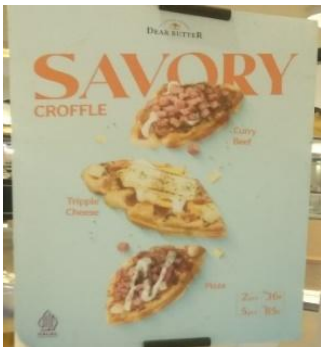


APPENDIXES

A. Monolingual (Mo)

No	Data Name	Data	Variety	Function	Description
1	Data 26 MoI 1		Indonesian	Informational	An Indonesian sign informing no outside food and drink, and no pets allowed. The sign is found in a restaurant named "Bamboo Traditional Restaurant". It is placed in front of the restaurant to warn people not to bring food and drink apart from the restaurant's dish to protect their quality and reputation, and also warn them not to bring pets along with them for hygiene and sanitation reasons.
2	Data 1 MoI 2		English	Informational	A sign informing to pick up items. The sign is found in an outlet named "Tong Tji". functions as a simple instruction for customers to collect their orders at a specific counter.
3	Data 34 MoI 3		English	Informational	An English sign informing to have a good day for the customers, known as "BesTea". The sign is found in an outlet named "Tong Tji". It is pasted at the side of the booth to greet the customers passing by, as well as informing about their social media.
4	Data 2 MoI 4		English	Informational	A sign informing to show people where to order. The sign is found in an outlet named "Tong Tji". It is attached at the front of the booth to show where the customers should order.

5	Data 35 MoI 5		English	Informational	An English Sign informing the history of the spread of the restaurant branch. The sign is found in a restaurant named “Yang’s Braised Chicken and Rice”. It is pasted at the side of the restaurant to show the spread of the restaurant branch from one country to another. The sign contains pictures of the well-known buildings around the world representing each country
6	Data 36 MoI 6		English	Informational	An English sign informing one of the discounted menus at the restaurant. The sign is found in a restaurant named “X.O Suki”. It is glued to the wall to give details about the discounted dimsum. The informational elements on this are the dimsums on the sign and the discounted price tag of those menus
7	Data 27 MoI 7		English	Informational	An English sign informing one of the discounted menu at the restaurant. The sign is found in a restaurant named “X.O Suki”. It has an image of a roasted chicken with brief descriptive statements that show the texture and quality of the food. The huge font size of product name attracts attention instantly, whereas the tag line is rather small and does not affect the product in any way, except describing it in an explicit manner using bright adjectives, such as crispy, juicy, and perfect.

8	Data 37 MoI 8		English	Informational	An English sign informing the motto of the local bakery outlet. The sign is found in an outlet named "Roti'o". It is pasted at the side of the booth to show their slogan about their bread. The sign has a bread that cut in half exposing the inside of the bread, indicating that the bread is tasty as what the slogan said.
9	Data 38 MoI 9		English	Informational	An English sign informing a promotion of some of the menus. The sign is found in an outlet named "Dear Butter". It is placed in front of the booth to inform about the promotion of the menus. There are some menus appearing on the sign to let the customers know which bread are the ones that are promoted
10	Data 39 MoI 10		English	Informational	An English sign informing a promotion of some of the menus. The sign is found in an outlet named "Mako". It is placed in front of the booth to inform about the promotion of the menus.

11	Data 40 MoI 11		English	Informational	An English sign informing that the followers/customers can upload their photos about the company, tag it, and upload to the social media. The sign is found on a bulletin board near the entrance to the foodcourt. It is placed on the bulletin board to inform about photo sharing of the product related to the company.
12	Data 41 MoI 12		English	Informational	An English sign informing to find the company on social media. The sign is found on a bulletin board near the entrance to the foodcourt. It is placed on the bulletin board to inform about the company's social media. The sign shows that the company (Greenly) can be followed to their social media account, and at the bottom of the sign, it shows their slogan (We deliver, Enjoy Healthy Food, Wherever you are)
13	Data 42 MoI 13		English	Informational	An English sign informing to take away the used cups. The sign is found on an outlet named "Sancha". It is placed on the table to tell customers not to leave the cups they have used and immediately throw them away to the trash can.
14	Data 43 MoI 14		English	Informational	An English sign informing that the seat is only for Sancha Customers. The sign is found on an outlet named "Sancha". It is placed on the table to tell customers that the seat is for customers who buy the products of Sancha.

