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A Linguistic Landscape Study into Bakery Signs: A Case of Yogyakarta

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Abstract Most people in Yogyakarta, Indonesia, speak Javanese. With many immigrants and tourists from different places, the language used in the linguistic landscape in Yogyakarta, including bakery names, is changing. This study examined the linguistic landscape of bakery commercial signs in Yogyakarta. A total of 644 signs from digital platforms such as Google Maps, GoFood, GrabFood, and ShopeeFood were analyzed using a descriptive qualitative approach and the linguistic landscape theory. The findings revealed the influence of languages used by immigrants and tourists on bakery names, including Indonesian, regional languages, and foreign languages. These signs were categorized into monolingual, bilingual, and multilingual patterns, reflecting both centripetal (use of the Indonesian language) and centrifugal (adoption of foreign and regional languages) principles. The social implication of this research suggests a need for regional government regulations on language use, aligning with the characteristics of Yogyakarta as per Law No. 24 of 2009 and Perpress No. 63 of 2019.

Keywords: *Bakery signs, Centrifugal, Centripetal, Linguistic landscape, Indonesian culture*

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1. Introduction

Yogyakarta has the Javanese language as its regional language spoken by most native residents. Similar to many other regions in Indonesia, Yogyakarta society comprises speakers of both the national language (Indonesian) and various local languages (Andriyanti, 2021). As one of the most popular tourist spots in Indonesia, a large number of people, both local and foreign tourists, visit this city every day Even some of those people who are not native residents of Yogyakarta decide to move and settle in this city. This fact causes many immigrant languages and cultures to be found in Yogyakarta, one of them in their naming business practice. Due to the mixing of language backgrounds among the residents, there is a diversity in the language use of bakery commercial names in Yogyakarta. Bakeries are a culinary business that produces and sells flour-based foods. The flour-based foods contain cakes, biscuits, donuts, and breads. Each bakery in Yogyakarta applies a variety of languages to its name,

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such as Javanese and Sundanese as the regional languages, Indonesian as the national language, and even French and English as the foreign languages. Language choices in this naming practice of the bakeries are forms of identity representation of the bakeries themselves and an attraction for buyers. They also aim to be easily recognized and remembered by the wider society. Some examples of bakery names in Yogyakarta are Roti Gembong Gedhe (Indonesian-Javanese), La Cremepuff (Italian), Poffen (Dutch), Mochi Sakura (Japanese), and Yess Donut's (English). As a private and non-formal product, bakeries often use mixed languages according to the wishes and the backgrounds of the bakery owners. It is, therefore, interesting to observe the linnguistic landscape (LL) in the bakery names in Yogyakarta because there are languages that enliven the naming of bakeries, so they are not only monolingual or bilingual, but multilingual.

LL studies focus on languages present in the public domains (Halim & Sukamto, 2023). Erikha (2018) investigated the LL of street signs around Yogyakarta Palace, concluding that there were two functions of the LL, namely informational function and symbolic function. Halim and Sukamto (2023) wrote a paper about LL studies in Tana Toraja and Toraja Utara, Indonesia, with a specific emphasis on the visibility and application of the Torajan language. This study revealed that Indonesian and English were the dominant languages on public signs, while the Torajan language was deficient. Napu (2024) explored the function of translation in forming the LL of Gorontalo City, Indonesia, through public signage. They categorized translation methods into word-for-word, free, partial, and non-translation, discussing their influence on collective identity, especially regarding religious identity. Esteron (2021) examined the notices displayed within the premises of a prominent Catholic church in the Philippines, focusing on their categories and linguistic characteristics. The research revealed that English is predominantly applied as both a way of communication and for tourism-related purposes within the church environment. Other studies of LL focused on centripetal and centrifugal aspects. Tamtomo and Goebel (2022) analyzed the localization and globalization strategy in the signage and dialogism that form the semiotics landscape. Another study was conducted by Artawa et al. (2023) and focused on the mapping of language and centripetal-centrifugal interconnection. This study found that the combination of fixed centralization and fluid decentralization couldn't be avoided because of semiotic and linguistic commodifications and political motives.

