

Linguistic Landscape in Hotel Names in Malang City, Indonesia: Form and Function

Dwi Purnanto^a, Dany Ardhian^b, ^aFaculty of Cultural Science, Sebelas Maret University, Indonesia, ^bFaculty of Cultural Studies, Brawijaya University, Indonesia, Email: dwi.purnanto@yahoo.com, danyardhian@ub.ac.id

The development of tourism, business and education in Malang City, Indonesia, has an impact on the hotel business. Hotel owners are competing to offer modern, traditional, European, colonial, environmental care, sharia, and royal concepts. The concept of the hotel is represented in the hotel naming system. This study aims to analyse the form of language use and informational-symbolic functions in hotel names. The research sites are in five sub-districts, namely Klojen, Lowokwaru, Blimbing, Sukun and Kedungkandang in Malang City, Indonesia. Data were taken from monolingual, bilingual and multilingual forms with 79 data photography techniques. Data analysis was performed by studying Linguistic Landscapes and accounting the frequency, distribution, form of language, and analysing functions. The results show that monolingual English dominated the appearance. Forms of the language used as monolingual were Bahasa Indonesia and English; bilingual appears in six patterns, namely Bahasa Indonesia+English, Bahasa Indonesia+Javanese, English+Chinese, English+Japanese, English+Javanese, English+Arabic. The multilingual pattern that emerges is Javanese+Bahasa Indonesia+Arabic. The information function is built in to the concept of the hotel, owner and location, while symbolic functions represent symbols of traditional culture, modernism, religion, history, colonialism, capitalism and nationalism.

Key words: *Linguistic Landscape, Hotel, Malang City.*

Introduction

The city of Malang in East Java is a rapidly developing metropolis. Its development is evident from the growth of new education centres, and other sectors such as trade and business, tourism, art and culture. These developments attract many people to come and participate in various activities, with some continuing to stay on a permanent basis and others visiting or passing through. Geographically, Malang City is situated on a plateau and has a relatively cool climate. There is also a wealth of history surrounding the city of Malang, from the Singhasari Kingdom through to Dutch colonialism. This history has attracted a fascination, and the charm of newly developed tourist locations has helped enhance the allure of well-kept historical sites. The culture of this city has been preserved in the arts, traditions and value systems of the local community. These unique characteristics give Malang a special appeal, in the fields of education, business, trade and tourism.

These activities of course have an impact on the demand for hotels and homestays. In the education sector, each time there is selection for new students, both at state universities and private colleges, Malang always becomes crowded. This affects the need for hotels, homestays, guesthouses and daily boarding houses. During holiday times and at weekends, there is also a high demand for hotels. The variety of attractive tourism locations, ranging from natural tourism sites to religious sites, art and culture, culinary and man-made sites, all offer an allure that makes the city worth visiting. This in turn means higher demand for hotel rooms. In the business and trade sector, the increasing number of seminars, meetings, workshops and other business agendas in Malang City also increases demand for more hotels. Together, this is what causes the high demand for hotels in Malang City.

The large number of hotels and homestays leads to business competition. Hotel and homestay entrepreneurs endeavour to make innovations in their concepts for hotel development and services. They offer various concepts, such as Javanese, Balinese, Indonesian, European and American cultural concepts. Some offer historical concepts with a colonial or royal nuance. Since the majority of Indonesians are Muslim, meaning that the majority of potential visitors are also Muslim, some entrepreneurs also offer the concept of a sharia hotel. These concepts are applied in the spatial layout, furniture, food and atmosphere. The presence of these different concepts is represented by the hotel names. The use of language in public space, whether the Indonesian language, English language, Islamic terms or Javanese language, is intended to represent these concepts.

Literature Study

The use of language in public space refers to Linguistic Landscape studies (herein abbreviated to LL). Landry and Bourhis (1997) define LL as the use of language that is seen

in public space in a particular area, including street names, billboards, street signs, place names, shop names and signboards of government buildings in a particular area, territory or urban social group.

The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the Linguistic Landscape on a given territory, region, or urban agglomeration (Landry and Bourhis, 1997:25).

Perfecting the definition above, LL studies can be described as studies of language that focus on the use of written language in public space. Gorter (2006) and Ben-Rafael, et al. (2006) elaborate further, stating that LL refers to information signs placed outside or inside government or private establishments in locations provided.

