study of the linguistic landscape. According to Graddol (in Yendra and Artawa, 2020: 18) historically, capitalism or postmodernity has made the world increasingly multilingual. Government institutions previously established as language management and planning institutions have been influenced by global flows of information, media, people, and technology. The problems of language and globalized society and the use of language by individuals in various parts of the world are also becoming increasingly complex, then it also affects the use of language signs in public spaces. Against this background, research on LL can help to understand the rapidly changing urban landscape in an increasingly multilingual world (Yendra and Artawa, 2020: 18).

In the linguistic landscape, language forms are divided into monolingual, bilingual and multilingual. A language sign is called monolingual when the sign consists of one language, bilingual when it consists of two languages, and multilingual when it consists of three or more languages.

c) The Construction of Language Use in Landscape Linguistics

LL's conceptual framework and its focus on place names, is also closely related to situation face to face between minority and majority languages and the imposition of political efforts on local languages in the context of changing place names and how people's attitudes towards this issue (Kostanski, 2009).

According to Yendra and Artawa (2020:16) Most of the practices of formal language show who is in control or in charge in a particular situation. In the national policy, namely the monolingualism policy was created to form a homogeneous monolingual area to unite the population under one culture, one nationality, and speak the same language as Indonesia for

example. In the current period, this whole policy is often in stark contrast to the blending of everyday languages of multilingualism as a sociolinguistic situation in a globalized world. Sometimes this leads to the implementation of rules and regulations that deliberately target the visibility of foreign languages on store signs and other signs in public spaces.

For example, the naming of the language marker "Delicious Snack" consists of two words, namely "Snack" and "Delicious" which then form the phrase "Delicious Snack". These two words are words in English and Indonesian. 'Snack' in English means snacks or snacks (a food term that is not part of the main menu) and 'enak' in Indonesian means delicious, delicious or delicious (about taste). It can be said that there is a mixing of languages to form bilingual phrases. The use of this language is widely used and almost dominates in naming business placeboards by business actors, especially business actors in Kendari City.

SOCIOLINGUISTICS

Sociolinguistics examines the relationship between speakers and listeners, the variety of languages used and the variations between them, as well as how each language is used in different societies and how it is understood and used in everyday life. It contains evidence that sociolinguistics is much more than the study of formal and informal language; it also takes into account the widespread use of language in society. The intended use of language is influenced by various factors, including factors related to language learning itself as well as factors not related to language learning, such as social factors that affect daily life, such as the relationship between speakers of different languages. The implication is that each community group has specificity in terms of socio-cultural values and the variety of language use in social interaction. Fishman (1972:73) asserts that sociolinguistics does not only discuss language learning but also attitudes, behavior toward language, and language users, which cover all issues related to social organization that uses language. Consequently, Fishman (1991) argues that sociolinguistics is more closely related to the field of sociology than linguistics itself. In light of the foregoing, some have expressed concern about the language barrier that arises from reading about various societal issues, and others have stated the opposite, i.e. they start with civics.

1. Language Attitude

a) Understanding Language Attitudes

To understand what is called a linguistic attitude (Language), we must first explain what an attitude is. Attitude can mean body shape, standing position, behavior or movement, and actions or actions taken based on views (attitudes, beliefs or opinions). In response to a thing or event. In fact, this attitude is a psychological phenomenon that usually manifests itself in the form of action or behavior. However, in many studies, what is done outside does not always reflect the attitude inside (Chaer and Agustina, 1995: 197-198).

Language attitude is generally considered as the behaviour of language users towards language. The relationship between language attitudes and language maintenance and change can be explained by identifying those behaviours, or some of them, that have a direct or indirect effect

on language maintenance. Therefore, the question of how different attitudes or types of language describe the opinions of people with different social characteristics becomes very important. The description of this point of view plays a role in inter-group and intra-group communication. Explanation of such views plays a role in communication between groups.

Language attitude is a psychological event and is part of the attitude of language users in general. Language attitude is an evaluative response to a particular language (Fishman, et al. 1986). Language attitude is a mental attitude or feeling towards the language itself or towards other people (Kridalaksana, 1982:153). The two opinions above state that language preference is a person's reaction (language user) to his own language and the language of others. Like Richard et al. In Longman Dictionary of Applied Linguistics (1985:155) that language attitude is the attitude of language users towards the diversity of their own language and the languages of others.

Rusyana (1989, 31-32) states that the language attitude of a language user or language community, both bilingual and multilingual, is manifested as a sense of pride or ridicule, rejection or simultaneous acceptance of a particular language or community of speakers of that language, both in the language used controlled by each individual as well as by members of society. This refers to the status of language in society, including political and economic status. In the same way, the use of language is related to the lives of certain groups of people who are often stereotyped, because language is not only a means of communication, but also social identity.

Language attitudes in sociolinguistic studies refer to behaviours or actions that are based on attitudes in responding to the phenomenon of the use of a particular language by speakers of that language. The language of a society can be different from other societies because language can be influenced by its use according to different social characteristics.

Debates about language are often discussed in relation to the attitude of language itself. Although widely accepted in the field of social psychology, there is no general agreement on the meaning of attitude itself. There are two different theoretical viewpoints about attitudes, namely the mentalist point of view and the behaviourist point of view. These two views have always been the basis of theory and measurements made in the study of individual attitudes and social attitudes (Bahren, et al. 1998:87).

Fasold (1984) suggests that in sociolinguistic studies, the definition of language attitude is often extended to include attitudes toward speakers of a particular language. Extending such a definition could offer the possibility that all kinds of language-related behaviour, including language-retaining attitudes, can be explained.

For example, Cooper and Fishman (1974) define language attitude as reference, previously observed by Ferguson (1972) as a measure of who says what, when and how. Cooper and Fishmen expand their references to include language, language behaviour, and references which are signs or symbols of language or language behaviour. Especially in the context of social psychology, for example Triandis (197:2-2 in Match Chaer and Agustina 1995:198) states that attitude is a willingness to respond to situations or events. This readiness can relate

to the situation or event that is experienced. This readiness can refer to mental or behavioural readiness.

According to Cantril & Allport (1935), attitude is a mental or nervous readiness, formed by experience, which provides direction or dynamic influence on one's response to all objects and circumstances related to that attitude. Lambert (1967:91-102) states that attitude consists of three components, namely the cognitive component, the affective component and the conative component.

The cognitive component of language attitudes refers to knowledge or categories called thought processes. The affective component involves judging something as good, bad, liking or disliking something or a situation. When someone has a good sense of value or likes the situation, they are said to have a positive attitude. If it's the other way around, then someone is talking about a negative attitude. The conative component concerns behavior or action as the final decision of reactive readiness for the situation. Through these three components, people usually try to predict how someone will react to a situation (Chaer and Agustina, 1995:198-199).

By using these three elements, people usually try to predict how someone will react to the situation they face. These three components of attitude (cognitive, affective and conative) are usually closely related. But often a person's pleasant or unpleasant experience in society causes the relationship between the three components to be inconsistent. When these three components are aligned, behaviour can be predicted to display an attitude. However, if it is not aligned, then behaviour cannot be used to determine attitude. Many experts say that behaviour does not necessarily show attitude.

b) Classification of Language Attitudes

Linguistic attitudes arise when someone is a bilingual or multilingual society. As noted by Dittmar (1976:181) that attitudes are characterized by a set of characteristics, such as the choice of language in a multilingual society, distribution of language vocabulary, differences in dialects and problems arising from interactions between individuals. This can be seen when a nation with several regional languages wants to define its national language. The choice of language among the many languages owned by a nation is naturally reflected in the positive attitude of the people towards the language they choose. Without such an attitude, it is almost impossible for the people to be willing to put aside their ethnic language and accept the choice of another language as the national language.

Language settings can be divided into two parts, namely language and language attitudes. Attitudes toward language focus on responsibility and respect for language, while language attitudes emphasize confidence in using language regularly (Pateda, 1987:30).

Spolsky (1989:149) states that language learners are motivated by attitudes toward the language to be learned, which include 1) attitudes toward the practical goals of using the target language and 2) attitudes toward people who use the target language. Anderson in Halim (1974:71) argues that linguistic attitudes can be divided into two groups, namely (1) linguistic

attitudes and (2) non-linguistic attitudes such as political attitudes, religious attitudes and others.

According to Anderson, language attitudes are relatively long-term beliefs or cognitions, partly about language, language objects that give a tendency for a person to respond in a certain way that pleases him. However, these attitudes can be positive and negative, so that attitudes toward language are the same.

The three characteristics put forward by Garvin and Mathiot are characteristics of positive language attitudes. According to Purba, the three meanings contain similarities namely;

1. The use of language in favour of correct language through careful use of forms and structures of language as well as correct words and awareness of the existence of language norms through careful, polite and appropriate use of language;

2. The use of appropriate, appropriate and situational language is synonymous with language pride, which is a prerequisite for self and group identity, which negates regional languages or their dialects in the use of the colours of the national language. Language fidelity is manifested when people prefer to use their own language and are prepared to protect it from the excessive influence of a foreign language. Language loyalty is accompanied by linguistic pride, which in turn is related to personal emotional attachment to the basic language (Purba: 35).

Language loyalty according to the concept above is an attitude that is driven by a society to participate in maintaining the independence of its language, in preventing the entry of foreign influences. Pride in language is an attitude that encourages a person or group to make their language a symbol of personal or group identity and at the same time something that distinguishes them from other people or groups.

Awareness of the existence of language norms encourages the use of language in a careful, correct, polite and proper manner. Such awareness is a factor that greatly determines speech behaviour in the form of language use (*language use*). Language loyalty, language pride, and language awareness of the existence of language norms are positive characteristics of a language (Garvin and Mathiot, 1968).