Based on previous research findings, international and local languages exist in the LL, and several gaps in research can be discerned. Firstly, while studies have examined the dominance of Indonesian and English in public signage across various Indonesian regions like Tana Toraja and Gorontalo City, there remains a notable gap in understanding the representation and visibility of local languages, such as the Torajan language and how these languages contribute to local identity formation. Further investigation into the extent and patterns of local language use in signage could provide insights into linguistic diversity and its implications for cultural heritage preservation. Secondly, the role of translation practices within the LL, as highlighted in Napu's (2024) study, presents another gap for exploration. While Napu categorizes translation strategies and discusses their influence on collective identity, particularly religious identity in Gorontalo City, more comprehensive research is needed to explore how different translation approaches (word-for-word, free, partial, non-translation) affect language representation and community identity on a broader societal scale. Understanding these dynamics can shed light on the socio-cultural impacts of language choices in public spaces. This current study is conducted to obtain a more extended description of the LL of bakery commercial signs in Yogyakarta, including the patterns and the principles. To fulfill the objective, two leading research questions are defined as follows. How are language patterns used on bakery commercial signs in Yogyakarta? How are principles applied to the language use of bakery commercial signs in Yogyakarta? The current study presents a novelty in discussing how Yogyakarta society, which upholds and really protects their cultures, faces the challenges of multilingualism entering their region in a language practice from a linguistic landscape approach. This article provides a theoretical benefit in the application of LL study in correlation with the principles of language use in society, especially in Yogyakarta society. In addition, this study offers a practical benefit for readers, which is an outlook on the power or the elements within a culture or a language that influences a social practice.

2. Theoretical Framework

2.1. Linguistic Landscape

Linguistic landscape (LL) is a part of sociolinguistic studies of particular areas and is used for analyzing monolingual or multilingual phenomena (Wang, 2021). The landscape reveals an association between people and the background of how they live their lives, including social and cultural values in their environment. It comprises four components: nature, culture, society, and economy. The landscape also expresses human enterprises today. That is, people's social identity may be framed in that field (Perono Cacciafoco & Cavallaro, 2023). LL denotes the utilization of linguistic means to convey explications. The language used in LL contains a pragmatic principle that shows the power of language as a socially conventional system for creating meanings of meaningless elements of sounds. LL may be used as social indexicality. It is easy to integrate territory and community in LL, which indicates the geographic areas where language communities live in multilingual countries. Due to societal movements and language contacts, LL presents links between displayed languages and concerns of social identity and stratification. Globalization impacts language policy and the sociology of language. Languages displayed in LL have shifted, which is confirmed by the fact that many shop names are starting to adopt foreign language styles, such as lexical borrowing (Kallen, 2023).

LL encompasses public signs such as billboards, street signs, commercial signs, and place names (Landry & Bourhis, 1997). LL has two functions: informational and symbolic. Informational function means that LL provides information for the existence of geographical places and social spaces, while symbolic function refers to that LL symbolizes the ethnic groups represented orthographically through LL (Erikha, 2018; Lou, 2016). In this case, the researchers focus on LL provided by commercial shop names. Shop names tend to be symbolic and informative, and they also describe modernity or tradition (Gorter & Cenoz, 2023). Language preference on commercial shop signs may be indexical or symbolic (Nikolaou, 2017). Indexical factors of varied linguistic modes establish identity points through ideologically imbued names, implicatures, manners, or linguistic frameworks (Shohamy & Gorter, 2009).

Landry and Bourhis (1997) defined that LL comprises the language of national street signs, trademarks, promotional billboards, venue names, street names, and also public warning signs on government constructions. The LL of bakery commercial signs in Yogyakarta reflected the influence of multiple languages (Landry & Bourhis, 1997). Thus, the LL of Yogyakarta provides insight into how different languages coexist and interact within the city's urban landscape. The study of LL has been widely conducted, concentrating on signage within diverse public spaces, including sign boards.

2.2. Yogyakarta

Yogyakarta is located in *Daerah Istimewa* Yogyakarta (the Special Region of Yogyakarta) Province, Indonesia. The city is well known for its cultural heritage and its traditional arts. Yogyakarta is the center of Javanese culture, which is proven by the existence of the Sultan's palace in this city and the sultanate government system applied in the region. Yogyakarta is also popular for its local foods and snacks, such as *gudeg* and *bakpia*. *Bakpia* is the name of an Indonesian moon cake-like pastry filled with various flavors like mung beans, cheese, and chocolate. Not only *bakpia*, Yogyakarta has numerous kinds of traditional snacks, which can be seen from the many bakeries in this city.