In the analysis of language through LL studies, the focus is not only on language analysis alone but has also developed into areas of other social studies, such as sociology, education, anthropological linguistics, psycholinguistics and socio-cultural studies. This is thought to be due to the emergence of monolingual, bilingual and multilingual forms in language, which, accompanied by the variations in form and message, indicate the acquisition and mastery of language, the nature of the contact between the readers of the text and the texts themselves and the social relations involved in the production and consumption of LL texts. This means the language use in LL endeavours to accommodate the interests of the community in the area where the LL is found, by serving its information function and symbolic function.

The view that the function of language cannot be separated from its communication function is indeed true. Language is closely tied to social identity, whether the identity of the speaker or that of the hearer (Barni and Bagna, 2003). That is the reason why texts that are displayed in public spaces are considered closely tied to the writer (sender) of the texts. From this, we can discover in more depth the social identity of the community in the area where the LL exists. Another important aspect is the way the power relations play out in the particular social group. LL studies act as a bridge between the language analysis of texts in public space and the way power relations appear.

Studying the linguistic landscape of an area can determine a great deal about the people that live in that area, what language ideologies are at play, which languages have power and prestige, and which are marginalised. (Cenoz and Gorter, 2008; Dagenais, Moore, Sabaties, Lamare, and Armand, 2009; Leeman and Modan, 2009; Papen, 2012)

According to the claims of these experts, LL studies are studies which are able to unmask the effort to dominate, balance and marginalise other languages that a language plays out in its establishing of its strengths and its building of its values of prestige. Ultimately, language competition is born in public space as a manifestation of group competition. At the very least,

language competition in a public space can be seen, measured and analysed to view the power of a particular group. In addition, LL is able to study how language policies are implemented by a government or institution responsible for language regulation. Certain languages are considered dominant, such as languages that are a symbol of nationalism (like the Indonesian language), and become the standard for prescriptive language use that is usually determined and supported by those in power (the government). Other languages accommodate various social interests, such as globalisation (the English language, for example), history, language education and language revitalisation (local languages), and other foreign languages. There is also global intervention, such as the use of the English language in business terms (in production and consumption) for increasing sales, and as a way of motivating investors to become involved in a business (Akindele, 2011).

Malang City as an Urban and Multi-Ethnic City

Malang City has a population of 856,410 (Central Bureau of Statistics for Malang City 2016, published in 2017). This large population is proof that Malang is an urban city. The appeal of Malang, as a city of education, with good economic growth in the sectors of trade, industry, and tourism, as well as harmonious social conditions, combine to make it an attractive domicile destination. In Malang City, numerous ethnic groups converge. They include Javanese, Madurese, Chinese, Arabic, Sumatran, Makassar, Papuan and Kalimantan ethnicities. These ethnic groups originally came to Malang for various purposes, such as working, trading and studying. Over time, they have formed their own individual group identity as a way of showing their existence, for instance by opening businesses. It is interesting to study how this social phenomenon arose and what in fact the social power relations are that have been either intentionally or unintentionally built through the texts that appear on name signs and billboards.

In connection with this, the naming of hotels accommodates three things. First, the social conditions of the Malang community as domestic citizens who of course also need hotels to meet their need for social facilities; second, the migrant community from outside Malang, consisting of various ethnic and social groups; third, the migrant community from other countries, who have their own cultural background. With the variety of concepts available, potential visitors can choose a hotel that suits their own preference. From this, it is evident that the naming of hotels also accommodates various languages. In addition to providing information, the use of language in hotel names also gives a symbolic message about the concept offered.

Previous Research

In Indonesia, LL research is still uncommon, unlike in other countries where LL research has undergone rapid developments. There are five notable LL studies in Indonesia, namely those by Yannuar and Tabiati (2016), Ferdiyanti (2016), Silva (2017), Erikha (2018), Harbon and Halimi (2019) and Andriyanti (2019). In addition, the Language Board at UNS held a workshop on the Prioritisation of National Languages on 7-10 August 2018. None of the LL research mentioned above is related to hotel naming, especially in the city of Malang.