The essence of all that states that language attitudes are attitudes that are owned by language users. Both bilingual and multilingual towards a language. The reaction it causes can be in the form of feelings of pride, ridicule, rejection or acceptance at the same time. In other words, language attitudes can be positive or negative, and have characteristics, namely language pride, language loyalty, and language awareness.

Types of Language Attitudes

The attitude of the language shows whether speakers of the language like the language or not. Therefore, language can be divided into two groups, namely positive attitudes and negative attitudes. According to Anderson (in Chaer, 1995: 200) language attitudes are: a relatively long-term system of beliefs or cognitions, partly about language, regarding language objects, which influence a person to respond in a certain way that he likes. This attitude is usually

positive (if seen as good or liked) and usually negative (if seen as bad or disliked), then the attitude towards language is the same.

a. Positive Attitude

A positive attitude is an enthusiastic attitude towards the use of one's language (the language used by one's linguistic group/community). Conversely, when these characteristics are lost or weakened in a person or group of members of the language community, it means that a negative attitude towards language affects that person or group of people. A positive attitude certainly refers to an attitude or behaviour that does not conflict with established rules or norms.

A positive attitude towards language is the use of language in accordance with the rules of the language and in accordance with the linguistic situation. Things that show a person's positive attitude towards his language include:

1) Use language in accordance with the rules and language situations.

2) Using your own language without mixing it with a foreign language, even if the other person understands the meaning of the conversation, it would be better to use a language that is in accordance with good and correct Indonesian. Such an attitude means we are proud of our own language.

3) Use appropriate language.

In social interaction, we can also meet various needs. For example, relations between nations, sometimes require the use of language according to the capabilities of the people involved in it. Therefore, foreign languages are sometimes needed for this purpose. In short, it can be said that the use of a language other than Indonesian for certain purposes need not be seen as a reflection of a low sense of nationality.

The three things above are examples of a positive attitude towards language. A positive language attitude will only be reflected when the user has a sense of loyalty to preserve and defend his language as a means of communication. A positive attitude is found in someone who has a sense of pride in his language as a marker of identity.

Adul (1986: 44) emphasizes that positive language is the use of language that favors good and correct language, naturally and in accordance with the situation. Dittmar, (in Suwito, 2008) showing a positive attitude is:

1) The success of a multilingual nation in determining the language to be used as the national language from several languages owned by that nation;

2) The accuracy of the use of language forms and language structure as well as accuracy in the choice of words used by language users;

3) Reducing, completely eliminating the colour of the national language and regional languages or their dialects in the national language.

Garvin and Marthiot (1968) presented the main characteristics of a positive attitude, namely: language loyalty, language pride and awareness of the existence of language norms. According to Sumarsono (2002: 363), in a multilingual society, a person's language preference is determined by several factors, including the topic of conversation (*topic of conversation*), social class, age group, gender, and situations of language use. If a small entrepreneur, including groups from various ethnicities, but at the same time also uses Indonesian, including adults and the elderly, regarding the pinning of the name of the place of business, he will tend to choose Indonesian rather than English.

This shows that there is a positive attitude towards the language he chooses. On the other hand, if he belongs to one of the various ethnic groups which includes big businessmen, lives in Kendari City in an elite class of Indonesian society, he will tend to choose English even about pinning the business place he is developing. This shows that the attitude towards Indonesian is no longer positive. A positive language attitude also shows someone who tends to use language politely, carefully, neatly, and clearly, as well as in terms of the accuracy of word choice and grammatical level, as well as the clarity and fluency of language. Think. Positive attitude related to the problem of vocabulary distribution. A positive attitude is also reflected in language that goes beyond dialect.

b. Negative Attitude

The absence of passion or encouragement to maintain language independence is one sign of a negative attitude that language loyalty begins to weaken, which may continue to be lost altogether. A negative attitude towards language can also occur when a person or group of people no longer has a sense of pride in their language and diverts it to another language, such as a foreign language. This can be influenced by several factors, namely: political factors, ethnic factors, race, prestige, then considering foreign languages to be more promotive and modern so that they are very interesting to use. An example is the use of English in the naming of business premises in the city of Kendari, while there are dominant users of the national language and regional languages.

Adul (1986) states that the use of negative language ignores the use of good and correct language, does not pay attention to the language situation, and does not even correct mistakes in speaking. In this case, the use of the Indonesian language in the naming of businesses developed among the people of Sulawesi itself is felt to be less enthusiastic. This is a sign of the emergence of a less positive attitude towards the national language.

Indonesian is sometimes considered a language that is less flexible and does not keep up with the times when embedded in linguistic landscape texts. Today's young entrepreneurs are less interested and enthusiastic about using the language, because some feel that Indonesian looks ordinary and lacks promotive and modern value. This is an indication that they are no longer interested in using Indonesian, or it is also influenced by the development of circumstances that require everything that is practical and simple and looks cool for them to be presented to the public. It is felt that Indonesian as the national language has begun to fade its characteristic positive language attitude. Negative attitudes also have more obvious consequences when a

person or group of people is not aware of the existence of language norms. This attitude is reflected in its use. They do not feel the need to use language carefully and systematically and follow the rules that apply.

Regarding negative language attitudes, it is believed that the way to the future must be through language education, which is carried out based on the promotion of social and cultural norms and standards that apply in the language community concerned. But according to Lambert (1976), learning motivation is based on two things, namely:

1) Improvement of fate (instrumental orientation). Instrumental orientation is often associated/occurs in languages that have a wide scope of use, are spoken widely and promise high economic value, such as English, French and Japanese.

2) Curiosity about the culture of the people whose language is being studied (integrative orientation). An integrative orientation is common in highly civilized societies, but language is only used as a means of communication limited to certain ethnic groups.

These two tendencies are also factors that affect a person's language attitude. In addition, language attitudes can also influence a person's use of a language from others in a bilingual or multilingual society.

Garvin and Marthiot (1968) provide indicators of the negative attitudes of language users, namely:

1) When a member of a language community or group no longer has the enthusiasm or desire to maintain their language independence, this is a sign that their language loyalty is starting to weaken which in turn is not impossible to completely disappear.

2) When a person or group of people, as members of a community, are not proud of their own language and are proud of other languages that are not their own.

3) When a person or group of people, as members of society, are not aware of language norms. Such an attitude usually characterizes almost all behaviour in language. This shows that they no longer have the desire or feel compelled to use polite and courteous language.

Moeliono (1986) details negative language attitudes, namely:

1) The attitude of not appreciating quality corresponds to their linguistic attitudes which are satisfied with the quality of speech, which does not need to be high as long as it is understood.

2) The attitude of wanting to break through is reflected in linguistic attitudes that believe they can acquire abilities without determination.

3) Low self-esteem can be seen as a manifestation of the language attitude of people who think in their hearts that other languages are more prestigious and of higher quality.

4) The attitude away from discipline is reflected in the language attitude of those who feel they do not strictly follow the rules of the language.

5) Language shows an unwillingness to take responsibility for cooperation, in utterances where origins are more acceptable because we are all at fault. In addition, the language problem does not need to be prioritized because there are many other issues that are more important and need to be addressed first.

6) Attitudes that like to ridicule can be seen in the language attitude of people who take over diction from modern languages that are not critical in using a language, a dialect, or an accent using a language. That person acts as a disguise to carry out language attitudes by using a certain accent. To find out the attitude of speakers of a language by using a certain accent, the right instrument is needed for that.

METHOD

The method used in this study is descriptive qualitative method with content analysis techniques. Presented in the form of descriptions and presentation of the facts in the data. In simple terms, this step begins with understanding the lingual unit found on the nameplate in the public space which is used as the object of research. Next, classify lingual which includes language variation, form of place of business and number of words and phrases. This method uses analysis tables as a research tool and to describe the results of data content analysis research.

RESULTS AND DISCUSSION

The first data in the form of the name of the place of business was obtained through photo techniques carried out by the researcher, while the second data in the form of language attitudes was obtained through a questionnaire that was distributed to 30 respondents, and the third data in the form of data on the choice of language at the place of business which influenced language attitudes and was obtained from the results of undirected interviews with business actors and employees.

Regarding the design and formulation of research problems and hypotheses that the researchers discussed in the previous chapter, data processing and analysis was carried out in several stages. First, the researcher analyzed the data in the form of place names business in the form of visual images and interview data from informants. So that language variations can be obtained and number of language-forming elements used by business actors in the name of the place of business.

Second, the researcher conducted an assessment of the language attitude of the business actor towards the choice of language at the place of business by calculating the number of scores obtained and grouping them based on predetermined attitude criteria index values, so that a conclusion could be obtained whether the business actor had a positive or negative attitude towards language. That have been selected and used in their place of business.

Third, the researcher conducted a statistical analysis using SPSS to determine the effect of language attitudes of business actors on language selection. Finally, the researcher analyzed

the data in the form of interviews with informants who later used the data as supporting data for analysis in this study.

A. Language Construction

Construction is the arrangement or structure that builds language. In this section the researcher raises the title of language variation and the number of language-forming elements. Variation or variety of language is a kind of variety of language whose use is adapted to the function and situation, without ignoring the basic rules that apply in the language concerned (Padmadewi, 2014: 7). In essence, every language has different variations that can color the language so that language becomes a symbol and characteristic of a nation or tribe so that other people can recognize it through that language (Mokodompit, 2013: 1). Language variations occur because of the diversity of languages that occur in areas where speakers are not homogeneous. Language diversity can occur if in a speaker area there are various kinds of languages and various functions of language in social interaction activities. So that the diversity of languages will continue to grow if there are more and more speakers from different regions and interact with each other in an area. The explanation described above explains that language variations occur because there are several speakers of languages with different languages background areas that are not homogeneous interact with each other in a particular area.