The uniqueness of Yogyakarta's history is the reason for naming it as a special region. In the process of government development, Yogyakarta moved from a feudal and traditional type of government to a government with a modern structure. The existence of Kraton in Yogyakarta is what makes Yogyakarta the center of Javanese culture. The major population in the Special Region of Yogyakarta is Javanese at 96.53%, Sundanese at 0.69%, and others at 2.78%. The daily languages used in this region are Javanese as its regional language and Indonesian as the national language of Indonesia (DJPb Kemenkeu RI, n.d.). Reported by the Department of Culture (*Kundha Kabudayaan*) official website, Yogyakarta, as the center of Javanese culture, establishes regional regulations regarding the use of the Javanese language to preserve and develop Javanese language and literature ("Dinas Kebudayaan (Kundha Kabudayan) Daerah Istimewa Yogyakarta", 2014).

The usage of language in Indonesian public space has been regulated in Law Number 24 of 2009 on "Flag, Language, and State Emblem, and National Anthem" and Presidential Regulation Number 63 of 2019 on "The Use of Indonesian Language". Both regulations serve as a reference for the prioritization of the national language in all formal interests and contain public properties issued by government institutions, agencies, and the private sector (Peraturan Presiden (Perpres) Nomor 63 Tahun 2019 tentang Penggunaan Bahasa Indonesia, 2019). Nonetheless, this nation has not followed such a policy. Local names for things like streets, stores, and residential neighborhoods are full of foreign words and expressions. Languages are increasingly entering the spheres of international communication and individual freedom, as seen by the growing preferences for languages other than Indonesian. Furthermore, the juxtaposition of the languages uncovers preferences that shift the use of Javanese as the local language in Yogyakarta.

2.3. Centripetal and Centrifugal

In Ketut Artawa et al.'s (2023) research, language use on signs in public places tends to adhere to centripetal and centrifugal principles. The urge to choose the language used to adjust the standards of the applicable language policy is called centripetal encouragement, while the urge to use languages outside policies, such as foreign languages or local languages, is known as centrifugal encouragement (Martin-Jones et al., 2012). The language of unity or national language is the language used in linguistic centralization or the centripetal drive of language (Bakhtin, 1981).

Additionally, while studies have touched upon the centripetal and centrifugal forces in LL, particularly in the context of globalization and localization strategies, such as those analyzed by Tamtomo and Goebel (2022), and Artawa et al. (2023), a gap exists in examining how these forces interact over time and in diverse geographical contexts throughout Indonesia. Exploring these dynamics can deepen our understanding of how local languages and cultural identities negotiate visibility and adaptation in response to global influences. Addressing these research gaps would advance LL studies in Indonesia, offering valuable insights into language dynamics, cultural preservation, and identity formation within public spaces, thereby contributing to broader discussions on linguistic diversity and societal cohesion.

3. Methodology

This study focuses on delineating, clarifying, and investigating the linguistic environment of bakery commercial signs in Yogyakarta, Indonesia. This article is a qualitative descriptive analysis. Descriptive research is applied to describe the peculiarity of a group or a certain condition (Sahu, 2013). By using an LL approach, the research aims to explain the patterns of LL in relation to the principles of language use that are applied to the bakery signs. Furthermore, it aims to assess the frequency of each language used on the signs and unveil to what extent the variety of language in Yogyakarta impacts its LL of bakery names. To summarize, qualitative texts are quantitatively analyzed to gain a comprehensive understanding of the observed phenomenon (Gorter, 2006).

3.1. Materials

This research collected 644 signs as its primary data, focusing primarily on textual information. The data of this study were words in particular languages displayed on bakery commercial signs in Yogyakarta, which were gathered from four digital applications, including Google Maps, GoFood, GrabFood, and ShopeeFood, in the period March 2024 until May 2024. Purposive sampling was applied by the researchers as the data collection technique of this scrutiny in order to select the data that can be used to investigate and understand an LL phenomenon (Creswell, 2012). The researchers limited the commercial signs observed to only signs in the form of bakery names in Yogyakarta.

3.2. Procedure

3.2.1. Data Collection

During the data collection phase, photographs were taken from the bakery signs that displayed various language patterns to document their coexistence, particularly in the four digital sources. Words or text

elements on the observed bakery signs were coded and recorded in data sheets. Data validity was ensured through double-checking to verify that all linguistic data corresponded accurately with the photographs and that no duplicate entries were included. Each sign was treated as a single datum, regardless of its size. In presenting the results of this paper, a coding system was utilized to denote the language displayed on the bakery signs. The codes are as follows.