Research Method

This research is qualitative descriptive. The location of the research was five sub-districts in Malang City, namely Klojen, Lowokwaru, Blimbing, Sukun and Kedungkandang. The data source of hotel name texts included 79 names of hotels, guesthouses, resorts, and homestays. The selection of hotel names took into consideration the aspect of star rating, from 1-5 and non-star hotels. The data was in the form of written texts of hotel names displayed at the hotel entrance or on the hotel building. The object of the study is the use of monolingualism, bilingualism and multilingualism in the texts. The data collection technique used documentation (photographs). The data analysis was based on an LL design, examining the frequency, form and function of the texts.

Findings

The results section below will outline the findings of the analysis of language use in hotel names found in five sub-districts of Malang City, namely Klojen, Kedungkandang, Blimbing, Lowokwaru and Sukun. The working procedure of a LL study is: (1) classifying and calculating the frequency and distribution of language use; (2) analysing the forms of language use, whether monolingual, bilingual or multilingual; (3) analysing the emerging functions, namely the information function and symbolic function. Subsequently, in the discussion, the researcher analyses the uniqueness of sociolinguistic related forms and functions that appear in the data.

Frequency of Language Use

The research results show that there are seven languages used in hotel names. These are Indonesian, English, Javanese, Arabic, Chinese, Japanese and Dutch. The forms of language use that appear are monolingualism, bilingualism and multilingualism. The results are presented in Table 1 below.

Table 1: Frequency of language use

Monolingual		Bilingual						Multilingual
Indo	Eng	Indo+ Eng	Jv+ Eng	Eng+ Chn	Jpn+ Eng	Eng+ Arb	Eng+ Dut	Jv+Indo+ Arb
18 (22.8%)	34 (43.1%)	8 (10.1%)	1 (1.3%)	1 (1.3%)	1 (1.3%)	6 (7.6%)	9 (11.4%)	1 (1.3%)

Table 1 shows that only two languages are used in monolingual form for hotel names, namely Indonesian and English. The monolingual form is dominated by English (43.1%), followed by Indonesian (22.8%). The percentage of the emergence of English in monolingual form is very prominent compared with Indonesian. In the bilingual form, six combinations of language appear (see Table 1). The bilingual form of English+Dutch dominates (11.4%), followed by Indonesian+English (10.1%) and English+Arabic (7.6%). The emergence of other bilingual forms is very small (1 appearance). In the multilingual form, the language combination that appears is only Javanese+Indonesian+Arabic.

Distribution of Language Use

In the distribution of language use, the classification of language use is viewed in terms of the language used for writing the hotel names. The purpose of this analysis is to look at the distribution of language use in the sub-districts of Malang City. This distribution analysis is useful for studying the areas around the sub-districts, especially the social facts that appear. The distribution of language use is presented in Table 2 below.

Table 2: Distribution of language use

Sub-district	No. of Hotels	No. of Data	Language Use					
			Indo	Eng	Jav	Arb	Jpn	Chn
Klojen	45	52	13 (59.1%)	36 (57.1%)	-	1 (14.3%)	1 (100%)	1 (100)
Kedungkandang	6	9	4 (18.2%)	3 (4.8%)	1 (50%)	1 (14.3%)	-	-
Blimbing	10	12	3 (13.5%)	8 (12.7%)	-	1 (14.3%)	-	-
Lowokwaru	15	19	1 (4.6%)	14 (22.2%)	1 (50%)	3 (42.8%)	-	-
Sukun	3	4	1 (4.6%)	2 (3.2%)	-	1 (14.3%)	-	-
Jumlah	79	96	22	63	2	7	1	1

Table 2 shows that the sub-district of Klojen has the highest number of hotels, followed by Lowokwaru, Blimbing, Kedungkandang and Sukun. The number of hotels correlates to the

frequency of language use in the hotel names. The table above also shows that the language use in the sub-district of Klojen is more varied than in the other sub-districts, and includes the appearance of Indonesian, English, Javanese, Arabic, Japanese and Chinese.

Forms of Indonesian Language Use

In Table 1, the monolingual form of the Indonesian language appears 18 times (22.8%).

- (1) *Hotel Tugu*
- (2) *Hotel Gajahmada Graha*
- (3) *Hotel Kartika Graha*
- (4) *Hotel Trio Indah*
- (5) *Hotel Serayu*

The data above show the monolingual use of the Indonesian language. The lingual forms that appear are phrases with the structure Modified (D) and Modifier (M). The element (M) forms denotative references to a nearby location (Tugu), the name of a ruler of Mahapahit (Gajahmada), a number (Trio) and a street name (Serayu).