The language variation in question is the diversity of the types of language used in writing shop names. Nugrawiyati (2016: 257) further explains that language variations occur due to the diversity of speakers in a very wide area. In addition to the type of language used, the writing of shop names varies because of the characters used. Each shop uses the script that it feels is appropriate and in accordance with the name it has in writing on the signboard.

This chapter describes the forms of language use that occur in places of business in Kendari City. The two forms are in the form of language variations and the number of language-forming words in the name of the place of business used by business actors in Kendari City. Both are described based on the type of language of each form.

1. Language Variations in Names of Business Places in Kendari City

In the previous explanation, it was explained that Kendari City is a city that uses Indonesian as the National Language. The people of Kendari City use Indonesian and local languages in their daily conversations. Not only in conversations that use Indonesian, almost all aspects of life that require language to support activities also use Indonesian, as well as in the naming of places of business.

Kendari as a multi-ethnic city, the language that is developing in Kendari City is not only Indonesian. There are foreign languages used such as English. In addition to foreign languages, local languages are also involved in the use of business premises in Kendari City. Foreign languages are used by a few speakers in certain circumstances, such as in learning. Based on the results of the data obtained, there are three languages that are used in the majority of business place names in Kendari City, namely Indonesian, English and Mixed Language.

On the entire data obtained, this discussion will focus on the use of dominant languages by taking all data on business place names that use Indonesian, English and Mixed. In addition, local languages will still be included in the discussion of this research as regulated in their use by PERDA number 5 of 2021 concerning the preservation of local languages in Kendari City.

Based on the analysis of the data that has been examined, 129 data were found in the form of visual images of linguistic signs in the city of Kendari. The data is obtained from landscape data sources in the form of nameplates on buildings (permanent, semi-permanent and non-permanent) which are of the type of aluminium plate name plates, mika acrylic, wood, or galvanized nameplates. Language construction in LL of Kendari City's business premises is indicated by the language used in the language signs in the landscape data source in the area of the region. There are 3 languages in LL where the business is located in Kendari City found by researchers, namely Indonesian, English, and the local language with monolingual and bilingual use. There are 3 variations of the language landscape in their appearance that dominate the linguistic landscape in Kendari City, namely 1) Indonesian; 2) English; 3) Indonesian-English mixed language, and 4) Local Language. The following is further analysis and discussion based on the data found.

Table 1: List of Landscape Linguistics at Business Locations in Kendari City

Nu.	LOKAL LANGUAGE	INDONESIA LANGUAGE	INGGRIS LANGUAGE	CAMPURAN LANGUAGE
1.	WONG SOLO	AYAM GEPREK BOROBUDUR	UPITSHOP	RM. COTO JE'NE BERANG
2.	BARAKATI	BAKMI CAHAYA	PEBRY FASHION	RM. MBELGEDES SEMARANG
3.	GROJOGAN SEWU	ISTANA AYAM GEPREK METAL	RESHOP	SNACK ENAK
4.		MARTABAK ORTEGA MANDIRI	RUBY COLLECTION	WARUNG CHINESEFOOD KENDEDESS
5.		PRASMANAN RM. YUYUN	NN. KIDS	STAR PULSA
6.		RM. PRASMANAN UYA	TCS THE CHOMENK STORE	ADEPRINT FOTOKOPI
7.		RUMAH MAKAN PADANG SARNANI	KENDARI JERSEY SPORT	PERCETAKKAN PANAIK'KU
8.		RUMAH MAKAN ROXY	KENDARI MUSLIM STORE (KMS)	STORE KAOS 3 LEMBAR 100.000
9.		R.M. ANNISA PRASMANAN	I AM FASHION STORE	OMAH FASHION KENDARI
10.		RM COTO MAKASSAR MARTANDU	HAN'S DISTRO KENDARI	KOPI_ONE
11.		SARI LAUT BANG ANDI	GALA SHOP	KEDAI ES ANGKA DEKI
12.		WARUNG MAKAN BANYUWANGI JAWA TIMUR	DETIFAZ BABY KIDS	

13.		WARUNG MAKAN LARIS	CITRA GALLERY	
14.		KEDAI WANGGU	AFGAN FASHION BABY & KIDS	
15.		KIOS ANUGERAH	MAHARANI MART	
16.		KOPI +62	INDOMARET FRESH	
17.		TOKO KOPI SINAR	FAISAL CELL	
18.		WARKOP SI DOEL	HALUOLEO PHONE	
19.		GALA KARYA SEJAHTERA	RACHEL	
20.		JAYA RAYA	SHINE 99	
21.		PELITA KARYA	USMAN JHON BLACK	
22.		TOKO SAN JAYA	D'MENZA	
23.		AYU BUTIK	DRINK STATION 2	
24.		AYU SENTRAL KEBAYA	KALA TEA & COFFEE	
25.		GROSIR MARTANDU	RAY COFFEE	
26.		NAZWA HIJAB	INAYAH EXPRESS LOUNDRY	
27.		SURY HIJAB	PRO LOUNDRY	
28.		PERMAISURI MOBIL	FAST CLEAN LAUNDRY	
29.		UD. ABADI MOTOR	WIEN LAUNDRY	
30.		UD. SURYA INDAH MOTOR	CHOKEN BAKERY	
31.		DIAN JAYA PB	LALA BAKERY&CAKE	
32.		SENYUM 5000	CLASIC DONAT	
33.		FATHAR RAJA PULSA	BARBERSHOP RIZKY	
34.		JURAGAN PULSA	ZADA BARBERSHOP 1	
35.		WAROENG PULSA	AIRINT MEGA PRINT	
36.		FIZ JAYA	FOTOCOPY ANUGRAH	
37.		RAJA MURAH	BEAUTY	
38.		TAS CANTIK MURAH		
39.		KIOS DIANA		
40.		KIOS FAHMI		
41.		TOBEA KOMPUTER		

42.		TOKO SYAWAL		
43.		MEGAH MOTOR		
44.		TIGA PUTRA MOTOR		
45.		PANGKAS RAMBUT		
46.		PANGKAS RAMBUT ALFATHAR		
47.		MEUBEL SYAFAR JAYA "JATI MUNA"		
48.		MAKASSAR HELM		
49.		SATU-SATU		

The data collected amounted to 100 data, of which there were 3 places of business with local languages, 49 places of business called Indonesian, 37 places of business called English, and 11 places of business called Mixed Language. The percentages in the diagram in Figure 1. are made only in terms of the vocabulary of the language used.

1) The Name of the Business Place in Kendari City uses the Local Language

Store names that are said to be in the local language are names that use the vocabulary in the local language. The naming does not look at the way of writing on the shop's signboard. As long as the name uses vocabulary terms in the local language, the nameplate for the place of business is considered to be in the local language.

Names of places of business that use the local language are 3 names out of 100 total data on names of places of business, which is 3% of the total data on store names obtained. LL's views regarding the use of the local language in Kendari City do exist, although the number is very small. This statement proves that there is no compliance by business actors regarding the regional regulation of Southeast Sulawesi Province Number 5 of 2021 concerning the Development, Guidance and Protection of Regional Languages and Regional Literature, particularly the embedding of the Local Language on the nameplate of the place of business as proof of the local community in the form of writing in the room public. The following is a list of 3 data from business places in Kendari using the local language.

Table 2: List of Names of Places of business in Lokal

Nu.	Name of place of business	Type of place of business
1.	WONG SOLO (JAWA)	Place to eat
2.	GROJOGAN SEWU (JAWA)	Place to eat
3.	BARAKATI (MUNA)	Grocery store

Based on the table above, it can be seen that there are only two types of business places that embed the Regional Language on the nameplate of the place of business. This is a place to eat and a grocery store.

1. Place to Eat

Place to eat is a general term to refer to business almost boga, which presents dish to public and provide a place to enjoy the meal as well as setrates particularly for food and service. Based on the results of the data that have been obtained by researchers, places of business that use the

local language with the highest number based on table 2 are places to eat, namely 2 names or 66.6%.

2. Grocery Store

Grocery store is a store that sells various kinds of daily needs. In addition, the types are diverse and more complete. Based on the results of the data that have been obtained by researchers, places of business that use the local language after places to eat are grocery stores, namely 1 name or 33.3%.

a. Elements of Place of Business

1) Elements City of origin/place/location of business

On the signboard "Wong Solo" means a solo person, meaning that this place of business indicates that the business owner is a solo person or has Javanese ethnicity who has a business branch in Kendari City. The term "Solo" is believed to refer to a place, namely a big city in West Java Province. It's the same with the nameplate "Grojogan Sewu" which comes from the Javanese language and means "a thousand waterfalls". Grojogan Sewu is a waterfall located in Central Java Province. It is located in Tawangmangu District, Karanganyar Regency, Central Java. Grojogan Sewu Waterfall is located on the slopes of Mount Lawu. Grojogan Sewu Waterfall is part of the Grojogan Sewu Tourism Forest

2) The element of prayer/hope

At the store "Barakati" is a term in Muna and Buton languages which means "blessed". The name on this nameplate contains a prayer which is of course addressed to the place of business so that it will always be blessed. The owner of the place of business is a person of Muna ethnicity who is one of the original ethnic groups in Kendari City.

3) The name of the place of business in Kendari City uses Indonesian

In landscape linguistics in Kendari City, 49 data were found for business premises using Indonesian. The data is found in landscape data sources in the form of signboards. Names of places of business that are said to be in Indonesian are names that use Indonesian vocabulary and do not pay attention to the way they are written. As long as the name uses vocabulary terms in Indonesian, the store is considered to be an Indonesian-language store name.