Arabic	= ARB	Japanese	= JPN
English	= EN	Javanese	= JVN
French	= FRN	Portuguese	= PTG
Greek	= GRK	Sundanese	= SDN
Indonesia	= IND		

3.2.2. Data Analysis

After the data were collected, the researchers did the analysis using the LL approach. The analysis categorized the sign patterns gleaned from the presence of languages in the textual data. The data were classified as monolingual, bilingual, or multilingual, depending on the number of languages displayed. Monolingual signs were investigated to identify the single language used in bakery LLs, while bilingual and multilingual signs were examined to determine the combinations of languages employed. The frequency of every sign pattern in the data was calculated. Special attention was also given to the principles of the language use that depicted the naming styles of the bakery signs in Yogyakarta, which commonly have the most important role in commercial practices. To gain information on the common principles implied in the signs, the researchers provided centripetal and centrifugal investigations of the data. The last step, the researchers drew interpretations from the analysis results.

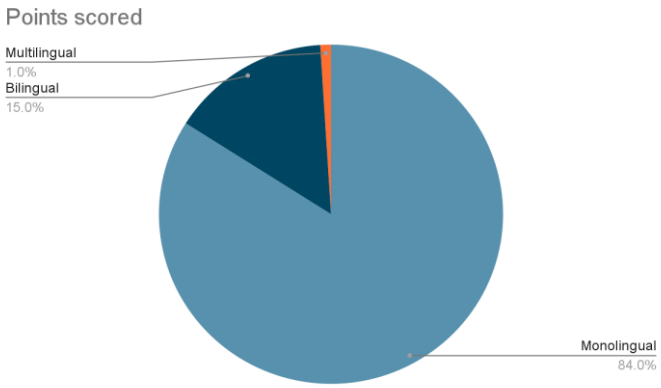
4. Language Patterns Used on Bakery Commercial Signs in Yogyakarta

The researchers divide the analysis into three sections. The first section presents the sign patterns applied to the bakery commercial signs in Yogyakarta, the second section describes the language used in the bakery commercial signs in Yogyakarta, and the third section defines the principles of the language used in the bakery commercial signs in Yogyakarta.

4.1. Sign Patterns

Based on the language usage in the names of bakery shops in Yogyakarta, three sign patterns have been identified: monolingual, bilingual, and multilingual from a total of 644 data findings from four digital sources, which were Google Maps, GoFood, GrabFood, and ShopeeFood. Most of the data were obtained from ShopeeFood, with a total of 446 data points. As shown in Figure 1, the monolingual sign pattern has the highest frequency, while the multilingual pattern has the lowest data.

Figure 1
The Percentage of Language Patterns on Bakery Signs in Yogyakarta



Based on Figure 1, it can be observed that the monolingual pattern is the most frequently found, with a total of 539 data (84%), followed by the bilingual pattern with 95 data (15%), and the multilingual pattern with 10 data (1%). Below, the researchers present the distribution tables of language patterns on the bakery signs in Yogyakarta.

Table 1
Monolingual Bakery Signs in Yogyakarta

Data Sources	Languages in Monolingual Sign Patterns							Total
	Indonesian	Javanese	English	Arabic	French	Japanese	Italian	
Google Maps	19	1	31	1	0	0	0	52
GoFood	30	0	33	0	3	1	2	69
GrabFood	7	0	22	0	2	0	0	31
ShopeeFood	318	11	56	0	1	1	0	387
Total	374	12	142	1	6	2	2	539

The monolingual pattern is the pattern of using one language only in a datum. Based on Table 1, it can be seen that the total of the monolingual pattern applied to the bakery commercial signs in Yogyakarta is 539. There are seven languages displayed on the signs consisting of Indonesia as the national language; Javanese as the native or the regional languages in Yogyakarta; Arabic, English, French, Japanese, and Italian as the foreign languages in Indonesia. In this pattern, Indonesian is the most frequently applied language on the bakery signs in Yogyakarta, with a total of 374 data. Meanwhile, English has the highest frequency among foreign languages, with a total of 142 data points. The use of English on the monolingual bakery signs pattern in Yogyakarta beats the use of the local language, Javanese, which is only found in 12 of the examined data.

