

Plant Shops Naming Pattern at Cihideung Village, Bandung : A Linguistic Landscape Approach

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Abstract

This study discusses the naming pattern of plant shops in Cihideung Village in terms of Linguistic Landscape (LL). LL is a discipline that examines the use of language in public spaces. The purpose of this study is to describe the form and explain the informative function and symbolic function (LL function) in the naming of plant shops in Cihideung Village. The research method used is descriptive qualitative method which produces photographic data from the results of documentation and direct observation. The research object was taken from the names of plant shops located in Cihideung Village. The signs present in the photographic data will then be analyzed using the Landry and Bourhis (1997) model of linguistic landscape theory which divides LL into six levels, namely microlinguistic analysis, language code type analysis, language behavior analysis, psychological analysis, socio-cultural analysis, psychological, and sociological analysis. The conclusion results indicate that the plant shop in Cihideung Village is dominated by shop names that explicitized the type of product using the word florist/florist/flower stall and most of them are composed of Indonesian (monolingual) with the type of lingual unit, namely phrases. Meanwhile, the name of the shop which does not explicitized the type of product is dominated by the identity of the shop owner's name which is composed of Indonesian (monolingual) and in the form of a phrase.

Keyword: *plant shop, linguistic landscape, Cihideung village*

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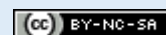
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Introduction

The term linguistic landscape (LL) was first used by Landry and Bourhis (1997) who defined it as a language for public street signs, street and place names, and the names of government buildings within a group of regions, regions, or cities. Then Shohamy and Gorter (2009) expanded the scope of this LL to language in the environment, words, and images that were displayed in public spaces and became the center of attention in a rapidly growing area. The use of language in the public sphere in Indonesia has actually been regulated in laws and regulations such as Law no. 24 of 2009 and Presidential Decree No. 63 of 2019. The two regulations regulate how Indonesian as a national language must be prioritized in all formal interests and contain elements of public interest issued by government institutions, agencies, and the private sector (Wijaya & Savitri, 2021). However, in practice, there are still many identities of street names or building names composed of foreign or regional languages. One of them is the use of language in the public space of Karyawangi Village, Cisarua District, Bandung Regency.

Karyawangi Village is a village resulting from the division of Jeungjing Rigel Village which is bordered by Cigugur Girang Village in the east, Cihanjuang Rahayu Village in the west, Sariwangi Village in the south and Cidades Village in the north. The village, which is located five kilometers from the foot of Mount Burangrang, the majority of the population uses Sundanese and Indonesian to communicate in daily life, so it is not surprising that Indonesian and Sundanese are often found as identities for street names, shop names, and building names in Karyawangi Village.

This study will discuss the naming pattern of plant shops in Karyawangi Village, Parongpong District, Bandung Regency. In this village you can find many plant shops because the contours of the land are very good for agricultural. For this reason, this study aims to describe the naming pattern based on the form of the lingual unit, analyze the product image depicted from its meaning, and explain the informative function and symbolic function of the names of plant shops in Karyawangi Village using a linguistic landscape approach (LL).

Research on LL has been done before by several researchers, including Sahril et al. (2019) with the research title "Linguistic Landscape of Medan City: Onomastics, Semiotics, and Spatial Studies". This study describes and reveals the use of language in public spaces in the city of Medan with onomastics, semiotics, and spatial studies, with data sources on street signage, public product signage such as shops, hotels, advertising media and others. The research succeeded in concluding that Indonesian is no longer the sole ruler in the linguistic landscape of the city of Medan and there is a multilingual language that occurs. Another research was also conducted by Wijaya and Savitri (2021) with the research title "Coffee Shop Naming in Trenggalek City: Linguistic Landscape Studies". The study describes the names of coffee shops located in Trenggalek City where the names formed are composed of monolingual, bilingual and multilingual with the languages used namely Indonesian, foreign languages and regional languages. However, Indonesian still dominates as an element used in the names of coffee shops in Trenggalek City. From the research that has been done, there is no research that discusses the use of language in the public space of a village. For this reason, the author is interested in carrying out research on "Plant Shop Naming Patterns in Karyawangi Village, Parongpong District, Bandung Regency".