The results of the data obtained are categorized by the names of business places based on the language used. Names of places of business that use Indonesian are 49 names out of 100 total data on names of places of business, which is 49% of the total data on store names obtained. From the data collected, the majority of business places use Indonesian without using additional vocabulary in other languages for the name of the shop, namely places to eat with 13 names of data, 6 names of coffee shops, 4 names of building materials shops, 5 names of clothing stores, 3 car dealers names, 2 names for grocery stores, 3 names for pulse shops, 2 names for bag shops, 2 names for basic food stalls, 2 names for electronics shops, 2 names for automotive shops, 2 names for barbershops, 1 name for furniture shops, 1 name for helmet shops, and shops household furniture 1 name. So, the total number of store names using

Indonesian is 49 names. The number of business places that use the Indonesian language the most in their names are places to eat.

Table 3: List of Names of Places of Business in Indonesian

Nu.	Name of place of business	Type of place of business
1.	AYAM GEPREK BOROBUDUR	Place to eat
2.	BAKMI CAHAYA	Place to eat
3.	ISTANA AYAM GEPREK METAL	Place to eat
4.	MARTABAK ORTEGA MANDIRI	Place to eat
5.	PRASMANAN RM. YUYUN	Place to eat
6.	RM. PRASMANAN UYA	Place to eat
7.	RUMAH MAKAN PADANG SARNANI	Place to eat
8.	RUMAH MAKAN ROXY	Place to eat
9.	R.M. ANNISA PRASMANAN	Place to eat
10.	RM COTO MAKASSAR MARTANDU	Place to eat
11.	SARI LAUT BANG ANDI	Place to eat
12.	WARUNG MAKAN BANYUWANGI JAWA TIMUR	Place to eat
13.	WARUNG MAKAN LARIS	Place to eat
14.	KEDAI WANGGU	Coffee shop
15.	KIOS ANUGERAH	Coffee shop
16.	KOPI +62	Coffee shop
17.	TOKO KOPI SINAR	Coffee shop
18.	WARKOP SI DOEL	Coffee shop
19.	GALA KARYA SEJAHTERA	Building materials store
20.	JAYA RAYA	Building materials store
21.	PELITA KARYA	Building materials store
22.	TOKO SAN JAYA	Building materials store
23.	AYU BUTIK	Clothing store
24.	AYU SENTRAL KEBAYA	Clothing store
25.	GROSIR MARTANDU	Clothing store
26.	NAZWA HIJAB	Clothing store
27.	SURY HIJAB	Clothing store
28.	PERMAISURI MOBIL	Diler mobile
29.	UD. ABADI MOTOR	Diler mobile
30.	UD. SURYA INDAH MOTOR	Diler mobile
31.	DIAN JAYA PB	Grocery store
32.	SENYUM 5000	Grocery store
33.	KIOS DIANA	Grocery store
34.	KIOS FAHMI	Grocery store
35.	FATHAR RAJA PULSA	Pulse shop
36.	JURAGAN PULSA	Pulse shop
37.	WAROENG PULSA	Pulse shop
38.	FIZ JAYA	Bag store
39.	TAS CANTIK MURAH	Bag store
40.	TOBEA KOMPUTER	Electronic store
41.	TOKO SYAWAL	Electronic store
42.	MEGAH MOTOR	Automotive shop
43.	TIGA PUTRA MOTOR	Automotive shop

44.	PANGKAS RAMBUT	Barber shop
45.	PANGKAS RAMBUT ALFATHAR	Barber shop
46.	MEUBEL SYAFAR JAYA "JATI MUNA"	Furniture store
47.	MAKASSAR HELM	Helmet shop
48.	SATU-SATU	RT furniture store

a. Type Of Business Place

Business place is a place used for trading, industrial, production, service business activities, storage of documents relating to the company, as well as activities for storing or exhibiting goods, including residential houses which are partly used for other activities. the." (*Article 1 Letter p Law Number 2 of 1981 Concerning Legal Metrology).* There are many types of business places that vary according to the products or services offered. The following is a review of various types of business places based on the sorting of data that has been collected by researchers.

1. Place To Eat

Place to eat is a general term to refer to business almost boga, which presents dish to public and provide a place to enjoy the meal as well as setrates particularly for food and service. Based on the results of the data that has been obtained by researchers, places of business that use Indonesian with a number that dominate other businesses are places to eat, namely as many as 13 names or 13% of the total data.

2. Coffee Shop

Coffee shop, a coffee shop, or coffee shop (commonly shortened to Warkop) is a business that primarily serves coffee (of various types, exespresso, latte, cappuccino). Some coffee shops may serve cold drinks like ice coffee and are you. Coffee shops can also serve food such as snack light, sandwich, muffin, fruit, or cake dry. Based on the results of the data that has been obtained by the researchers, the second largest number of business places that use Indonesian after places to eat are coffee shops, namely 6 names or 6%.

3. Building Materials Store

A building shop is a place that is used in the business discipline of selling construction needs and home furnishings. Based on the results of the data that has been collected, the places of business that use Indonesian with the third highest rank are building materials stores, with 4 names or 4%.

4. Clothing Store

Clothing store is a type of business engaged in the sale of clothing (fashion) which sells various models of clothing. Based on the results of the data that have been obtained by the researchers, places of business that use Indonesian with the next type of business are clothing stores, with 5 names or 5%.

5. Diler Mobile

A dealer is an agency or individual whose job is to distribute goods from producers to consumers. A car dealer is a place to buy a new vehicle in the form of a car. Based on the results of the data that have been obtained by researchers, the next type of business places that use Indonesian are coffee shops, namely 3 names or 3%.

6. Pulsa Shop

A pulse store is a business that provides pulse as a payment tool used for users of mobile phone services or telecommunication devices that utilize wireless technology, for example mobile phones. Based on the results of the data that has been obtained by researchers, the following Indonesian-speaking business places are types of businesses in the form of pulse shops with a total of 3 names or 3%.

7. Grocery Store

Grocery store is a store that sells various kinds of daily needs. In addition, the types are diverse and more complete. Based on the results of the data that has been obtained by the researchers, the following Indonesian-language business places are the types of coffee shop businesses, namely 2 names or 2%.

8. Bag Store

The bag shop, of course, is a place of business that provides and offers textile products in the form of bags. Based on the results of the data that has been obtained by researchers, the following Indonesian-speaking places of business are types of businesses in the form of bag shops with 2 names or 2%.

9. Food Stalls

Food stalls, stalls that sell daily needs, while basic food is an abbreviation of the nine basic ingredients for daily needs.Based on the results of the data that have been obtained by researchers, places of business that use Indonesian with a total of 2 names or the next 2% are food stalls.

10. Electronic Store

Electronic shop is a place to sell goods or objects that are made and work on the basis of electronic principles. These items can be televisions, refrigerators, stoves, air conditioners, washing machines, and so on.Based on the results of the data that has been obtained by researchers, places of business that use Indonesian with a total of 2 names or the next 2% are electronic shops.

11. Automotive Shop

Automotive Shop are technical tool shops, car/motorcycle repair tools, safety equipment, and others. Based on the results of the data that has been obtained by researchers, places of business that use Indonesian with a total of 2 names or the next 2% are automotive shops.

12. Barber Shop

Barbershop is one type of business that is included in the category of businesses engaged in the service sector, in which it provides haircut services for customers.Based on the results of the data that has been obtained by researchers, places of business that use Indonesian with a total of 2 names or the next 2% are barbershops.

13. Furniture Store

Furniture storeis a trading company engaged in the sale of furniture for household appliances such as tables, chairs, cabinets, etc., where the promotion and sales process is still conventional. Based on the results of the data that has been obtained by researchers, places of business that use Indonesian with only 1 name or 1 out of 49 data are furniture stores.

14. Helmet Store

A helmet shop is a place of business that provides products in the form of helmet sprotective gear worn on the head and usually made of metal or some other hard material such as kevral, fiber resin, or plastic. Based on the results of the data that have been obtained by the researchers, places of business that use Indonesian with only 1 name or 1% of the 49 data are helmet shops.

15. Home Furniture Store

A household furniture store is a device that functions to assist activities carried out at home, such as cooking, cleaning and preserving food. Items or equipment that can be sold include plates, spoons, glasses, brooms, duster, wipers, brushes, buckets, wastebaskets, soap containers, spoon holders and so on. Based on the results of the data that has been obtained by the researchers, places of business that use Indonesian with only 1 name or 1% of the 49 data are household furniture stores. Furthermore, if grouped based on the language element at the place of business, each is divided into several elements, the following is the explanation.

b. Diction Elements Of Business Place Language

In this section, the data displayed will be broken down according to the language elements at the place of business in stages, namely part one place of business that has 1 element and part two places of business that has 2 or 3 elements. This is because the language elements on the nameplate are sorted in such a way based on the vocabulary on the nameplate of the place of business.

1) Product Information Diction

Products are goods or services that are made and added to their usefulness in the production process and become the end result of the production process. The use of product elements in shop signboards found a total of 26 data users. Product elements listed on the nameplate are used to make it easier for people to know the products sold at the place of business. Product elements in the nameplate are placed after or before the name element. Product information serves to convey information about the details of the store's products. Product information in Purnami (2010: 16) is presented as details. Details are descriptions of the part of the business

being offered. However, in this study the term details was adjusted to become product information, because the use of product information was considered more appropriate to represent product details. In the following, some examples of store signboard data include product information element.

Table 4: List of Indonesian language business place names

Nu.	Name of place of business	Type of place of business
1)	ISTANA AYAM GEPREK METAL	Place to eat
2)	KOPI +62	Coffee shop
3)	SUMBER BANGUNAN SB	Building materials store
4)	TAS CANTIK MURAH	Bag store
5)	JURAGAN PULSA	Pulse shop
6)	WAROENG PULSA	Pulse shop

Of the 32 types of data above, the words in bold (example 'smashed chicken' is the type of goods (food/product) sold or services offered. by the place of business. These names are used as the name of the place of business so that people can recognize the place easily. The use of the name of the type of product being sold can be an identification sign or icon for potential buyers.