15	Data 44 MoI 15		English	Informational	An English sign informing the menu of the restaurant. The sign is found on a bakery named “Butterman”. It is placed at the entrance to show the lists of menus of what the bakery has to offer. It looks minimalistic, but the small paragraph below refers to the menus served by the bakery.
16	Data 45 MoS 1		Indonesian	Symbolic	An Indonesian Sign symbolizing a Local Restaurant. The sign is indeed Indonesian and some of the menus below it are Madurese Dishes, which is one of the local dishes in Indonesia.
17	Data 3 MoS 2		English	Symbolic	An English sign for traditional food restaurant. The word “BAMBOO” is presented in bold red letters beside a green bamboo illustration, visually reinforcing the brand name. The phrase “traditional food” gives customers an immediate understanding of what the place offers, which is a local-style dish, and its use of English adds a modern touch to the overall presentation.
18	Data 46 MoS 3		Chinese	Symbolic	A Chinese sign symbolizing a local Tea Outlet. Despite being Chinese, the outlet is actually an Indonesian Tea Outlet. It is actually derived from Chinese culture. Red and green colors are used depicting prosperity, harmony, and freshness which are mostly Chinese related symbols. Although the name of Tong Tji does not have Chinese letters, it still has a very Chinese sound pattern and creates a certain impression of heritage and authenticity.

19	Data 8 MoS 4	 A sign for 'Tori-yo' featuring a stylized black bird with a red flower on its head, perched on a branch. Below the bird are three colored circles (red, yellow, red) and the text 'Tori-yo' in a blue, stylized font.	Japanese	Symbolic	A romanized Japanese sign symbolizing a Japanese Restaurant. There is a thematic and cultural touch to the mascot which is playful and bears skewered food items. The font is stylized and the colors are vivid, which makes the environment friendly and relaxed, which is a characteristic feature of the Japanese culture of street food.
20	Data 6 MoS 5	 A sign for 'X.O Suki' featuring the letters 'X.O' in a stylized, outlined font, followed by 'SUKI' in a bold, white, sans-serif font.	Chinese	Symbolic	A romanized Chinese Sign symbolizing a Chinese Restaurant. "Suki" is a Chinese term used to refer to a hot pot dish in China. The brand name "X.O" can have a reference to high quality which will put the restaurant in a position with excellence and sophistication.
21	Data 30 MoS 6	 A sign for 'Fried Chicken Master' featuring a cartoon chicken character with a white chef's hat and a red face, holding a fork. To the right, the text 'FRIED CHICKEN' is in a blue, outlined font, and 'MASTER' is in a large, white, outlined font.	English	Symbolic	An English sign symbolizing a professional Fried Chicken Restaurant. The association carried by the word "Master", which is a symbol of superiority, confidence, and high-quality, places the brand in a superior position to compete in its category.
22	Data 47 MoS 7	 A sign for 'Sancha Artisan Milk Tea' featuring a circular logo with a stylized white face and a crown. To the right, the text 'SANCHA' is in a large, white, serif font, and 'ARTISAN MILK TEA' is in a smaller, white, sans-serif font.	English	Symbolic	An English sign symbolizing a Milk Tea Outlet. The brand name "SANCHA" is presented in elegant typography alongside a stylized illustration of a serene face, evoking an artistic and premium identity. The name "ARTISAN MILK TEA" also helps to support a vision of crafts and exclusiveness instead of just telling about the product.

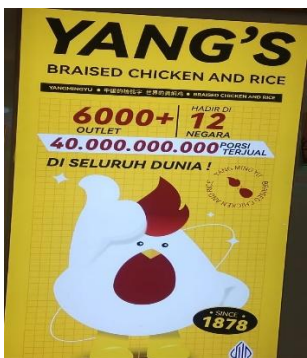
23	Data 9 MoS 8		Latin	Symbolic	A Latin Sign symbolizing a Local Restaurant. The simplicity and elegance of the typography further reinforce a sense of sophistication and comfort.
24	Data 4 MoS 9		Indonesian	Symbolic	An Indonesian sign for symbolizing a local bakery outlet. The “Roti’O” is a monolingual Indonesian display with a word “roti” meaning “bread” and this tells the people to what the primary product being sold is. Although the name has the foreign-styled apostrophe and uppercase letter “O”, the major name is still in the Indonesian language, which demonstrates that the brand accepts the local language, but still allows a modern and fashionable look.
25	Data 7 MoS 10		Chinese	Symbolic	A mandarin, and romanized chinese Sign symbolizing a Chinese Restaurant. The Sign “Nam Heong” is a mixture of Chinese characters (南香) and Romanized letters. Despite the sign has two different scripts (Roman and Mandarin Scripts), the sign is still considered as a monolingual. Dual communicative nature of the two writing systems is that both Chinese and non-Chinese customers can be attracted by the writing systems either using their native characters or using the Roman alphabet.
26	Data 48 MoS 11		English	Symbolic	An English sign symbolizing a Denmark-Style Ice Cream Outlet. A Sign that looks like Danish, but is actually an american Ice Cream outlet. The danish-like writing makes it appealing to customers who pass the outlet.

