

**A LINGUISTIC LANDSCAPE ANALYSIS: LANGUAGE AND MEANING IN
PAKUWON TRADE CENTER'S FOOD COURT**

A THESIS

**Presented in a Partial Fulfillment of the Requirements for Completing the
Sarjana Degree in Department of English Literature**



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2025

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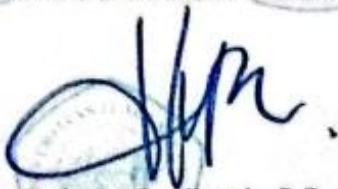
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MOTTO PAGE

"I'm a practical man, so who needs complexity if you have simplicity?"

A Wise man named F. D. Sam

"Nobody is perfect, so don't try so hard to be perfect, because it will make you stressful leading to the graveyard at the early game, literally."

A Wise man named F. D. Sam

DEDICATION PAGE

This thesis is dedicated to my parents who gave my support and compassion until the second I make this thesis.

To anyone who borrows and downloads this thesis, I allow you to use my thesis as a research gap, and references without any charges.

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ABSTRACT

The linguistic landscape has emerged to be a significant field of research in terms of it depicting the visualization and socialization of languages by the community. With the ongoing globalization and cross-cultural migration in the contemporary societies, commercial spaces are becoming more multilingual, using signs to convey both informational and symbolic messages. The given study is based on the linguistic environment of PTC Food Court in Surabaya where the visualization of various languages in signage is examined as well as the impact that the linguistic decisions have on identity, branding, and communicative roles of the latter in the given space. The primary objective is to identify language patterns, analyze the informational and symbolic roles of signage, and interpret how these linguistic forms reflect the attitudes and identities of both businesses and customers. The study is guided by Linguistic Landscape theory, particularly the informational and symbolic functions introduced by Landry and Bourhis and developed further by Gorter and Pütz. These frameworks help explain how signs not only convey practical information but also express prestige, cultural identity, and ideological meanings. The study gathered photographic evidence of signs in the food court and classified them according to the language variety, and functional uses using a qualitative descriptive approach. The information was interpreted using visual, functional and semiotic interpretation. The findings, consisting 65 data, reveal a highly multilingual environment dominated by English for both informational clarity and symbolic prestige. Other languages, such as Japanese, Chinese, Korean, Thai, Arabic, French, and Latin appear strategically to evoke cultural authenticity and enhance brand identity. The findings show that the language environment of PTC Food Court has a hybrid identity of localized accessibility, global orientation and cultural diversity.

Keywords: *commercial space; language functions; language variety; linguistic landscape; multilingual signage*