2) Personal Name Diction

The use of personal names can be used as identification or icons for prospective buyers (Aribowo, 2017: 12) and used as a characteristic for naming a place of business. Other terms used are in the form of elements of the business owner's own name or the name of the child of the business owner pinned on the nameplate of the place of business. Another function of attaching a name to a place of business is also used as a characteristic for the form of naming places to eat.

Table 5: List of Names of Places of Business in Indonesian in the Form of People's Names

Nu.	Name of place of business	Type of place of business
1.	PRASMANAN RM. YUYUN	Place to eat
2.	RM. PRASMANAN UYA	Place to eat
3.	RUMAH MAKAN ROXY	Place to eat
4.	KIOS ANUGERAH	Coffee shop
5.	KIOS DIANA	Grocery store
6.	KIOS FAHMI	Grocery store
7.	TOKO SYAWAL	Electronic store
8.	PANGKAS RAMBUT ALFATHAR	Barber shop
9.	R.M. ANNISA PRASMANAN	Place to eat
10.	SARI LAUT BANG ANDI	Place to eat

In the table above, we can also find several shop names that use the term proper names other than places to eat.

3) Diction Prayer or Hope

Prayer is a request or request from a servant to God by using the desired pronunciation and by fulfilling the stipulated conditions, or asking for something according to his wishes or asking for protection from Allah SWT. In this section, the prayer is embedded in the name board as a form of written request about the place of business that is being pioneered. Not only in places to eat, there are also other businesses whose names contain elements of prayer and hope. Here is the table list.

Table 6: List of Names of Places of Business in Indonesian in the Form of Prayers and Hopes

Nu.	Name of place of business	Type of place of business
1.	WARUNG MAKAN LARIS	Place to eat
2.	JAYA PERKASA	Building materials store
3.	JAYA RAYA	Building materials store
4.	PELITA KARYA	Building materials store
5.	TOKO SAN JAYA	Building materials store
6.	SENYUM 5000	Grocery store
7.	RAJA MURAH	Bag store
8.	SATU-SATU	furniture store Household

4) Diction City of origin/place/location of business

Table 7: List of Names of Business Places in Indonesian in the Form of City of Origin/Place/Location of Business

Nu.	Name of place of business	Type of place of business
1.	RUMAH MAKAN PADANG SARNANI	Place to eat
2.	WARUNG MAKAN BANYUWANGI JAWA TIMUR	Place to eat
3.	KEDAI WANGGU	Coffee shop
4.	GROSIR MARTANDU	Clothing store

5) Diction Services offered

Table 8: List of Names of Places of Business in Indonesian of the Services Offered

Nu.	Name of place of business	Type of place of business
1.	PANGKAS RAMBUT	Barber shop

In addition, there are also places of business that have 2 and 3 elements based on data collected by researchers. Here are the descriptions.

1) Product Information Diction and Personal Name

Products are goods or services that are made and added to their usefulness in the production process and become the end result of the production process. The use of product elements in shop signboards found a total of 26 data users. Product elements listed on the nameplate are used to make it easier for people to know the products sold at the place of business. Product elements in the nameplate are placed after or before the name element. Product information serves to convey information about the details of the store's products. Product information in

Purnami (2010: 16) is presented as details. Details are descriptions of the part of the business being offered. However, in this study the term details was adjusted to become product information, because the use of product information was considered more appropriate to represent product details.

The number of business places that use the Indonesian language the most in their names are places to eat. In the following, some examples of store signboard data include product information elements.

Table 9: List of Indonesian Language Business Place Names in the Form of Product Information and Personal Names

Nu.	Name of place of business	Type of place of business
1.	WARKOP SI DOEL	Coffee shop
2.	AYU BUTIK	Clothing store
3.	AYU SENTRAL KEBAYA	Clothing store
4.	NAZWA HIJAB	Clothing store
5.	SURY HIJAB	Clothing store
6.	KOPI KIER	Coffee shop

These names are used as the name of the place of business so that people can recognize the place easily. The use of the name of the type of product being sold can be used as an identification or icon for potential buyers.

2) Product Information Diction and Elements of Prayer/Hope

The use of personal names can be used as identification or icons for prospective buyers (Aribowo, 2017: 12) and used as a characteristic for naming a place of business. Other terms used are in the form of elements of the business owner's own name or the name of the child of the business owner pinned on the nameplate of the place of business. Another function of attaching a name to a place of business is also used as a characteristic for the form of naming places to eat.

Table 10: List of Business Place Names in Languages Indonesia in the Form of Product Information and Elements of Prayer/Hope

Nu.	Name of place of business	Type of place of business
1.	BAKMI CAHAYA	Place to eat
2.	MARTABAK ORTEGA MANDIRI	Place to eat
3.	TOKO KOPI SINAR	Coffee shop
4.	PERMAISURI MOBIL	Diler mobile
5.	UD. ABADI MOTOR	Diler mobile
6.	UD. SURYA INDAH MOTOR	Diler mobile
7.	MEGAH MOTOR	Automotive shop

In the table above, there are several store names that use the term personal names other than places to eat.

3) **Diction of Product Information and Elements City of Origin/Place/Location of Business**

Table 11: List of Names of Business Places in Indonesian in the Form of Product Information and Elements of City of Origin/Place/Location of Business

Nu.	Name of place of business	Type of place of business
1.	AYAM GEPREK BOROBUDUR	Place to eat
2.	RM COTO MAKASSAR MARTANDU	Place to eat
3.	TOBEA KOMPUTER	Electronic store
4.	MAKASSAR HELM	Helmet store

4) **Personal Name Diction and Prayer/Hope Diction**

Table 12: List of Indonesian Language Business Place Names in the Form Of Personal Names and Pray/Hope Elements

Nu.	Name of place of business	Type of place of business
1.	GALA KARYA SEJAHTERA	Building materials store
2.	DIAN JAYA PB	Grocery store
3.	FIZ JAYA	Bag store

The table above shows the nameplates in the city of Kendari, which also contain dictions for personal names and prayer/hope dictions.

5) **Diction of Services offered and Elements of Personal Names**

Table 13: List of Indonesian Language Business Place Names Services Offered and Elements of Personal Names

Nu.	Name of place of business	Type of place of business
1.	PANGKAS RAMBUT ALFATHAR	Barber shop

The following is a list of data tables that have 3 and 4 elements in the language of the place of business based on data that has been collected by researchers.

6) **Diction of Personal Name, Service offered, Prayer/hope and City of Origin/Place/Location of Business**

Table 14: List of Indonesian Language Business Place Names in the Form of Personal Names, Services Offered, Prayer/Hope and City of Origin/Place/Location of Business

Nu.	Name of place of business	Type of place of business
1.	FATHAR RAJA PULSA	Pulse shop
2.	MEUBEL SYAFAR JAYA "JATI MUNA"	Furniture store

7) **The name of the place of business in Kendari City uses English**

English naming in LL in Kendari City found as many as 65 data. The data is found in landscape data sources in the form of business places. This section discusses LL with the form of language at the place of business using English with English vocabulary as well. The following is an example of using English (monolingual) in LL at a place of business.

Table 15: List of names of places of business in English

Nu.	Name of place of business	Type of place of business
1.	UPITSHOP	Clothing store
2.	PEBRY FASHION	Clothing store
3.	RESHOP	Clothing store
4.	RUBY COLLECTION	Clothing store
5.	NN. KIDS	Clothing store
6.	TCS THE CHOMENK STORE	Clothing store
7.	KENDARI JERSEY SPORT	Clothing store
8.	KENDARI MUSLIM STORE (KMS)	Clothing store
9.	I AM FASHION STORE	Clothing store
10.	HAN'S DISTRO KENDARI	Clothing store
11.	GALA SHOP	Clothing store
12.	DETIFAZ BABY KIDS	Clothing store
13.	CITRA GALLERY	Clothing store
14.	AFGAN FASHION BABY & KIDS	Clothing store
15.	MAHARANI MART	Grocery store
16.	INDOMARET FRESH	Grocery store
17.	FAISAL CELL	Pulse shop
18.	HALUOLEO PHONE	Pulse shop
19.	RACHEL	Pulse shop
20.	SHINE 99	Pulse shop
21.	USMAN JHON BLACK	Pulse shop
22.	D'MENZA	Coffee shop
23.	DRINK STATION 2	Coffee shop
24.	KALA TEA & COFFEE	Coffee shop
25.	RAY COFFEE	Coffee shop
26.	INAYAH EXPRESS LOUNDRY	Laundry place
27.	PRO LOUNDRY	Laundry place
28.	FAST CLEAN LAUNDRY	Laundry place
29.	WIEN LAUNDRY	Laundry place
30.	CHOKEN BAKERY	Cake store
31.	LALA BAKERY&CAKE	Cake store
32.	CLASIC DONAT	Cake store
33.	BARBERSHOP RIZKY	Barber shop
34.	ZADA BARBERSHOP 1	Barber shop
35.	AIRINT MEGA PRINT	Print shop
36.	FOTOCOPY ANUGRAH	Print shop
37.	BEAUTY	Beauty shop

Based on the contents of the table shown above, there were 37 names in English or 37% of the total data obtained. Of the 37 names, grouped by type of store, namely 14 clothing stores, 2 grocery stores, 5 credit shops, 4 coffee shops, 4 laundry shops, 3 cake shops, 2 barbershops, 2 printing places, and beauty shop 1 name. Furthermore, if grouped by type of place of business can be grouped into several sections, the following is a description.

a. Type of place of business

1. Clothing store

Clothing store is a type of business engaged in the sale of clothing (fashion) which sells various models of clothing.Based on the results of the data that have been obtained by the researchers, the places of business that use English with the first largest number are clothing stores with 14 names or 37.8%.The use of English for the name of a clothing store can be a special feature in the naming of a clothing store. Clothing that is often used by ordinary people to keep up with the times. The development of clothing today, many of which are oriented to western culture, the majority of which use English. This affects the naming of business places which are also westernized to use English as well.

