

## The foreign language use on the business banner toponymy

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**ABSTRACT** The objective of the study is to describe the foreign language and the pattern appear on the business banner toponymy. The method used is qualitative research. The data source are from the words and phrases on business banner toponymy in Medan. The data collection and data analysis used by three steps namely: 1) data codensation, 2) data display, and 3) drawing conclusion. The result of the study are the foreign languages found are in Korean, English, Chinese, Italian, French, personal name in Hindi, Spain and Japanese. Then the pattern found in the toponymy of business banner in Medan are the words and phrases in English in English pattern, Indonesian and English phrases in English pattern, Indonesian and English phrases in Indonesian pattern, English and French in Indonesian phrases pattern, English and Indonesian phrases in Indonesian pattern, English and Indonesian phrases in Indonesian pattern, French and English phrases in English pattern, Hindi and English in English pattern and English and Indonesian in English Pattern. The conclusion is that the language use on business banner toponymy almost all are the mixing of English and the other language and the patterns of the phrases are English and Indonesian.

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### 1. INTRODUCTION

The term of foreign language is referred to the language that is used in International scope or the language learned beside the first language. Santoso (2014) states that the learning of foreign language in Indonesia has had a long history. In the colonialism, foreign language such as Dutch, English and German had been taught in a special school for the descendant of Dutch nobleman. This custom gives the sign of social status in a society. Those who mastered foreign language as mentioned before are considered as the educated person.

As the time goes by, the foreign language are learned by many people to enhance the quality or the competence of scholar. Some foreign languages learned as English, German, French, Japanese, Arabic, Korean, and Mandarin in Indonesia. The foreign languages needed to learn because of some reasons. To begin with, the information relates to the science are most written in English or other foreign languages. In addition, the mastering of foreign language opens the mindset of Indonesian people to communicate in the global space. Furthermore, foreign languages accomodates the cooperation of Indonesian people with the foreign people. In conclusion, foreign languages gives the great impact of business in Indonesia.

Based on the reasons mentioned, then Indonesian Government published the slogan said "Prioritize Indonesian Language, Preserve Regional Language and Master Foreign Language" (Sutejo et al., 2019). The publication of this slogan then gives the impact of mindset of Indonesian people to master foreign languages. The spirit of using for-

eign language in the public space also gives the opportunity for the actor of business to run their business. Banners as one of the sign for businessman to promote their products or service become the tool to attract the customers. The given name of a banner is in the linguistics realm. The study of naming in linguistics is called onomastics. Blanchard & Johnson (2019) states that onomastics is a branch of semantics which studies the etymology of institutionalized names, such as the names of people (anthroponymy or anthrophonomastics) and places (toponymy or toponomastics). Van Langendonck (2007) in Erikha et al. (2021) states that there are two basic categories of names, namely prototypical which refers to personal names such as anthtoponym, toponymy, names of thunder, names of stars, and the others. Then there is non prototypical that refers to the name of books, film, trademark, colour and the others. The category of this research is prototypical. The toponymy study relates to the linguistics landscape. Sahril et al. (2019) explains that the main focus of linguistics landscape is to explore the visibility and the vital meaning of written language used in the public space. In other words, linguistics landscape would show the pattern of language use, language policy, language attitude, and the consequence of language contact linked in a long period.

Some studies of toponymy had been done by some researchers. Marit (2017) states that toponymy recently come up as a phenomenon of identity problems of a community in a business space. In this paper, it was discussed about the toponymy in the era of Otsus Papua and it was found that the giving of the name of business entity as the

sign of gender, identity, geography, religion, and race. This kind of the name is affected by the external environment in the era of Otsus Papua. Then, the other research had also been done by Utami (2020) which discussed about the phenomenon of foreign language and regional language of culinary business naming in Medan area. In this research, Utami et al illustrated that the use of foreign language and regional language is massive due to the fact that these languages gave the positive nuance for the culinary business in Medan. The positive nuance can intensify their business to be prestigious, attractive, more classy, fashionable and trending.

Lauder & Lauder (2015) also did the research about ubiquitous place names: standardization and study in Indonesia. This research provided an overview about two dimensions of geographical names standardization effort of Indonesia. Place names need standardized to facilitate efficient administration of a wide range of functions in a society. Beyond that, place names in Indonesia, of islands, have a significance in relation to questions of territorial sovereignty. Lauder & Lauder's research also emphasize that there is a role of using language in Indonesia. This role is contained in Indonesian Constitution number 24 of 2008 on Flag, Language, State Symbol and National Anthem. The constitution states that Indonesian language is required for the name of building, road, apartment or residence, office, trading place, trademark, business institution, education institution, organization owned by Indonesian people or Indonesian legal institution. This regulation emphasizes that the use of Indonesian language is a compulsory for the name of any business in Indonesia including Medan city. The regulation of the constitution is also supported by the regulation of local government number 8 of 2017 on Indonesian Language Priority, Regional Language and Regional Literature Preservation.