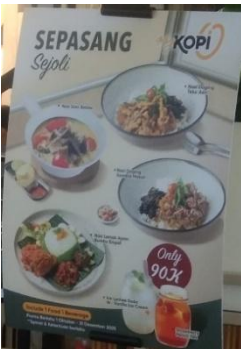
27	Data 49 MoS 12		English	Symbolic	An English sign symbolizing a mini Pizza Outlet. The sign shows a pizza just as the sign stated, showing that it's a Pizza Outlet. The tasty and simple pizza drawing beside the text clarifies that the pizza is easily baked.
28	Data 50 MoS 13		Japanese	Symbolic	A Japanese sign symbolizing a Bento/rice box restaurant. The sign shows a happy face that look like a Japanese Script, and the word "Bentoya" is derived from the word "Bento", which means rice box.
29	Data 5 MoS 14		Indonesian	Symbolic	An Indonesian sign symbolizing a turkey-based Kebab Outlet. The term "Kebab Turki" is a blend of an Indonesian word with a foreign borrowed one and this illustrates the way local language has a natural absorbing nature of foreign foods. The combination of bright yellow and red colors along with the simple image of a kebab that gives off steam makes the sign look dynamic and tasty.
30	Data 51 MoS 15		English	Symbolic	An English sign symbolizing a public café. The sign of "THE PEOPLE'S CAFE" is fully spelt using English language with white font within a black shape of a speech-bubble that is defined using yellow colour. The design makes it look more modern, stylish, and urban, which is attractive to younger clients and people who know about coffeehouses culture worldwide. The name itself, "THE PEOPLE'S CAFE," conveys inclusivity and friendliness, implying that

					the place is open for everyone.
31	Data 52 MoS 16		Chinese	Symbolic	A mandarin, and romanized chinese Sign symbolizing a Chinese Restaurant. The impression created by the metallic background and the white letters lit produces a high-quality and high-end look, which is in line with the old-time Chinese restaurant design, which focuses on being sophisticated and traditional.
32	Data 53 MoS 17		English	Symbolic	An English sign symbolizing a chapel. From the word "St." (Saint), it can be seen that this is a chapel/church. The font of it looks classic and it resembles cursive letters, which related to themes like religion, and worship.
33	Data 54 MoS 18		Japanese	Symbolic	A Japanese sign symbolizing a Japanese restaurant consisting dishes, like Udon and Tempura. The Japanese-English sign is used to create a unique symbolic identity based on the original Japanese culinary culture, the "Marugame Udon" sign. The fact that the words "Udon" and "Tempura" have been written in English means that the menu is user-friendly to those who do not speak Japanese, thus implying inclusiveness and modernity.
34	Data 55 MoS 19		Japanese	Symbolic	A Japanese sign symbolizing a Japanese restaurant consisting Sushi, with Hiragana script below it. The word "PECO" is repeated to give the impression of an onomatopoeic word in Japanese that translates to hungry, and this is suitable to the theme of the restaurant. The mixture of English and Japanese

					characters is an indication of both convenience and originality.
35	Data 56 MoS 20		Japanese	Symbolic	A Japanese sign symbolizing a Japanese-style Café, with a Hiragana script below it. This symbolic appeal is augmented by the clean and minimalistic design, which alludes to the aesthetic usually associated with the Japanese culinary brands. In the sense that, the sign implies identity and not a practical guide or descriptions.
36	Data 57 MoSI 1		Indonesian	Symbolic & Informational	An Indonesian sign symbolizing Golek Bread with Javanese Script on top of the name. The store name, Roti Golek is written in Indonesian, alongside the phrases, Pelopor Abon Gulung Surabaya and Oleh Oleh Asli Surabaya to make it communicatively effective and nationally identifiable. Most importantly, though, above the principal text, there is a line in Javanese script (Aksara Jawa), indicating a solid sense of local identity which makes the brand connect to its local cultural basis. Such mixture is indicative of the traditional elements of language coming alive in the contemporary environment, becoming visual and symbolic representations of heritage in the area.