2. Grocery store

Grocery store is a store that sells various kinds of daily needs. In addition, the types are diverse and more complete. Based on the results of the data that have been obtained by the researchers, the second largest number of business places that use English after clothing stores are grocery stores, namely 2 names or 5.4%.

3. Pulsa Shop

A pulda store is a business that provides pulsa as a payment tool used for users of mobile phone services or telecommunication devices that utilize wireless technology, for example mobile phones.Based on the results of the data that have been obtained by researchers, the third largest number of business places that use English after grocery stores are pulse shops, namely 5 names or 13.5%.

4. Coffee shop

Coffee shop,coffeeA coffee shop, or coffee shop (commonly shortened to Warkop) is a business that primarily serves coffee (of various types, egespresso, latte, cappuccino). Some coffee shops may serve cold drinks likeice coffee andare you. Coffee shops can also serve food such assnack light,sandwich, muffin, fruit, orcake dry. Based on the results of the data that has been obtained by researchers, the next English-speaking business place is a coffee shop with 4 names or 10.8%.

5. Washing Place

Laundry business is a business engaged in washing and ironing services. Laundry can also be interpreted as an activitywashing clothes or other textile materials and also as a place to wash clothes or other textile materials.Based on the results of the data that has been obtained by researchers, the next English-speaking business place is a laundry place, namely 4 names or 10.8%.

6. Cake Shop

A cake shop is a place that sells bread; Bakery; a type of bread or cake that can be used as a main or light meal with various shapes, types and flavors. (Echols, 2009:98).Based on the

results of the data that has been obtained by the researchers, the next place of business that uses English is a cake shop, namely 3 names or 8.10%.

7. Barbershop

Barbershop is one type of business that is included in the category of businesses engaged in the service sector, in which it provides haircut services for customers.Based on the results of the data that has been obtained by the researchers, the next place of business that uses English is a barbershop, namely 2 names or 5.4%.

8. Place to Print

Printing isprint area and this one is for printing media such as stickers, posters, photos, billboards.Based on the results of the data that has been obtained by the researchers, the next place of business that uses English is a printing place, namely 2 names or 5.4%.

9. Beauty Shop

A cosmetic shop is a place that sells various kinds of substances or treatment tools that aim to beautify and beautify human appearance and the strata/levels are still at home level.Based on the results of the data that have been obtained by the researchers, the lowest number of business places that use English are cosmetic shops, namely 1 name or 2.7%.

b. Language elements of the place of business

1) Product information diction

Table 16: List of names of places of business in English in the form Product Information Diction

Nu.	Name of place of business	Type of place of business
1.	KENDARI JERSEY SPORT	Clothing store
2.	I AM FASHION STORE	Clothing store
3.	HAN'S DISTRO KENDARI	Clothing store
4.	HALUOLEO PHONE	Pulse shop
5.	DRINK STATION 2	Coffee shop
6.	KALA TEA & COFFEE	Coffee shop
7.	RAY COFFEE	Coffee shop
8.	CHOKEN BAKERY	Cake store
9.	LALA BAKERY&CAKE	Cake store
10.	CLASIC DONAT	Cake store

Based on the table above, there is a diction of product name information in the 10 store names which characterizes and clarifies the products provided at the place of business. The product information contained in the nameplate in the table above is:jersey, fashion, distro, phone, drink, tea & coffee, coffee, bakery, bakery & cake, and given.

2) Personal Name Diction

The use of personal names can be used as identification or icons for prospective buyers (Aribowo, 2017: 12) and used as a characteristic for naming a place of business. Other terms

used are in the form of elements of the business owner's own name or the name of the child of the business owner pinned on the nameplate of the place of business. Another function of attaching a name to a place of business is also used as a characteristic for the form of naming places to eat.

Table 17: List of names of places of business in English in the form of diction of proper names

Nu.	Name of place of business	Type of place of business
1.	UPITSHOP	Clothing store
2.	PEBRY FASHION	Clothing store
3.	RESHOP	Clothing store
4.	RUBY COLLECTION	Clothing store
5.	TCS THE CHOMENK STORE	Clothing store
6.	HAN'S DISTRO KENDARI	Clothing store
7.	GALA SHOP	Clothing store
8.	DETIFAZ BABY KIDS	Clothing store
9.	CITRA GALLERY	Clothing store
10.	AFGAN FASHION BABY & KIDS	Clothing store
11.	MAHARANI MART	Grocery store
12.	FAISAL CELL	Pulse shop
13.	RACHEL	Pulse shop
14.	USMAN JHON BLACK	Pulse shop
15.	KALA TEA & COFFEE	Coffee shop
16.	RAY COFFEE	Coffee shop
17.	INAYAH EXPRESS LOUNDRY	Loundry place
18.	WIEN LAUNDRY	Loundry place
19.	LALA BAKERY&CAKE	Cake store
20.	BARBERSHOP RIZKY	Barber shop
21.	ZADA BARBERSHOP 1	Barber shop
22.	AIRINT MEGA PRINT	Print shop

Based on the above table, the elements of personal names on the nameplate are Upit, Pebry, Reni, Ruby, Chomenk, Han's, Gala, Detifaz, Citra, Afgan, Maharani, Faisal, Rati, Usman John, Kala, Ray, Inayah, Wien, Lala, Risky, Zada and Airint Mega.

3) Diction Offers Services

Based on the context where the business uses the diction to offer services contained in the signboard, it means that at that place services are available that can be used by consumers based on different types of services, such as serviceslaundry, barbershop andprint. The following is a table that displays the names containing the diction of the service offering.

Table 18: List of Names of Places of Business in English in the Form of Offering Services

Nu.	Name of place of business	Type of place of business
1.	INAYAH EXPRESS LOUNDRY	Loundry place
2.	PRO LOUNDRY	Loundry place
3.	FAST CLEAN LAUNDRY	Loundry place
4.	WIEN LAUNDRY	Loundry place
5.	BARBERSHOP RIZKY	Barber shop
6.	ZADA BARBERSHOP 1	Barber shop
7.	AIRINT MEGA PRINT	Print shop

4) Promotion Diction

Table 19: List of Business Place Names in English in the Form of Promotional Diction

Nu.	Name of place of business	Type of place of business
1.	INDOMARET FRESH	Grocery store
2.	SHINE 99	Pulse shop
3.	INAYAH EXPRESS LOUNDRY	Loundry place
4.	PRO LOUNDRY	Loundry place
5.	FAST CLEAN LAUNDRY	Loundry place
6.	CLASIC DONAT	Cake store

The table above shows that there is a promotional element on the name board which of course can work to further convince consumers that the language in the place of business can provide consumer satisfaction or the products or services provided, for example in the use of dictionfresh, shine, express, pro, fast clean, andclassic.

5) Consumer Target Diction

The diction used in the form of target consumers means that on some signboards the place of business indicates that the place of business provides goods whose target consumers are certain circles or groups. The target consumers in question are as follows,kids, baby kids, muslim and baby & kids. The following is a table view on consumer target diction.

Table 20: List of Business Names in English in the Form of Consumer Target Diction

Nu.	Name of place of business	Type of place of business
1.	NN. KIDS	Clothing store
2.	DETIFAZ BABY KIDS	Clothing store
3.	KENDARI MUSLIM STORE (KMS)	Clothing store
4.	AFGAN FASHION BABY & KIDS	Clothing store

6) Diction City of origin/place/location of business

Residents of Kendari City are a multi-ethnic society. The diversity of the population affects the use of language on the sign, namely in the choice of language for the naming of business places. English is a languageuniversal It is the most widely spread language in the world. Many countries use English as their daily language or a mix of local languages.The product

information contained in the nameplate in the table above is Kendari. The following is a table regarding the diction.

Table 21: List of names of business places in English in the form of diction City of origin/place/location of business

Nu.	Name of place of business	Type of place of business
1.	KENDARI JERSEY SPORT	Clothing store
2.	KENDARI MUSLIM STORE (KMS)	Clothing store
3.	HAN'S DISTRO KENDARI	Clothing store

8) The name of the business place in Kendari City uses Mixed Language

In the results shown previously, it was stated that from the amount of data obtained, there were 11 shop names in Kendari City that used mixed languages. Mixed Languages in the data are 5 names of Indonesian-English, 4 names of Indonesian-Local, 1 name of English-Local, and 1 name of Indonesian-English-Local. In this section, it is found that the phenomenon of the language being used simultaneously in one place of business name. Examples are in the following table.

Table 22: List of Names of Business Places with Mixed Languages

Nu.	Name of place of business	Type of place of business
1.	RM. COTO JE'NE BERANG	Place to eat
2.	RM. MBELGEDES SEMARANG	Place to eat
3.	SNACK ENAK	Place to eat
4.	WARUNG CHINESEFOOD KENDEDESS	Place to eat
5.	STAR PULSA	Pulse shop
6.	ADEPRINT FOTOKOPI	Print shop
7.	PERCETAKKAN PANAIK'KU	Print shop
8.	STORE KAOS 3 LEMBAR 100.000	Clothing store
9.	OMAH FASHION KENDARI	Clothing store
10.	KOPI_ONE	Coffee shop
11.	KEDAI ES ANGKA DEKI	Ice shop

Based on the appearance of the table above, 11 names using several languages were found simultaneously in each shop name. The majority of the names listed in the table above use Indonesian-English, followed by Indonesian-Local, then Indonesian-English-Local. The arrangement in question is in the form of vocabulary used on the nameplate of the place of business. Indonesian-Local languages are no less existent than other mixed languages. This mixed language forms names for several types of business premises

Based on the contents of the table shown above, there are 11 names with mixed languages or 11% of the total amount of data obtained. The 11 names were grouped by type of shop, namely 4 places to eat, 1 name of credit shops, 2 names of printing places, 2 names of clothing stores, 1 name of coffee shops, and 1 name of ice shops.