Medan city is one of the biggest city in Indonesia. The people in Medan is heterogeneous. Many cultures develop in some areas in Medan. The visitors from other country are also there such as Hindi, Chinese, and other ethnics. Based on the phenomenon, the naming of some businesses in Medan would have the different nuance of languages. Some business actor from various kind of ethnic would affect the naming of their business. Majestyk Bakery is one of the name of outstanding culinary business in Medan located on Gatot Subroto. This shop sells various cakes. The name of the business banner is from English that is Majestyk means glory and bakery refers to the place where we can bake or make a cake. Then, the structure of the naming follows the English which contains the noun compounding. Then there is another banner business from French. Gateau Natural Food is a restaurant located on S.Parman Street no 280 Babura Petisa Hulu Medan Baru Subdistrict. This restaurant serves the various kind of food and drink. The word gateau means cake and natural food is from English. This toponymy is the mix of French and English.

The examples of the business banner toponymy in Medan shows that the people is more attractive using foreign language than Indonesian language and it is called xenomania (the tendency using foreign language). This phenomenon would make Indonesian would be isolated in its country. One of the the foreign language which is more popular is English. English as the international language truly affects the socioculture of a society. Kusumaaningsih

(2018) states that the popularity of English makes Indonesian language isolated. It could be seen from the qualification of job application. The qualification of English ability is one of the requirements to be accepted than Indonesian ability. This kind of mindset should not make Indonesian isolated but not also make English as the trouble maker. The nationality of a nation needs to preserve the language.

Based on the phenomenon of business banner toponymy in Medan. There are some problems appear and it becomes the problem of the research. The first problem is what language found on the business banner toponymy in Medan and the second is how the structure of language on the business banner toponymy in Medan.

## 2. METHOD

The method used is qualitative. The technique of collecting data is used by documentation. Zaim (2017) elaborates that documentation technique use the written sources to get the data. The data is in the form of written language in which they are words and phrases of business banner in Medan. Then Miles & Saldana (2014) mention the method of data analysis are conducted in three steps, namely: 1) data condensation, 2) data display, 3) drawing conclusion. Firstly, the data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data appear in the full corpus (body) of written-up field notes, interviewing, transcripts, documents and other empirical material. In this research, the data taken from the written text of business banner and there are sixty three (63) data focusing to the main data. The data are in the foreign language. Secondly, data display is the process compressing the data to get the conclusion. From sixty three. There are seventeen data to be presented as the data display. Thirdly, drawing conclusion means the verification process. In this stage, the conclusion of the final result was drawn.

## 3. RESULTS AND DISCUSSION

### 3.1 Results

After analysing the data, it was found that there are eight data are in the foreign languages. The foreign language found was in Korean, English, Chinese, Italian, French, personal name in Hindi, Spain and Japanese. Then the pattern found in the toponymy of business banner in Medan are the words and phrases in English in English pattern, Indonesian and English phrases in English pattern, Indonesian and English phrases in Indonesian pattern, English and French in Indonesian phrases pattern, English and Indonesian phrases in Indonesian pattern, English and English phrases in Indonesian pattern, French and English phrases in English pattern, Hindi and English in English pattern and English and Indonesian in English Pattern.

### 3.2 Discussion

From the data display, there had been found nine foreign languages used on business banner toponymy, they are:

#### 3.2.1 Korean Language

*Patbingsoo* is one of Korean dining house serves korean menu or culinary. The word *Patbingsoo* consists of the word 'pat' means red beans and the word 'bingsoo' means

shaved ice. The combination of the two words has a meaning of the ice shaved topping with the red beans. The mainstay menu of this restaurant is the dish of ice shave with the red beans and its taste is delicious. Here is the picture of the restaurant.



### 3.2.2 English Language

Brain Academy is the name of tutoring via online or offline with the best tutor. This learning site supported by the soft skill class and modern facilities. The name of Brain Academy consists of two words. They are Brain means center of the nervous system and academy means school for higher learning. In other word, it could be summarized that toponymy Brain Academy means the place for students learning with the high quality. Then, here is the picture of the toponymy Brain Academy.



### 3.2.3 Chinese Language

Xi Bo Ba and Mixue is the name of drink in China. Xi BoBa is the brand of bubble tea inspired from the word 'Xi Yue' means happiness. So this kind of drink gives a sensation for those who drinks this kind of drink would feel happy. Then, there is a toponymy Mixue. Mixue is also the brand of ice cream from China. This brand is still trending in China. There is no meaning of the word Mixue. It is only the name of a brand. Here are the pictures of both toponymy.



### 3.2.4 Italian Language

Bel Mondo is one of a restaurant in Medan. This restaurant serves various menu of rice, noodles, satay and others cooked in many variant such as Norwegian Salmon Fried Rice, Hongkong Crispy Noodle with Chicken, Bel Mondo Satay and the others. The word Bel Mondo means the wonderful world. Here is the picture of Bel Mondo.



### 3.2.5 French Language

Gateau Natural Food is a restaurant in Medan. This restaurant serves various kind of food and drink from Indonesian and western food and drink. The word Gateau are from French means cake and natural food are from English means the food that is natural. Here is the picture of the restaurant.