Table 2
Bilingual Bakery Signs in Yogyakarta

Data Sources	Language Patterns in Bilingual Signs					Total
	IND, EN	IND, EN, IND	EN, IND	EN, IND, EN	Others	
Google Maps	9	0	3	1	6	19
GoFood	4	2	0	1	7	14
GrabFood	0	0	3	1	4	8
ShopeeFood	33	5	7	3	6	54
Total	46	7	13	6	23	95

The bilingual pattern identifies the pattern of using two languages in a datum. As described in Table 2, the total number of bilingual patterns on the bakery commercial signs is 95 data. The combinations of Indonesian and English are frequently applied to this pattern. There are four patterns found in the form of Indonesian and English combination in the data: Indonesian-English, Indonesian-English-Indonesian, English-Indonesian, and English-Indonesian-English. There are also 23 other data which are combinations of other than those languages combinations (not Indonesian and English combination).

Table 3
Multilingual Sign Patterns

Data Sources	Language Combinations in Multilingual Sign Patterns									Total
	JVN, IND, EN	JPN, EN, FRN	PTG, EN, IND	JPN, EN, IND	EN, IND, GRK	IND, ARB, ENG	IND, JVN, EN	IND, EN, SDN	IND, JVN, ARB	
Google Maps	1	1	1	0	0	0	0	0	0	3

GoFood	0	0	0	1	0	0	0	0	0	1
GrabFood	0	0	0	0	1	0	0	0	0	1
ShopeeFood	0	0	0	0	0	1	2	1	1	5
Total	1	1	1	1	1	1	2	1	1	10

The multilingual pattern examines the pattern of using more than two languages in a datum. Table 3 elucidates that there are nine patterns that fall into the multilingual category. The nine multilingual patterns are Javanese-Indonesian-English, Japanese-English-French, Portuguese-English-Indonesian, Japanese-English-Indonesian, English-Indonesian-Greek, Indonesian-Arabic-English, Indonesian-Javanese-English, Indonesian-English-Sundanese, and Indonesian- Javanese-Arabic. The combination of Javanese, Indonesian, and English presents the highest total data, which is three data.

4.2. Language Use

Analysis of language patterns displayed on the bakery signs elaborates on various languages that appear on the signs. The distribution of languages in the three pattern categories shows the appearance of a total of nine languages. The composition of language used on the bakery signs in Yogyakarta consists of one national language (Indonesian), two regional languages (Javanese and Sundanese), and seven foreign languages (English, Arabic, French, Italian, Japanese, Portuguese, and Italian). Languages that appear most frequently on the signs are Indonesian and English.

The examples of the monolingual pattern used on the bakery signs can be seen in Figures 2 and 3. Figure 2 shows a bakery signboard with the name text "Roti & Kue Merpati Murni", which falls under the monolingual pattern because it only uses Indonesian. This sign indicates that the owner sells various types of bread and cake made from pure or homemade ingredients. The word "*murni*" is printed in the largest font size to emphasize the main name of the shop, making it easily memorable for the community.

Figure 2
Language Use in the Monolingual Pattern, Indonesian



(Source: Google Maps)

Figure 3
Language Use in the Monolingual Pattern, English



(Source: Google Maps)

Figure 3 depicts a bakery signboard with the name text "Jasmine Cakery", which also falls under the monolingual pattern because it only uses English. The word "cakery", which refers to the combination of the word "cake" and the word "bakery", indicates that the shop owner sells cakes, such as birthday cakes. The name of the shop is printed in the same font size and proportion to emphasize its function, which is to be visible to the public. Above the text, there is a small flower illustration representing the name of the shop, "Jasmine".

In the bilingual pattern, two distinct types are identified. The first type features signs that combine Indonesian and English within a single bakery name (see Figure 4). The second type includes the bakery signs that combine other languages (see Figure 5).

Figure 4
Language Use in the Bilingual Pattern, Indonesian-English



(Source: Google Maps)

Figure 5
Language Use in the Bilingual Pattern, Japanese-English



(Source: Google Maps)

Figure 4 depicts a bakery signboard with the name text "Roti Time", which delivers a message to people around the sign to know about this bakery by using two languages in its name. The word "*roti*" is from Indonesian, indicating that the shop owner sells various types of bread. The name of the shop is printed in the same font size and proportion to emphasize its function, which is to be visible to the public. Meanwhile, the word "time" is from English, implying that it's time to buy and enjoy bread.