Furthermore, if grouped by type of business at the place of business it is divided into several, viz.

a. Type of Business Place

1. Place to eat

Place to eat is a general term to refer to business<u>almost boga</u>, which presents<u>dish to</u><u>public</u> and provide a place to enjoy the meal as well as set<u>rates</u> particularly for food and service. Based on the results of the data that has been obtained by researchers, places of business that use mixed languages with a number that dominates other types of places of business are places to eat, namely 4 names or 36.6%.

2. Pulsa Shop

A pulda store is a business that provides pulsa as a payment tool used for users of mobile phone services or telecommunication devices that utilize wireless technology, for example mobile phones.Based on the results of the data that has been obtained by the researchers, the next place of business that uses Mixed Language is the pulse shop, namely 1 name or 9.1%.

3. Place To Print

Printing isprint area and this one is for printing media such as stickers, posters, photos, billboards.Based on the data that has been obtained by the researcher, the next place of business that uses Mixed Language is the place of printing, which is as many as 2 names or 18.8%.

4. Clothing Store

Clothing store is a type of business engaged in the sale of clothing (fashion) which sells various models of clothing.Based on the results of the data that has been obtained by researchers, the next place of business that uses Mixed Language is a clothing store, namely 2 names or 18.8%.

5. Coffee Shop

Coffee shop,coffeeA coffee shop, or coffee shop (commonly shortened to Warkop) is a business that primarily serves coffee (of various types, egespresso, latte, cappuccino). Some coffee shops may serve cold drinks likeice coffee andare you. Coffee shops can also serve food such assnack light,sandwich, muffin, fruit, orcake dry. Based on the results of the data that has been obtained by researchers, the next place of business that uses Mixed Language is a coffee shop, namely 1 name or 9.1%.

6. Ice Shop

Indonesian Typical Ice Drink which serves various types of ice that are popular with local people such as green banana ice, melon ice and cendol ice.Based on the results of the data that has been obtained by researchers, the next place of business that uses Mixed Language is a coffee shop, namely 1 name or 9.1%.

In addition, the local language used on the nameplate of the place of business also varies. As you know, Kendari is a multi-ethnic city. This means that there are several ethnic groups who are native to the city. The indigenous people in question are the Muna ethnicity, Tolaki ethnicity, Moronene ethnicity, Buton ethnicity, Wawonii ethnicity, and there are even many other ethnicities such as Bugis, Makassar and Javanese. However, based on the data that has

been collected, the Local Languages listed on the Mixed Language nameplate are only Muna, Makassar and Javanese. This indicates that many languages of Kendari City's original ethnicity have not been used or pinned on the nameplates of business premises in the region.

b. Language Diction of Place of Business

1) Product Information Diction

Table 23: List of Mixed-Language Business Place Names in the form of Product Information Dictions

Nu.	Name of place of business	Type of place of business
1.	Ddoorz BAKSO INDONESIA	Place to eat
2.	RM. COTO JE'NE BERANG	Place to eat
3.	SNACK ENAK	Place to eat
4.	WARUNG CHINESEFOOD KENDEDESS	Place to eat
5.	WARUNG PANGKEP SOP SAUDARA NYAMANG	Place to eat
6.	STAR PULSA	Pulse shop
7.	HALO RAJA HP	Pulse shop
8.	TOKO IKARIA SPORT	Clothing store
9.	STORE KAOS 3 LEMBAR 100.000	Clothing store
10.	KOPI_ONE	Coffee shop
11.	DUA BELAS COFFEE	Coffee shop
12.	KEDAI ES ANGKA DEKI	Ice shop

Based on the table above, there is a diction of product name information in the 12 store names which characterizes and clarifies the products provided at the place of business. The product information contained in the nameplate in the table above, namely: meatballs, coto, snack, Chinese food, brother soup, pulse, hp, clothes sport, t-shirts, coffee and ice.

2) Personal name diction

The use of proper names can be a sign and used as a characteristic for the form of naming a place of business. The following is a table regarding places of business that contain dictions of personal names.

Table 24: List of mixed-language business place names in the form of personal diction

Nu.	Name of place of business	Type of place of business
1.	ADEPRINT FOTOKOPI	Print shop
2.	TOKO IKARIA SPORT	Clothing store
3.	OMAH FASHION KENDARI	Clothing store

The dictions that contain their own names are contained in the nameplate in the table above, namely: Ade, Ikaria and Omah.

3) Diction City of origin/place/location of business

The following is a table regarding the place of business that contains the Diction City of origin/place/location of business.

Table 25: List of names of mixed-language business places in the form of Diction City of origin/place/location of business

Nu.	Name of place of business	Type of place of business
1.	Ddoorz BAKSO INDONESIA	Place to eat
2.	RM. MBELGEDES SEMARANG	Place to eat
3.	WARUNG MAKAN TORAJA RANO	Place to eat
4.	OMAH FASHION KENDARI	Clothing store

The mixing of the two languages in store names in Kendari City has resulted in a variety of languages used, so that variations in shop names are not monotonous. Based on the table above, there is a diction City of origin/place/business location in the 4 shop names which characterizes and clarifies the products provided at the place of business. The dictions contained in the nameplate in the table above are: Indonesia, Semarang, Toraja and Kendari.

a) The number of words forming the language on the nameplate of the place of business in Kendari City

The nameplate of the place of business has a number of different phrases between one nameplate and another. Even though the number of phrases is the same, there are still differences in the form of the phrases on the nameplate. The use of language on signboards in public spaces in Kendari City uses syntactic units in the form of words, phrases and clauses while syntactic units in the form of sentences are not found in this study. The most widely used syntactic units in naming nameplates are phrases. The following is a table of disaggregated data regarding words, phrases and clauses.

a) Words as Forming Language on the Nameplate

The word is the smallest unit at the syntactic level that has the potential to stand alone. Words are divided into seven word classes. Such as, noun word class, verb word class, adjective word class, numeric word class, pronoun word class, adverb word class and preposition word class.

On the naming of the nameplates of public spaces on Jalan Protocol, only noun classes are found for the identity of the institution, agency or company. Noun word classes are basically nouns that are restricted as the name of an object and everything that is objected because the data used in this study is in the form of nameplates on buildings or buildings that use noun word classes for naming institutions, agencies. Or the company as the identity of these buildings. While the word classes of verbs, adjectives, numerals, pronouns, adverbs, and pronouns are not found in the use of language on the signboards of public spaces on Kendari city.

The following is a table of nameplate data using word syntax units.

Table 26: List of business place names containing the word

Nu.	Name of place of business	Type of place of business
1.	Barakati	Noun
2.	Satu-satu	Numeric
3.	Rachel	Pronoun +Noun
4.	D'Menza	Noun
5.	Beauty	Noun

In words, there is the use of an abbreviation in the naming of public space nameplates on Jalan Kota Kendari. Basically, abbreviation is a process of dating the parts of a lexeme or a combination of lexemes so that a new form which has the status of a word as a result of shortening is called an abbreviation. As is the case with words, there are not many uses for abbreviations because not everyone knows or even understands the abbreviations used in naming nameplates so that the intent that the institution, agency or company wants to convey cannot be conveyed properly.

Abbreviations are divided into five forms, such as abbreviations, fragments, acronyms, contractions and letter symbols. However, not all forms of these abbreviations are used, only abbreviated forms and acronyms are used. Basically an abbreviation is a shortening process consisting of one or more letters. In addition, an acronym is an abbreviation that combines initial letters or syllables or combines letters and syllables that are written and pronounced as words that comply with Indonesian phonotactic rules. Both for contractions are usually found in written discourse while letter symbols are used for chemical symbols, abbreviations for units of measure, measures, scales, and currency not followed by periods.

b) Language-forming phrases on nameplates

A phrase is a syntactic unit consisting of two or more words and has no predicative relationship and has accuracy in expressing the name as identity, ownership, origin, field, time, location, instructions, and advertising media used by the institution, agency or company. As with words, as a syntactic unit, phrases are divided into several categories, such as nominal phrases, verbal phrases, adjective phrases, numeral phrases, pronominal phrases, adverbial phrases and prepositional phrases.

1) Language-forming nominal phrases on nameplates

Nominal phrases are syntactic units consisting of two or more words that make nouns the core and are followed by other categories. Based on the interpretation of the analysis of the form and meaning of the language contained in the naming of public space signboards, the category of nominal phrases is the most widely used because basically nominal phrases are units of language that describe nouns and normally all nameplates used for naming institutions, agencies or companies are nouns so the most used noun phrases for naming signboards.