- (6) *Grand Cakra Hotel Malang*
- (7) *Hotel Santika Premiere Malang*
- (8) *Dewarna Hotel Sutoyo*
- (9) *Butik Capsul Hotel*

Data (6–9) show the bilingual pattern of Indonesian and English. The lingual forms are phrases with various patterns. The core element *hotel* is placed at the front (7), in the middle (6, 8) and at the end (9). The core element *hotel* is combined with denotative elements referring to the branch, *Malang*, and the owner, *Sutoyo*. Data (8) shows a pattern of code mixing. *De* in *Dewarna* adopts the Dutch language and is code mixed with the Indonesian language.

- (10) *Omahku Asri Syariah*

Data (10) shows a multilingual form of Javanese, Indonesian and Arabic. The Javanese *Omahku* replaces the lexicon *hotel*. The word *Syariah* is taken from the Arabic language. The core structure (D) is found in *Omahku*, while the attributive elements (M) are found in *Asri* and *Syariah*.

Forms of English Language Use

English language use appears in monolingual and bilingual forms in the names of hotels and homestays as shown in the data below.

- (11) *Whize Prime Hotel*
- (12) *SAME Hotel Malang*
- (13) *MaxOne Ascent Hotel Malang*
- (14) *Everyday Smart Hotel Malang*
- (15) *HARRIS Hotel & Convention Malang*
- (16) *SUHAT Private Apartment-GHMTA*
- (17) *Paddy City Resort*
- (18) *Comfy Room at Buring Homestay*

The data above display similarities in the use of the lexicon hotel, resort and homestay. The use of these lexicons is sometimes followed by the lexicon Malang. The word Malang indicates that the hotel is a branch, in particular of another hotel in Indonesia. The pattern used in (11, 12, 13, 14) has a similar structure to the core structure *hotel* followed by an attribute of the hotel name. Data (15) shows a core structure that forms an equivalent phrase (DD), namely *Hotel & Convention*, with the attribute of the hotel name. Data (16) shows use of abbreviations. Data (17) uses the word *resort* as the core element to show a concept that differs from that of a hotel. Data (18) contains the core element *homestay* with the attributive in the form of a clause, *Comfy Room at Buring*.

- (19) *The Shalimar Boutique Hotel*
- (20) *The 101 Malang OJ*
- (21) *De'Boutique Style Hotel*
- (22) *D'Fresh Hotel & Resto Manage by Asce*
- (23) *Guesthouse and Homestay de Vita*

Data (19, 20, 21, 22, 23) all focus on the use of the lexicons *the*, *de'* or *d'*. Data (20) uses an attributive number phrase (*101*) in the hotel name, without the word *hotel* behind it. Data (21, 22, 23) show a different character of writing. *De'* and *D'* are positioned at the beginning while in (23) *de* is positioned in the middle. In fact, the use of the Dutch language *De*, *de'* and *d'* is intended to mimic the English word *the*. Its function is to give rise to a perception of the Dutch colonial era. Data (22) forms a clause structure which is different from the phrase structure in (19, 20, 21, 23).

- (24) *Ijen Suites Resort and Convention*
- (25) *Malang City Boulevard Homestay & Restaurant*

Data (24, 25) show the absence of the lexicons *the*, *de'* or *d'* with the name being written directly. These two data form phrase structures with the attribute in the form of the name.

- (26) *Swiss Belinn Malang*
- (27) *Ibis Style Malang*
- (28) *Front One Boutique Baluran Malang*
- (29) *Front One Inn Malang F.K.A De Laia Gu*

Data (26, 27, 28, 29) do not use the word *hotel* or other words denoting residence, such as *resort*, *guesthouse*, or *homestay*. It can be seen that the word *Malang* always appears, indicating that the hotel is a branch. Data (28) is more specific in its use of the street name where the hotel is located, namely *Baluran Street*. This is possibly to indicate that there is another branch in the same city, and this is in fact proven by data (29). Data (26-29) all use phrase structure.