Literature Review

Linguistic landscapes claim that the signs in the landscape are illustrative texts that can be read and photographed which can be dissected linguistically and culturally (Gorter, 2006) and (Shohamy & Gorter, 2009). The sign in question is a sign used in the context of disseminating general messages to the public in the form of information, instructions, warnings, and the like. This sign also often appears in commercial contexts such as marketing and advertising whose main function is to attract attention to a product or business (Backhaus, 2007).

The main focus of LL is to reveal the visibility and importance of written languages used in the public sphere. In short, it is said that LL is a portrait of the linguistic situation in the public sphere (usually involving the state or

city) about general patterns of language use, language policies, language attitudes, and the consequences of long-term language contact.

Linguistic landscape is the presence of language between space and place. According to Puzey (2016) in Sahril et al. (2019) LL describes as an interdisciplinary study of the presence of various language issues that interact with other languages in the public sphere. Although LL is a relatively new term in the study of applied linguistics, this concept has been in contact with other concepts, such as sociolinguistics, multilingualism, language policy, cultural geography, semiotics, literature, education, and social psychology. Through the interaction of language in the public sphere, we can explore the symbolic construction of a space and the use of language in mediating social and political relations. Meanwhile, according to Landry & Bourhis (1997) in Yendra and Artawa (2020) suggests that LL has two functions: an informational function and a symbolic function. In the informational function, the meaning of the signifier distinguishes the geographical area of the population that gives the language to the name of the place. In other words, language functions as a marker of the territory of the community of speakers and distinguishes it from other population areas with different languages. As for the symbolic function, the presence or absence of a group's language on the board—for example, has an impact on the feeling of belonging to that group. The symbolic function is also closely related to the representation of an ethnic identity.

Naming in a store can have a significant impact because a name can create a distinctive memory structure to identify and communicate a product or type of business. Therefore, the choice of name is done carefully, because the name of a store rarely changes and will function as an identity. In naming shops in Cihideung village, it cannot be separated from the meaning contained in the name of the shop. Semantics is one of the three levels of language analysis (phonology, grammatical and semantic) which focuses on studying meaning or meaning in language (Chaer, 2013, p. 2). Lingual units are elements or components that are regularly arranged according to a certain pattern, and form a unity (Chaer 2014: 34). The form of lingual units or language units linguistically has an order from the smallest to the largest, starting from phonemes, morphemes, words, phrases, clauses, and sentences.

Naming the name on the store is mostly a word or phrase. The word is a language unit that has one meaning, a row of letters flanked by two spaces and has one meaning (Chaer, 2007: 162), while according to Kridalaksana (1983:76) words are morphemes or combinations of morphemes which linguists consider as the smallest unit that can be used. can be said. And the clause is explained as a grammatical unit consisting of a subject, object, predicate, whether accompanied by objects, complements and descriptions or not (Ramlan, 2005: 79).

Method

This study used descriptive qualitative method. A qualitative approach is used because it relates to the focus and phenomena being analyzed which focuses on describing the variety of languages, naming patterns, and the function of the linguistic landscape of naming plant shops in the Karyawangi Village. Data collection methods in this study were obtained by observation (documentation) and interviews. The research data obtained are the names of plant shops written on shop signs in the Karyawangi Village Data collection activities require going directly to the field; documenting each plant shop in the form of photos, and interviewing shop owners as resource persons. After the data is collected, it is then analyzed using a linguistic landscape study.

The data analysis method in this study used the referential equivalent method to determine the meaning of naming with referents and the meaning field used. The steps taken are the techniques of collection, reduction, display of data (presenting data), and drawing conclusions. The initial step of the study was to group visual data on the names of plant shops according to the displayed language interrelation such as monolingual, bilingual and multilingual, then the pattern of store naming by studying word referents, meaning and phrase fields, and finally the linguistic landscape function of store naming.

Results and Discussion

Based on the research data that has been found, the discussion of the pattern of naming plant shops in Parongpong District will be divided into two, namely the form and function of LL in naming plant shops. Based on the data that the authors have found, the naming pattern of this plant shop is classified into two types, namely

the name of the plant shop that makes explicit the type of product and the name of the plant shop that does not make the type of product explicit. In the name of a plant shop that makes explicit the type of product, the data is grouped based on the word-forming elements, namely the name of the plant shop that uses the words florist/open shop/flower stall, flora/nature, plant/plant, flower/flower, garden/garden, farmer and the specific name of the type of plant as the name of the shop as an element forming the name of the shop. Furthermore, the discussion of the LL form in naming plant shops in Cihideung Village is classified based on the form of the lingual unit and the language-forming elements. In the form of the lingual unit, it is divided into words (K), phrases (F), clauses (Ks) and sentences (Kl). While the language-forming elements are divided into monolingual (M) and bilingual (B). The amount of data that has been grouped based on the classification above can be seen in the table below.