Table 27: List of business place names containing noun phrases in Kendari City

Nu.	2 words	3 words	4 words	5 words
1.	WONG SOLO	AYAM GEPREK BOROBUDUR	TCS THE CHOMENK STORE	MEUBEL SYAFAR JAYA "JATI MUNA"
2.	GROJOGAN SEWU	ISTANA AYAM GEPREK METAL	KENDARI MUSLIM STORE (KMS)	WARUNG MAKAN BANYUWANGI JAWA TIMUR
3.	BAKMI CAHAYA	MARTABAK ORTEGA MANDIRI	AFGAN FASHION BABY & KIDS	AFGAN FASHION BABY & KIDS
4.	UPITSHOP	PRASMANAN RM. YUYUN	KALA TEA & COFFEE	STORE KAOS 3 LEMBAR 100.000
5.	PEBRY FASHION	RM. PRASMANAN UYA	LALA BAKERY&CAKE	
6.	RUBY COLLECTION	RUMAH MAKAN ROXY	RM. COTO JE'NE BERANG	
7.	NN. KIDS	R.M. ANNISA PRASMANAN	STORE KAOS 3 LEMBAR 100.000	
8.	SNACK ENAK	WARUNG MAKAN LARIS	KEDAI ES ANGKA DEKI	
9.	ADEPRINT FOTOKOPI	TOKO KOPI SINAR	RM. COTO JE'NE BERANG	
10.	KOPI_ONE	GALA KARYA SEJAHTERA	RUMAH MAKAN PADANG SARNANI	
11.	GALA SHOP	TOKO SAN JAYA		
12.	CITRA GALLERY	AYU SENTRAL KEBAYA		
13.	KEDAI WANGGU	UD. ABADI MOTOR		
14.	KIOS ANUGERAH	DIAN JAYA PB		
15.	KOPI +62	FATHAR RAJA PULSA		
16.	MAHARANI MART	TAS CANTIK MURAH		
17.	INDOMARET FRESH	PANGKAS RAMBUT ALFATHAR		
18.	FAISAL CELL	KENDARI JERSEY SPORT		
19.	HALUOLEO PHONE	HAN'S DISTRO KENDARI		
20.	WARKOP SI DOEL	DETIFAZ BABY KIDS		
21.	PELITA KARYA	USMAN JHON BLACK		
22.	SHINE 99	DRINK STATION 2		

23.	AYU BUTIK	INAYAH EXPRESS LOUNDRY		
24.	GROSIR MARTANDU	ZADA BARBERSHOP 1		
25.	NAZWA HIJAB	AIRINT MEGA PRINT		
26.	SURY HIJAB	RM. MBELGEDES SEMARANG		
27.	PERMAISURI MOBIL	WARUNG CHINESEFOOD KENDEDESS		
28.	RAY COFFEE	OMAH FASHION KENDARI		
29.	WIEN LAUNDRY	RM COTO MAKASSAR MARTANDU		
30.	CHOKEN BAKERY	SARI LAUT BANG ANDI		
31.	JURAGAN PULSA	UD. SURYA INDAH MOTOR		
32.	WAROENG PULSA			
33.	FIZ JAYA			
34.	RAJA MURAH			
35.	KIOS DIANA			
36.	KIOS FAHMI			
37.	PERCETAKKAN PANAIK'KU			
38.	TOBEA KOMPUTER			
39.	TOKO SYAWAL			
40.	MAKASSAR HELM			
41.				

2) Language-forming adjectival phrases on nameplates

In addition to nominal phrases, the use of adjectival phrases is also found because basically an adjective phrase is a syntactic unit consisting of two or more words, describing an adjective followed by another category. Although not much data is found in this category, there are several companies that use adjective phrases on their nameplates because they can represent the identity and purpose of naming the company. The following shows the adjective phrase.

Table 28: List of business place names adverbial phrases in Kendari City

No.	2 Word Phrases	Types of phrases
1.	JAYA RAYA	Adverbial Phrases
2.	CLASIC DONAT	Adverbial Phrases
3.	MEGAH MOTOR	Adverbial Phrases

In the use of language for public space signboards on Jalan Kota Kendari, only nameplates were found in the category of nominal phrases, verbal phrases, numeral phrases and adjective

phrases. While for the category of pronominal phrases, adverbial phrases and prepositional phrases were not found to be used. Because as previously mentioned, generally the nameplate of an institution, agency or company uses nominal phrases and only a few adjectival phrases, verbal phrases and numeral phrases. Although it is undeniable, in areas other than Jalan in Kendari City it is possible to find the use of other phrase categories besides these 4 phrases.

3) Verbal phrases forming Language on nameplates

A verb phrase is a phrase in which there is a verb component in its formation. Based on the results of the study, there are 5 nameplates that contain verbal phrases. Here is the table view.

Table 29: List of business place names verbal phrases in Kendari City

No.	2 Word Phrases	Types of phrases
1.	STAR PULSA	Verbal phrases
2.	SENYUM 5000	Verbal phrases
3.	BARBERSHOP RIZKY	Verbal phrases
4.	FOTOCOPY ANUGRAH	Verbal phrases
5.	PANGKAS RAMBUT	Verbal phrases

4) Numerical phrases form Language on nameplates

A noun phrase is a phrase that has a noun component in its creation. There is a noun phrase type nameplate as shown in the following table.

Table 30: List of business place names numeric phrases in Kendari City

No.	2 Word Phrases	Types of phrases
1.	SATU-SATU	Numeric phrase

c) Language forming clauses on nameplates

A clause is a grammatical unit in the form of a group of words with a predicative construction consisting of a subject and a predicate with or without an object, complement, or description and has the potential to become a sentence (Moeliono, Anton M. (2017). Indonesian Standard Grammar. Jakarta: Agency for Development and Development Language, Ministry of Education and Culture, page 410. ISBN 9789790692633.). Clauses based on the type of word class in the predicate consist of noun clauses, verb clauses, adjective clauses, numeric clauses, and prepositional clauses. Here is an example of a noun clause.

Table 31: List of business place names Noun clause in Kendari City

Nu.	Clause	Clause types
1)	I AM FASHION STORE	Noun clausa

CONCLUSION

After understanding the results of data analysis and discussion, the conclusions of this study are as follows.

1. Konstruksi Bahasa

Konstruksi adalah susunan atau struktur yang membangun Bahasa. Pada bagian ini peneliti mengangkat subjudul tentang variasi bahasa dan jumlah unsur pembentuk Bahasa.

a) Variasi bahasa pada Nama Tempat Usaha di Kota Kendari

Variasi atau ragam bahasa adalah sejenis ragam bahasa yang pemakaiannya disesuaikan dengan fungsi dan situasinya, tanpa mengabaikan kaidah-kaidah pokok yang berlaku dalam bahasa yang bersangkutan (Padmadewi, 2014:7). Berdasarkan analisis data yang telah diteliti, ditemukan sebanyak 100 data berupa gambar visual tanda linguistik di Kota Kendari. Terdapat 3 bahasa dalam LL tempat usaha Kota Kendari yang ditemukan oleh peneliti, yaitu bahasa Indonesia, bahasa Inggris, dan bahasa lokal dengan penggunaan monolingual dan bilingual. Tampak 4 variasi lanskap bahasa dalam penampilannya yang mendominasi linguistik lanskap di Kota Kendari yaitu 1) Bahasa Indonesia; 2) Bahasa Inggris; 3) Bahasa campuran Indonesia-Inggris, dan 4) Bahasa Lokal. Data yang dikumpulkan berjumlah 100 data yang mana terdapat 3 tempat usaha dengan Bahasa Lokal, 49 tempat usaha bernama Bahasa Indonesia, 37 tempat usaha bernama Bahasa Inggris, dan 11 tempat usaha bernama Bahasa Campuran.

1) Nama tempat usaha di Kota Kendari menggunakan Bahasa Lokal

Nama tempat usaha yang menggunakan Bahasa Lokal berjumlah 3 nama dari 100 total data. Terdapat dua jenis tempat usaha yang menyematkan Bahasa Daerah berupa tempat makan dan toko kelontong. Adapaun diksi dalam papan nama Bahasa daerah berupa Diksi Kota asal/tempat/lokasi usaha dan Diksi doa/harapan.

2) Nama tempat usaha di Kota Kendari menggunakan Bahasa Indonesia

Tempat usaha dengan menggunakan Bahasa Indonesia ditemukan sebanyak 49 data. Data berupa tempat makan, warung kopi, bahan bangunan, toko pakaian, diler mobil, toko kelontong, kedai pulsa, toko tas, warung sembako, toko elektronik, toko otomotif, warung pangkas rambut, toko mebel, toko helm, dan toko perabotan rumah tangga. Adapun Unsur Diksi Bahasa Tempat Usaha Bahasa Indonesia berupa diksi informasi produk, Diksi Jasa yang ditawarkan, dan Diksi informasi produk dan Nama diri.

3) Nama tempat usaha di Kota Kendari menggunakan Bahasa Inggris

Terdapat 37 Nama yang berbahasa Inggris dikelompokkan berdasarkan jenis toko yaitu toko pakaian, toko kelontong, kedai pulsa, warung kopi, tempat pencucian, toko kue, tempat pangkas rambut, tempat percetakkan, dan toko kecantikan. Adapun diksi bahasa tempat usaha berupa diksi informasi produk, Diksi nama diri, Diksi menawarkan jasa, Diksi Promosi, Diksi Sasaran Konsumen, Diksi Kota asal/tempat/lokasi usaha.

4) Nama tempat usaha di Kota Kendari menggunakan Bahasa Campuran

Terdapat 11 nama toko di Kota Kendari yang menggunakan Bahasa Campuran dengan bentuk usaha berupa tempat makan, kedai, tempat percetakkan, toko pakaian, warung kopi, dan kedai es. Adapun Diksi Bahasa Tempat Usaha berupa Diksi Informasi Produk, Diksi nama diri, Diksi Kota asal/tempat/lokasi usaha

b) Jumlah kata pembentuk bahasa pada papan nama tempat usaha di Kota Kendari

Penggunaan bahasa pada papan nama di ruang publik di Kota Kendari menggunakan satuan sintaksis berupa kata, frasa dan klausa, Pada penamaan papan nama ruang publik hanya ditemukan kelas kata nomina. Kemudian pada Frasa ada kategori frasa nominal, lalu Frasa adjectival, rasa verbal, Frasa Numerial, terakhir adalah terdapat Klausa nomina.

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