- (30) *Kertanegara Premium Guest House*
- (31) *Merbabu Guest House*
- (32) *Omahkoe Guest House*
- (33) *Omah Wetan Malang Homestay Sawojajar*

A number of bilingual data have already been discussed above, namely in data (6, 7, 8, 9). Data (30, 31) are bilingual forms of Indonesian and English, which use Indonesian names, *Kertanegara* and *Merbabu*. *Kertanegara* is the name of a king from the Singhasari Kingdom, while *Merbabu* is the name of a mountain. In addition, *Kertanegara* and *Merbabu* are used for street names in the city of Malang. The name *Merbabu* in data (31) refers more to the street name because the location of *Merbabu Guest House* is on *Merbabu Street*. This is not the case, however, with *Kertanegara Premium Guest House*. The word *Kertanegara* here refers more to the Singhasari Kingdom, in which *Kertanegara* was the name of one of the kings. Phrase structure is used in data (30, 31), with the use of English as the core phrases, *Premium Guest House* and *Guest House*.

Data (32, 33) are bilingual forms using Javanese and English. The structures formed are phrases with a pattern MD. Javanese is in the attributive position (M), *Omahkoe* and *Omah Wetan Malang*, while the core element of the phrases uses English, *Guest House* and *Homestay Sawojajar*. The use of the vocal /oe/ is an example of old Indonesian spelling, known as van Oupusjen spelling. *Omah Wetan Malang*, meanwhile, references a house that is on the east side of Malang City, in the area of Sawojajar.

- (34) *Syariah Radho Suites*

- (35) *Bluebells Express Hotel Syariah Malang*
- (36) *Hasanah Guest House Syariah De Sapphire*
- (37) *Airy Syariah Blimbing De Panorama Square*
- (38) *Grand Kalpataru Syariah Hotel*

Data (34, 35, 36, 37) are bilingual forms using the Arabic language (or more precisely, terms from the Arabic language) and the English language, all with MD phrase structures. The patterns are quite varied. In data (34, 37, 38), the Arabic language is positioned as the attributive element (M), unlike data (35, 36), in which the word *syariah* is positioned as the core phrase (D). An analysis of the phrase structure in data (35, 36) shows that these names do not follow the principles of proper use of either English or Indonesian.

A bilingual form using English and Chinese is also found in the name of a hotel, although only in a single example. Interestingly, the form of writing uses both Chinese characters and Latin script.

- (39) *Regent's Park Hotel*

The phrase structure used in (39) uses the core phrase *hotel* and the attributive *Regent's Park*. The English language is used for the whole name, although Chinese characters also appear on the hotel sign on the building and the billboard at the entrance.

Illustration 1. Hotel with Chinese characters



Illustration 1 shows writing in English and Chinese. This writing is on a sign at the entrance to the hotel. The lingual unit that appears in this writing is the clause *Welcome to Regent's Park Hotel*. This English text is transliterated into Chinese characters with the same meaning.

(40) *The Himana Malang*

The data above shows the Japanese language *Himana* transliterated into Latin script. The text of this data can be seen in illustration 2.

Illustration 2. Hotel with Japanese language using Latin script



The data above shows phrase structure with the pattern DM. The core element (D) *The Himana* contains the English word *the*. The attributive element (M) refers to the location in the city of *Malang*. There is an omission of the word *hotel* or other similar words.

Information Function of Hotel Naming

The use of language in public space performs certain functions. Landry and Bourhis (1997:25-29) explain two functions that appear in LL studies, namely the information function and the symbolic function. The information function serves to mark the area inhabited by a particular social group. The symbolic function, meanwhile, refers to symbols of social identity.

Several information functions are presented in the data. These include: (1) name of the owner or management agency, (2) name of the area or location of the hotel, (3) name of a royal figure, (4) an Islamic concept, and (5) atmosphere or mood.

(41) *HARRIS Hotel & Convention Malang*

(42) *The Salimar Boutique Hotel*

(43) *Dewarna Hotel Sutoyo*

(44) *Dewarna Zainul Arifin*

(45) *UB Guest House*

- (46) *Omah Wetan Homestay Sawojajar*
- (47) *Guest House and Homestay de Vita*

Data (41-47) give information about the owner or manager of the hotel, guesthouse, or homestay. The function of the owner's name here is to give an indicator of ownership. This ownership indicator is combined with the concept offered by the hotel, such as (41) convention, (42) boutique, (45) guesthouse and (46, 47) homestay.