### 3.2.6 Hindi Language

Doel Sports is the name of the sport shop in Medan. This shop is the shop sells many kinds of sport tool. The toponymy of the the shop is from Hindi people name or personal name of Indian people. There is no special meaning

of the word *Doel* but the character of the name usually used in India. The picture of the shop is here.



### 3.2.7 Spain Language

La Ninas is one of the restaurant in Medan. Located at Hasanuddin street No. 3 Petisah Hulu Medan Baru Subdistrict. This restaurant serves kind of steak, coffee, and some kind of food and drink. The word La Nina is from Spain means little girl. Here is the picture of the restaurant.



### 3.2.8 Japanese Language

Sushi Tei is the restaurant serve various kind of sushi and many kind of Japanese dish. This restaurant is located at Teuku Daud number 6/12. The word sushi is the name of special food from Japan. This kind of food is from rice which is clenched to be a clump form and rolling with a seaweed then topping with salmon and others. The word Tei could be meant as a hand. the meaning of this toponymy could be meant as sushi is made with hands to make the clump of the rice. Here is the picture of the place.



Then, there are the pattern of the business banner used in foreign language and Indonesian. Here are the pattern of the phrases.

### 3.2.9 English Language with English Pattern

*Bathroom Boutique* is one of tool shop provides some tools for bathroom need such as sink tap, bathup, and others. This shop is located at K.H. Zainul Arifin Number 176B. The

phrases of this toponymy follows English pattern that is the bathroom as modifier and the boutique as modified. Here is the picture of the business banner.



### 3.2.10 Indonesian and English Phrases in English Pattern

*Naga Sticker* is a shop provides many kinds of sticker attached to the vehicle such as motorcycle, cars, or other vehicles. This phrase consists two words, they are Naga and sticker. The word Naga is from Indonesian means the big snake then sticker means a placard. Here is the picture of the business banner.



### 3.2.11 Indonesian and English Phrases in Indonesian Pattern

*Aksesoris Handphone* is one of cellular phone shop sells the phone accessories. This phrase consists of two words in which the word aksesoris is from Indonesian that means something to make the thing is more glowing and attractive then handphone is the tool for communication in two ways. Here is the business banner.



### 3.2.12 English and French in Indonesian Phrases Pattern

*Alliance Française* is the center of French Learning and French Culture in Medan. This toponymy consists of two words, they are Alliance is from English means the partnership and the word Française is from French means French

country. The pattern of the toponymy is Indonesian pattern in which the word alliance as a modified and the word Française as the modifier.



### 3.2.13 Indonesian and English Phrases in Indonesian Pattern

Seafood Mak Judes is a kind of restaurant that provides various kind of seafood. The phrase of the toponymy consists three words in which the first word is in English and the others are Indonesian. The word seafood means the food from the sea such as lobster, fish, squidward and the others. Then the phrase Mak Judes refers to the woman that is talkative. The meaning of the phrase could be meant as the seafood which has great hot spicy dish to make the toponymy more fascinating. Here is the picture of the business banner.



### 3.2.14 English and English Phrases in Indonesian Pattern

Service HP (handphone) is the name of mobile phone reparation. This shop provide some service for the broken mobile phone. Service Handphone toponymy follows the Indonesian pattern in which in English should be Handphone Service. Here is the picture of the business banner.



### 3.2.15 French and English Phrases in English Pattern

Gateau Natural Food is a restaurant in Medan which serves many kinds of food and drink. The phrase Gateau Natural

Food consists of two languages. They are French and English. The word Gateau means cake or bread and Natural Food means the food that is from the nature. The pattern of the phrase is in English pattern in which the word Gateau as the modified and the phrase Natural Food is as modifier. This toponymy reflects the dish served in this restaurant. Some kind of food is appetizer e.g fried Lobak, Garlic Bread and etc, pasta e.g Aglio Mushroom, tomato sauce e.g Fish Parmigiana and the others. Here is the picture of the business banner.



### 3.2.16 Hindi and English in English Pattern

Rohit Sport is the shop provides the tool of sport. The phrase of the toponymy is from Hindi (Rohit) and English (Sport). The pattern of the phrase is English in which the word Rohit as modified and the word Sport as modifier. Here is the picture of the business banner.



### 3.2.17 English and Indonesian in English Pattern

Grand Sehat is the place of car washing in Medan. This toponymy consist of English and Indonesian. The word Grand means great and the word Sehat means healthy. The pattern is in English pattern in which the Grand as the modifier and the word Sehat to be the modified. Here is the picture of the business banner.



## 4. CONCLUSIONS

Based on the analysis, it could be drawn some conclusions. To begin with, the foreign languages appear are from East and South Asia (Japanese, Korean, Chinese, and Hindi) and

the others are from Europe (French, English, Spain). In addition, the language use on business banner toponymy almost all are the mixing of English and the other language. Furthermore, the patterns of the phrases are in English and Indonesian. Finally, it showed that the use of foreign language is favorite for Indonesian people than using Indonesian because of certain reason and it would make Indonesian language would be isolated in its country.

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