B. Bilingual (B)

No	Data Name	Data	Variety	Function	Description
1	Data 10 BI 1		English Indonesian	Informational	An English-Indonesian sign informing a food promo. The sign is found on a restaurant named “Yang’s Braised Chicken and Rice”. The title, “Mari Berbagi Kebahagiaan” (Let’s share happiness) is written using Indonesian so as to emotionally touch the local consumers whereas the names of the products such as Special Shrimp Spicy and Great Braised Chicken are written using English to depict sophistication and standardization.
2	Data 28 BI 2		English Indonesian	Informational	An English-Indonesian sign informing the history and the achievement of a Fried Chicken Restaurant. The sign is found on a restaurant named “Yang’s Braised Chicken and Rice”. This sign is a huge promotional billboard where vital business and product information is expressed. It is primarily written using the English language, but is mixed with Indonesian phrases such as the one known as “Hadir di 12 Negara and Di Seluruh Dunia”, as it focuses on the word global presence and global success of the restaurant.
3	Data 58 BI 3		English Indonesian	Informational	An English-Indonesian sign informing some menu and their price tag. The sign is found on a restaurant named “Ramen-Ya”. English is used for dish descriptions (“Legendary Chicken Ramen,” “Chicken Dryramen”), while the price indicators (“Rp 33rb,” “Rp 28rb”) are in Indonesian. This bilingual interaction creates a strong hybrid information accessible to local customers, yet appealing

					to those drawn to Japanese culture.
4	Data 21 BI 4		Indonesian Arabic	Informational	An Indonesian-Arabic sign informing the cleanliness according to the Ulama Council. The sign is found on a restaurant named “Bentoya”. Letters in the center and encircled by the Indonesian text “Majelis Ulama Indonesia”. This two-language presentation has an informational role. Arabic means religious cleanness and compliance with Islamic food regulations whereas Indonesian can be used to give institutional clarity to local listeners.
5	Data 59 BI 5		English Indonesian	Informational	An English-Indonesian sign informing some menu and their price tag. The sign is found on a restaurant named “My Kopi”. It is placed at the entrance to show some of the menus the restaurant has to offer.
6	Data 11 BI 6		English Indonesian	Informational	An English-Indonesian sign informing the cleanliness and a warning not to bring outside food and drink. The sign is found on an outlet named “Sancha”. The official certification of “Halal Indonesia” is depicted in the upper part to enforce national religious standards and consumer confidence. Under it, the phrase is written in English that speaks directly to the population in a polite but strict manner so that even the non-Indonesian speakers would be able to abide by the rules.

7	Data 60 BI 7		English Indonesian	Informational	An English-Indonesian sign informing customers are not allowed to bring food and drink from outside, as well as pets at the food court. The sign is found at the entrance of the food court. It is placed at the entrance of the food court to warn people not to bring food and drink apart from the restaurant's dish to protect their quality and reputation, and also warn them not to bring pets along with them for hygiene and sanitation reasons.
8	Data 17 BS 1		English Japanese	Symbolic	An English-Japanese sign symbolizing a Japanese bakery outlet. The minimalist layout and clean typography can be considered Japanese design principles, creating an image of quality and bringing the idea of elegance. The English components render the brand friendly and easy to understand to a broader group of people, whereas the Japanese writing gives the brand prestige and genuineness.
9	Data 20 BS 2		English Thai	Symbolic	An English-Thai sign symbolizing a Thai Coconut Pancake outlet. The English usage is useful as those who do not speak Thai can find the name of the product and its nationality with ease since it is spelled Thai. In the meantime, the Thai writing conveys genuineness to the native speakers and further supports the association of the brand to the Thai culinary tradition. This is because the two scripts used together enable the sign to serve inclusively to