- (48) *Hotel Tugu*
- (49) *Ijen Suites Resort & Convention*
- (50) *Airy Alun-alun Malang*
- (51) *Airy Klojen Gajayana*
- (52) *Front One Boutique Baluran Malang*
- (53) *Comfy Room at Buring Homestay*
- (54) *SUHAT Private Apartment-GHMTA*

Data (48-54) state the location of the hotel. The function of this location indicator is to make it easier for consumers to determine the location needed. In addition, the use of location in a name serves to boost the popularity of a location that has already been established. For example, data (48, 51, 54) are locations in central or popular areas of the city. This of course helps managers to market the hotels and make them more popular. The combination of location and concept is also found, for example in data (49, 52).

- (55) *Swiss Belinn Malang*
- (56) *Ubud Hotel & Cottages Malang*

Data (55, 56) give information about the origin of the hotel and show that its existence in Malang is a branch. This clearly gives the consumer an idea about the popularity of a hotel that is well known in its own area, in this case in Switzerland and in Ubud, Bali.

- (57) *Kertanegara Premium Guest House*
- (58) *Aria Gajayana Hotel*
- (59) *Hotel Gajahmada Graha*
- (60) *Airy Klojen Gajayana*

Data (57-60) provide information to the consumer about the historical nuance offered. Kertanegara, Gajayana and Gajahmada are names of famous kings and rulers in historical kingdoms. Kertanegara was a king in the Singhasari Kingdom, Malang, Gajayana was a king in the Kanjuruhan Kingdom, Malang, and Gajahmada was a well-known ruler in the Majapahit Kingdom. The use of the names of these well-known figures from kingdoms of past eras

helps to increase the hotels' popularity and at the same time introduces a nuance of royal history in the city of Malang, East Java.

- (61) *De'Boutique Style Hotel*
- (62) *Paddy City Resort*
- (63) *Airy Eco*
- (64) *Butik capsule Hotel*
- (65) *Omahkoe Guest House Malang*

Data (61-65) give information about the nuance and concept offered by the hotel management, ranging from the nuance of a boutique (61, 64), resort (62), economic price (63), capsule (64), to the nuance of feeling like being in one's own home (65). These nuances are written in the hotel names to create a perception about the model of hotel offered.

- (66) *Hasanah Guest House Syariah De Sapphire*
- (67) *Syariah Radho Suites*
- (68) *Bluebells Express Hotel Syariah Malang*
- (69) *Airy Syariah Blimbing De Panorama Square*

Data (66-69) are examples of hotels that offer the concept of sharia. Since the majority of the Malang population and the majority of visitors are Muslim, this concept offers an option for people wishing to stay in a hotel with a sharia concept. In addition to being perceived positively, hotels are also sometimes seen to have a bad image, and viewed by the community as a place for prostitution or extra-marital sex. This is of course disturbing in the Muslim community. The introduction of an Islamic concept, by labelling with the name *syariah*, gives a guarantee that this kind of negative image is not found in this type of hotel.

Symbolic Function of Hotel Naming

Besides the information function, LL also analyses how symbolic function is played out in the text through the use of a particular language in a public space. This function refers to the way a language is highlighted to mediate the existence of different social groups, such as people with different ethnicities, religions, statuses, cultures and views.

In the data, a number of symbolic functions are found: (1) symbols of Javanese, Balinese, Indonesian and European culture; (2) symbols of modernity; (3) symbols of Islam; (4) symbols of ecology; (5) symbols of the preservation of values of colonialism; and (6) symbols of capitalisation.

- (70) *Omahkoe Guest House Malang*

- (71) *Omahku Asri Syariah*
- (72) *Omah Wetan Malang Homestay Sawojajar*

The use of Javanese is a symbol of Javanese culture played out in a public domain. The words *Omahkoe* (70), *Omahku* (71) and *Omah Wetan* function to build a perception of Javanese culture. Viewing the location of a hotel in a Javanese environment is a strategic step for introducing Javanese culture to hotel guests. In addition, the English language is used to support a modern nuance (70, 72). As a global language, English is considered to possess an aspect of modernity. The use of English is able to bring a product to the global and modern world. The impact of this is of course to increase the possibility of more visitors from abroad and to build the bargaining value of highly priced hotel rooms. The use of Javanese and English in hotel naming also carries a mission of acculturation of Javanese and Western cultures. Data (71) uses Javanese, Indonesian and Arabic. This can be viewed as a symbol that the three ideologies (Javanese, Indonesia, Islam) are being brought together to create a perception that the hotel is designed for members of the Javanese, Indonesian and Muslim communities.