Tabel 1 Naming Form That Explicitized Product's Type

No.	Word Forming Elements	Numbers of Data	Lingual Unit Form				Language Forming Element	
			K	F	Ks	Kl	M	B
1.	Florist/toko bunga/ kios bunga	28	-	27	1	-	8	20
2.	Flora/Alam	11	-	11	-	-	7	4
3.	Plant/tanaman	6	1	5	-	-	5	1
4.	Flower/bunga	6	-	6	-	-	4	2
5.	Garden/kebun	6	-	4	1	1	4	2
6.	Tani	3	-	3	-	-	1	2
7.	Daun/Leaf	2	-	2	-	-	2	-
7.	Nama Jenis Tanaman	9	-	9	-	-	7	2

From the table above, it can be seen that the total number of plant shop data that makes explicit the types of products is 73 data. As for the names of plant shops that do not explicitized the types of products, there are nine data. The classification of lingual units in naming plant shops that do not explicitized the type of product is entirely in the form of phrases with language-forming elements composed of seven data points, monolingual and two bilingual data. For more details, the author presents in the table below.

Tabel 2 Shop Naming Form That Didn't Explicitized The Products' Type

No	Shop/Store Name	Lingual Unit Form	Language Forming Element
1	Hanania Semesta Nusantara	Frasa	Bilingual
2	Handayani Sekarmas	Frasa	Monolingual
3	Langgeng Jaya Walini	Frasa	Monolingual
4	Mekar Sari	Frasa	Monolingual
5	Pido'a Sepuh	Frasa	Monolingual
6	Pusaka Jaya	Frasa	Monolingual
7	Toko Rohmah	Frasa	Bilingual
8	Terang Asri	Frasa	Monolingual
9	Fajar Rahayu	Frasa	Monolingual

Meanwhile, for the discussion of the function of LL at the plant shop in Cihideung Village, it is divided into two classifications, namely informative functions and symbolic functions. Informative function in data that makes explicit the type of product is indicated by the words florist/open shop/flower stall, flora/nature, plant/plant, flower/flower, garden/garden, farmer, leaf/leaf and specific names of plant species as constituent elements. the name of the shop. While the symbolic function is shown by bringing up the name of the owner (NP), the name of the area (ND, or others (L) in the naming of the plant shop.

Tabel 3. LL Functions at Shop/Store Which Explicitized The Products' Type

No.	Word Forming Elements (Informative Functions)	Numbers of Data	Symbolic Functions		
			NP	ND	L
1.	<i>Florist</i> /toko bunga/ kios bunga	28	16	1	11
2.	<i>Flora</i> /alam	11	2	1	8
3.	<i>Plant</i> /tanaman	6	3	1	2
4.	<i>Flower</i> /bunga	6	2	1	3
5.	<i>Garden</i> /kebun	6	2	1	3
6.	Tani	3	2	-	1
7.	<i>Daun</i> /leaf	2	-	-	2
8.	Nama Jenis Tanaman	11	2	-	9

For the LL function in a plant shop that does not explicitized the type of product, there is only a symbolic function that shows the owner's name (NP), regional name (ND), and others (L). As for the informative function, it can only be seen by looking at the picture of the shop because it is not written lingually on the name of the shop. For more details, can be seen in the table below.