					both local and international audiences.
10	Data 32 BS 3		English Japanese	Symbolic	An English-Japanese sign symbolizing a Japanese rice bowl restaurant. It is a symbol that reflects the prestige of the brand and its nationality, with the advantage to be Japanese with the phrase of its being “JAPAN”S No. 1 Beef Bowl”. Its massive font is very white and prominent on red, which represents national colors of Japan, as well as, a powerful pride.
11	Data 13 BS 4		English Chinese	Symbolic	An English-Chinese sign symbolizing a Chinese Hot Pot Restaurant. The Chinese (海底捞火锅/ Hǎidi lāo huǒguō) writing emphasizes the origin and authenticity of the restaurants and will attract any customers who speak the Mandarin language or understand Chinese foods. In the meantime, the English version “Haidilao Hot Pot” has an informational role to non-Chinese readers, which is very inclusive.
12	Data 14 BS 5		English Chinese	Symbolic	An English-Chinese sign symbolizing a Chinese dumpling and noodle Restaurant.. Chinese numerals are shown in the red vertical rectangle on the left (三六九/sān liù jiǔ), which directly translates to “369” which stands out in English next to this number. This is a bilingual fusion that is attractive to the local and international audience.
13	Data 61 BS 6		English Chinese	Symbolic	An English-Chinese sign symbolizing a Chinese chicken rice restaurant. Even the name has a symbolic sense as the name is used to depict power, dignity, and mastery of food preparation, some of the principles connected with the traditional Chinese

					business environment. The English section gives it clarity and increases the audience of the restaurant not only to the Chinese speaking audience
14	Data 62 BS 7		English Chinese	Symbolic	An English-Chinese sign symbolizing a Chinese tea outlet. The word “Shuyi” is the outlet’s brand, and the text beside it “Grass Jelly and Tea” is the what the products the outlet sells.
15	Data 22 BS 8		Indonesian Japanese	Symbolic	An Indonesian-Japanese sign symbolizing a Japanese Ramen restaurant. The Japanese text is translated as “Ramen”, and the word “YA!” at the same time serves both as a Japanese particle (や) and also as an Indonesian interjection that can be translated as “yes!” or a friendly exclamation. It is a very smart linguistic game that allows crossing two cultures in the same word, which makes the brand have a distinctive bilingual personality.
16	Data 18 BS 9		English Japanese	Symbolic	An English-Japanese sign symbolizing a Japanese Fried Chicken outlet. The combination of scripts and visual and linguistic associations of the brand with Japanese culinary creativity makes it readable across the international audience as well. The Katakana text is authentic and makes it seem like it was created or inspired by the Japanese, but the English tagline is future-directed, providing lexical clarity and encouraging innovation.
17	Data 19 BS 10		English Korean	Symbolic	An English-Korean sign symbolizing a Korean Waffle outlet. “HK WAFFLE”, which means “Hong Kong Waffle” and “Love Life Like Waffle” are used as English words and slogans, which

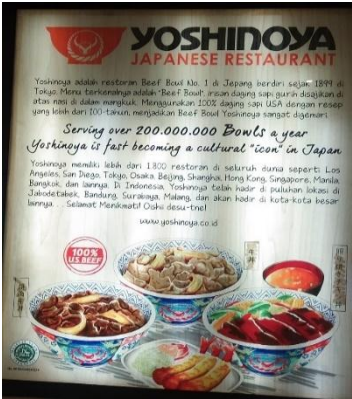
					introduce a globalized and light-hearted tone, which welcomes the audiences, both local and international.
18	Data 31 BS 11		English Japanese	Symbolic	An English-Japanese sign symbolizing a Japanese beverage outlet. The House of Matcha sign consists of a mixture of English and Japanese writing and has a solid cultural and aesthetic identity. The Japanese characterizes provide the sense of authenticity and origin and the English below translation allows letting more people in and understand of what the Japanese letter means.
19	Data 63 BS 12		English Indonesian	Symbolic	An English-Indonesian sign symbolizing a local Café. At first glance, it looks like English, but the word "Coffee" is spelled "Kopi", which is an Indonesian of "Coffee". It is a symbol of an Indonesia-style café.
20	Data 64 BS 13		English Chinese	Symbolic	An English-Chinese sign symbolizing a Chinese chicken rice restaurant. The sign has a huge Mandarin Script to indicate that it's a Chinese restaurant. The Mandarin used on the sign helps Chinese tourists to visit their restaurant and for the English script, it is used to attract a wide variety of people to visit it.
21	Data 65 BS 14		English Chinese	Symbolic	An English-Chinese sign symbolizing a fish bowl restaurant. The Chinese text is a precursor of culture, which is a guarantee of originality and correlates the brand with the modern trends of Chinese cuisine. The international image is supported by the English text in order to make the brand look modern and globally oriented. The general design stresses on cultural pride and brand name, rather than