- (73) *The Shalimar Boutique Hotel*
- (74) *SAME Hotel Malang*
- (75) *The Himana Hotel*
- (76) *Regent's Park Hotel*

Data (73, 74) also contain cultural symbols, specifically of European culture. However, the language used does not articulate this culture. Symbols of European culture are evident in the concept of the spatial layout in the hotels that present European culture. This model is also seen in data (75). The Japanese language is used in the writing of the hotel name, even though it has been transliterated into Latin script. However, the use of the word *Himana* still manages to carry the Japanese culture to Indonesia. Data (76) also shows use of Chinese characters in the hotel name (see illustration 1). By using Chinese characters (without transliteration to the source language, Indonesia), the value of Chinese ideology is clearly presented through the hotel name. The use of English, Japanese and Chinese in the data above show that cultural ideology is being played out in the public domain, specifically through hotels.

- (77) *HARRIS Hotel & Convention Malang*
- (78) *MaxOne Ascent Hotel Malang*

Data (77, 78) represent a symbol of modernity. The use of the English language, as a global language, is able to bring a modern nuance to the spatial layout, the facilities and the hotel building. Consumers can choose hotels according to their individual needs (77). The use of

the word *Convention* creates a perception that the hotel is able to provide facilities for business, on a local, national and international scale. In data (78), the use of the phrase *MaxOne Ascent* creates a modern impression. If viewed in terms of its meaning, this phrase implies the meaning of climbing to 'number 1' (the summit). This indicates that the hotel is used for arrangements to win business.

- (79) *Bluebells Express Hotel Syariah Malang*
- (80) *Hasanah Guest House Syariah De Sapphire*
- (81) *Bandara 21 Syariah*
- (82) *Omahku Asri Syariah*
- (83) *Airy Syariah Blimbing De Panorama Square*
- (84) *Grand Kalpataru Syariah Hotel*

The use of the word *syariah* refers to Islamic culture, and is an indication of the emergence of Islamic ideology in hotel naming in the city of Malang. The use of English (79, 80, 81, 83, 84) in combination with Arabic has a dominant frequency. This may indicate that the Islamic culture is being carried into a public domain by marrying it with modern culture. The data only shows one example (82) of the use of Javanese in bilingual form with Arabic.

- (85) *De' Boutique Style Hotel*
- (86) *De'Corner Suite Guest House*
- (87) *Front One Inn Malang F.K.A De Laia Guest House*
- (88) *D'Fresh Hotel & Resto Manage by Asce*
- (89) *Hasanah Guest House Syariah De Sapphire*
- (90) *Dewarna Zainul Arifin*
- (91) *Guest House and Homestay de Vita*
- (92) *Dewarna Hotel Sutoyo*
- (93) *Aairy Syariah Blimbing De Panorama Square*

Data (85-93) contain elements of the Dutch word *De*. Although appearing as an article, *De* contributes to the formation of phrase structures in these names. This article is able to bring a Dutch image into the meaning. This Dutch image is the result of the preservation of colonial heritage. In Malang City, especially in the city centre, many old buildings, tourism sites, the train station, cake shops and street names still use the Dutch language. This is an indication of the massive scale of the preservation of the heritage from the Dutch colonial era in the Malang community and by the local government.



Conclusion

The English language is the most dominant language used in the naming of hotels, among other languages such as Indonesian, Javanese, Arabic, Dutch, Japanese and Chinese. The forms of language use that appear are monolingual, bilingual and multilingual, with patterns of phrases and clauses. The information function that is formed in hotel naming includes names of owners or management agencies, names of areas or hotel locations, names of royal historical figures, Islamic concepts, and atmospheres. The symbolic functions that appear are cultural symbols (Javanese, Balinese, Indonesian, European, national), symbols of modernity, Islamic symbols and symbols of the preservation of colonial values. These language facts and social facts form the information function and symbolic function that are seen in the social relations of the Malang community and the hotel guests, many of whom belong to the Javanese ethnic community, have a modern character, and the majority of whom are Muslim.

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