Tabel 4. LL Function At Shop/Stores Which Didn't Explicitized Products' Type

No	Shop/Store Name	Symbolic Functions
1	Hania Semesta Nusantara	NP
2	Handayani Sekarmas	NP
3	Langgeng Jaya Walini	ND
4	Mekar Sari	ND
5	Pido'a Sepuh	L
6	Pusaka Jaya	L
7	Toko Rohmah	NP
8	Terang Asri	L
9	Fajar Rahayu	NP

For more details, the following authors describe some research data regarding the form and function of LL in plant shops which explicitized the types of products and which do not explicitized the types of products as follows:



Picture 1 Azzahra Florist

In data (1) *azzahra florist* is the name of one of the plant shops in Cihideung Village in the form of a phrase composed of the word "*azzahra*" which functions as an explanatory word and the word "*florist*" which functions as an explained word. The word "*Azzahra*" comes from Arabic which means 'beautiful, bright, radiant'. While the word *florist* comes from English which means 'flower shop'. Judging from the language-forming elements, this *azzahra florist* belongs to the bilingual type where the shop name is composed of both Arabic and English. The LL function in the name of the plant shop is divided into informative functions and symbolic functions. The informative function can be identified through the word formation element in the shop name which carries the word "*florist*" to explicitized the types of products offered. As for the symbolic function, it is indicated by using the owner's name (NP), in this case *Azzahra* to indicate the identity of the owner. In other data, the names of the owners who use Sundanese are also found, such as the names

"Nanang Florist" and "Pepen Florist". There are also those who use Latin word elements such as "Minerva" which means 'goddess of art in Roman mythology' to "Minerva Florist", word-forming elements from the Indian language such as the name "ina" which means 'morning sun' to "Ina florist", and some use English word-forming elements, such as "Darell" which means 'beloved' to become "Darell florist".



Picture 2 Dewata Flora

The next plant shop name data that explicitized the type of product by utilizing the word "flora" as its informative function is "Dewata Flora". The name of this plant shop is included in the form of a phrase where the word "Dewata" functions as the word that describes and the word "flora" functions as the word it describes. "Dewata Flora" is also composed of one language (monolingual), namely Indonesian. The word "Dewata" literally means a god who has the highest position among other major gods. The word "Dewata" is synonymous with the island of Bali which has the nickname as the island of the gods because the majority of the population on the island of Bali is Hindu, which is why many temples and offerings are placed in every corner of the island of Bali as a form of offering to the gods. The use of the word "Dewata" does not imply that the types of plants sold are plants originating from the island of Bali. The name "Dewata" is considered more commercial by shop owners who come from the island of Bali. From this explanation, it can be seen that the symbolic function of the name of this plant is the name of the area (ND) which is indicated by the word "Dewata".



Picture 3 Midi Plants

The next store name data that explicitized the name of the product type is "Midi Plants". In the name of the store, its informative function is indicated by the word "plants" which refers to the type of product offered. Judging from the lingual structure, "Midi Plants" are included in the form of phrases whose language-forming elements are bilingual, namely Indonesian and English. The word "midi" is a type of adjective in Indonesian which means "medium size (not too long nor short)" or 'between maxi and mini'. While the word plants which comes from English means "plants or greeneries". The symbolic function of the name of this plant shop can be seen from the word-forming elements that come from general or other categories (L). The use of the word "midi" is caused by the types of plants sold by midi plants, which are medium-sized plants commonly used for decoration, such as cacti, succulents, bonsai, and others. This is also depicted in the logo of this plant shop which carries a cactus image.



Picture 4 *Nuansa Bunga*

The name of the shop that makes explicit the type of product as an informative function using the word “bunga” (flower) has a total of six data. One of the data that will be presented is the name of the plant shop “Nuansa Bunga” which uses another word-forming element (L) as a symbolic function. The word “Nuansa” in Indonesian is included in the type of noun that can be interpreted as “variation”. The form of the lingual unit in the name of the plant shop “Nuansa Bunga” is a phrase where the word “Nuansa” functions as the word to be explained and the word “Bunga” functions as the word to explain. The language-forming elements in the name of the plant shop shown in Figure 4 above are composed of monolingual, which is Indonesian.



Picture 5 *Kebun Ceu Ntin*

In Figure 5 above, the plant shop data “Kebun Ceu Ntin” is included in the classification of plant shops which makes explicit the type of product by carrying the word “Kebun” as its informative function. The name of the plant shop “Kebun Ceu Ntin” has a lingual unit phrase in the form where the word “Kebun” functions as an explanatory word and the word “Ceu Ntin” functions as an explanatory word. In Indonesian language, “kebun” is defined as 'a plot of land planted with seasonal trees' or 'a large area planted with coffee, rubber, etc.'. However, if you look at Figure 5 above, it does not appear that there is a plot of land planted with plants but only a few plants stored in pots and there are not many of them. So the use of the word garden in the name of this plant shop does not have a real meaning, but only used as a sign that this shop sells various types of plants. The symbolic function in the naming of this shop is indicated by the element word former containing the name of the owner (NP), namely “Ceu Ntin” which comes from Sundanese. The word “Ceu” in Indonesian can be interpreted as 'elder sister' while the word “Ntin” itself indicates the name of a person. In other words, it can be concluded that the language-forming elements in the name of this plant shop are bilingual, namely Sundanese and Indonesian.