					functional specificity. As such, the sign is symbolic, as it demonstrates heritage, culinary authenticity and branding in the world.
22	Data 12 BS 15		English Chinese	Symbolic	An English-Chinese sign symbolizing a local bakery outlet. The sign indicates that it is an outlet that sells Onde-Onde. "Onde Onde" is repeated to emphasise familiarity and national pride and Maker is used to enhance creativity and internationalism.
23	Data 15 BS 16		English French	Symbolic	An English-French sign symbolizing a French bakery outlet. The font is luxurious which makes it look luxurious, which is in line with the looks of European cafes. On the whole, this bilingual name option offers both the French luxury and the English intelligibility, appeal to the customers due to the beauty and the language familiarity.
24	Data 16 BS 17		English French	Symbolic	An English-French sign symbolizing a French bakery outlet. The use of "Paris" as a symbolic allusion to the culinary excellence immediately makes people associate the concept of elegance, romance, and high-quality bakery. At the same time, the name of the brand, "Baguette" gives the name a distinctly French meaning to the brand, despite the fact that some of the customers may not speak French.
25	Data 33 BSI 1		English Indonesian	Symbolic & Informational	An English-Indonesian sign symbolizing a pork restaurant, and informing of the location, Social Media, and address. The "Ci Pork" sign serves both informational and symbolic functions. From an informational standpoint, the sign provides essential business details such as

					the location “PTC Lt. UG blok E7 no 32–33”, contact numbers, and social media handle “@ciporkkerryuk”, which help customers easily find and reach the establishment. At the same time, the sign carries a strong symbolic dimension through its name and visual design. The playful pink pig character wearing a chef’s hat and apron represents friendliness and humor, creating a lighthearted and welcoming image.
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C. Multilingual (Mu)

No	Data Name	Data	Variety	Function	Description
1	Data 24 MuI 1		English Indonesian Japanese	Informational	An English-Indonesian-Japanese sign informing some of the menu the Japanese restaurant offers. The sign is found on a restaurant named “Yoshinoya”. The English slogans, which are “Yoshinoya Tori Don Crispy Chicken Bowl, and the menu name below the bowls, shows to international customers to expand the brand’s identity more. The Indonesian scripts, such as the hashtag at the bottom of the sign, serve as a addition for local customers to find out what’s the dishes are. As for the Japanese script, it functions as a cultural heritage for a Japanese restaurant and as a symbol of Japanese dishes.

2	Data 23 Mul 2		English Indonesian Japanese	Informational	An English-Indonesian-Japanese sign informing the history of a Japanese rice bowl restaurant. The sign is found on a restaurant named “Yoshinoya”. The English slogan, “serving over 200,000,000 bowls a year, Yoshinoya is fast becoming a cultural icon in Japan”, serves to be a marketing slogan that makes the brand more successful and culturally valuable. The informational purpose of this paragraph is to provide the background information and link the Japanese brand with the Indonesian audience. The local customers know the genuineness and background of Yoshinoya because its use guarantees the balance between the international and the local knowledge.
3	Data 29 Mul 3		English Indonesian Japanese	Informational	An English-Indonesian-Japanese sign informing a new product of a Japanese Restaurant. The sign is found on a restaurant named “Yoshinoya”. The most important informational element is the key phrase that is the “DOUBLE BEEF”, which helps to understand clearly what product is being sold. Such supporting texts such as as “2x Lebih Puasnya” and “100% U.S. Beef” are additional descriptions which help customers to know the quality and quantity.

4	Data 25 MuI 4		English Indonesian Japanese Chinese	Informational	An English-Indonesian-Japanese-Chinese sign informing the location of the restaurants and outlets at the food court. The sign, with a list of different restaurants, is regarded as informational due to being a navigation tool on the rich culinary and cultural diversity of the place where it is found. It is a combination where English, Indonesian, Japanese and Chinese interact functionally to display a local identity that is constructed around global tastes and localized tradition
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Tanakredisi
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PENGESAHAN REVISI

Judul Skripsi : A Linguistic Landscape Analysis : Language and Meaning
in Pakayon Trade Center Food Court
Nama lengkap : Fadya Dorian Egan
N.I.M. : 161171000946

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