Picture 6 Mustari Tani

The word "*Mustari*" can be interpreted as 'the name of the planet that revolves around the sun' or this planet is better known as Jupiter. Besides being used as the name of the planet, the word "*mustari*" is also widely used as a person's name. As is the case with the "*Mustari Tani*" shop shown in Figure 6 above, which shows its symbolic function through the owner's name (NP) and its informative function is shown by making explicit the types of products offered through the word "*tani*" which in Indonesian is included in the type of word. objects which mean 'livelihood in the form of farming' or 'livelihood in the form of cultivating land by planting crops'. The name of the shop "*Mustari Tani*" is composed of monolingual, namely Indonesian with the form of lingual units, namely a phrase where the word "*mustari*" functions as an explanatory word and the word "*tani*" functions as an explained word. The word "*tani*" in the name of the plant shop is not used to indicate the mustari profession but is used as a sign that this *Mustari* shop sells various types of plants.



Picture 7 Centra Bonsai dan Tanaman Hias

In Figure 7 above, the name of the plant shop "*Centra Bonsai dan Tanaman Hias*" is included in the type of plant business that makes the product name explicit as an informative function by using the types of plants it sells, namely *bonsai* and other ornamental plants. The form of the lingual unit in the name of this plant shop contains two phrases, namely the phrase "*Centra Bonsai*" and the phrase "*Tanaman Hias*" where the words "*Centra*" and "*Tanaman*" function as words that are explained and the words "*Bonsai*" and the word "*Hias*" function as explaining word. The word "*Centra*" as referred to in Figure 7 above in Indonesian should be written with the letter /s/ which means 'central' or 'center'. If one wants to write it in English, then it should be written as "central" which means 'center'. Judging from the language-forming elements, the name of this shop is composed of monolingual, namely Indonesian. The symbolic function of naming a plant shop is indicated by another word-forming element (L) because it does not contain elements of the owner's name and the name of the area.



Picture 8 Pido'a Sepuh

In addition to forms that explicitized the types of products, there are also plant shops that do not explicitized the types of products as in Figure 8 above, namely the plant shop "Pido'a Sepuh". The form of the lingual unit in the name of this plant shop is a phrase whose language-forming elements are composed of Sundanese only (monolingual). The word "pidoa" in the name of the shop in Indonesian means 'prayer' or 'hope to God', while the word "sepuh" in Indonesian means 'parents'. In other words, the shop owner's name "Pidoa Sepuh" is embedded in the hopes of parents described by the shop owner so that his business can be created. The informative function of LL does not appear in the name of the plant shop, the informative function of this shop is only known when viewed directly, because the name of the shop is too general and does not explicitized the type of product and there is no logo. Meanwhile, for the symbolic function in the name of this plant shop, another word-forming element (L) is used.

Conclusion

Based on the analysis that has been done, conclusions that can be drawn from the form and function of LL in naming a plant shop located in Cihideung Village, Parongpong Regency, include:

1. In plant shops that explicitized the types of products, the lingual unit form is dominated by phrases with a total of 67 data, where the language-forming elements are mostly monolingual, namely Indonesian which consists of 39 data. Meanwhile, for plant shops that do not explicitized the types of products, the lingual units are all in the form of phrases with a total of nine data and the language-forming elements are mostly monolingual, namely Indonesian with seven data.
2. The informative function in the name of the plant shop which makes explicit the type of product is divided into eight with the most widely used word-forming elements being the word florist/flower shop/flower stall with a total of 28 data and the symbolic function is dominated by the name of the shop which shows the identity of the owner's name (NP) with a total of 16 data. Meanwhile, the name of the plant shop which does not explicitized the type of product, the informative function cannot be identified and the symbolic function is dominated by the name of the shop which shows the identity of the owner's name (NP) with a total of four data.

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