Figure 5 depicts a bakery signboard with the name text "Hikaru Japanese Dining & Bakery", which communicates a message to people around the sign by using two languages within the sign. The word "*hikaru*" is from Japanese, indicating that the shop owner provides various types of bread from Japan. The word "*hikaru*" is printed in the largest font size to emphasize the main name of the shop, making it easily memorable for the community. Additionally, the phrase "Japanese Dining & Bakery" uses English to indicate that common languages are also used here. This usage of English serves to explain and support the word "*hikaru*", indicating that this bakery specializes in Japanese baked goods, as reinforced by the phrase "Japanese Dining & Bakery".

Figure 6 depicts a bakery signboard with the name text "Roti Gembong Golden". This sign falls under the multilingual pattern, utilizing Indonesian, Javanese, and English. The word "*roti*" is derived from Indonesian; the word "*gembong*" is derived from Javanese and refers to an adjective, large; and the word "golden" is derived from English. The text "Roti Gembong" is printed in the same size, while to emphasize the main text of the shop, which is "golden", this text is displayed in the largest size. The word "golden" symbolizes high-valued bread, and the orange color represents the word "golden" or resembles the color gold. Above the text, there is an illustration of bread, depicting the physical form of the bread sold.

Figure 6
Language Use in the Multilingual Pattern, Indonesian-Javanese-English



(Source: Google Maps)

Figure 7
Language Use in the Multilingual Pattern, Japanese-English-French



(Source: Google Maps)

Figure 7 features a bakery signboard with the name text “Kobayashi Pattisserie & Boulangerie”. This sign falls under the multilingual pattern, employing Japanese, English, and French. The word “Kobayashi'” is derived from Japan and the name of a city in Japan. The word “Pattisserie” comes from English and means pastry, although the actual word only uses one “t” (Patisserie), while the word “Boulangerie'” is from French, meaning bakery. The use of foreign languages in naming this bakery suggests that the bread sold here is modern, luxurious, and expensive. The word “Kobayashi” is printed larger than “Pattisserie & Boulangerie” to emphasize the main text of the shop.

4.3. Centripetal and Centrifugal Force

In the bakery signs in Yogyakarta, the choice of languages adheres to both centripetal and centrifugal principles, influenced by regulatory policies and symbolic functions. Centripetal principles in the linguistic landscape refer to the centralization of languages as dictated by official policies. In Indonesia, Law Number 24 of 2009 mandates that contracts involving Indonesian parties must be conducted in Indonesian. This law extends to public signage, requiring Indonesian to be used in signs, street pennants, and other informational media. Based on data analysis, researchers identified examples of language use on the bakery signs in Yogyakarta that conform to centripetal principles, such as “Bakpia Kukus Tugu Jogja”, “Yogyakarta Roti Terminal”, and “Dapur Kue”.

A symbolic representation of the societal diversity in Yogyakarta that is observed in this article is in the form of languages. Besides the national language regulation, the diversity in the language used in LL on the bakery signs in Yogyakarta is influenced by the language of the immigrants and the status of Yogyakarta as a tourism destination. The large number of foreign tourists encourages the high use of various foreign languages. The centrifugal aspect is reflected in the usage of foreign and regional languages in the names of the bakeries. For example, the application of foreign language is found in the signs of the bakery “Jasmine Cakery” and “Pandan Leaf Bakery & Cake”. This centrifugal aspect is related to the branding strategy that the bakery owner wants to build by adopting elements from a culture or language that is different from the local culture. This is done to attract consumers by creating the impression that the bakery has high quality and follows global trends.

Meanwhile, the use of Javanese can be found in the sign of the bakery “Omah Roti Djogja”. The word “*djogja*” on the bakery sign uses the Van Ophuijsen spelling, the letter <j>, which is written as <dj>. The Van Ophuijsen spelling is a spelling that was discovered in 1901-1947 (Herniti & Mukhsin, 2019). This centrifugal aspect is related to Javanese cultural identity and provides an authentic feel. This centrifugal aspect is related to Javanese cultural identity and provides an authentic feel. This is supported by the traditional cakes sold in the shop, so the choice of language in the sign of this bakery can also reflect the target market and products available in the shop. The researchers also found some combinations of the regional language, the national language, and the foreign language (Indonesia-Javanese-English) in a datum (see Figure 6). This sign uses the word “*gembong*”, which is the local language of Yogyakarta, indicating that the bakery owner informs the society that the products sold are local products of Yogyakarta. The language choice of the word “golden” indicates that the bakery owner desires to show the modernity of the bakery.

5. Discussion

This study is aimed at investigating the languages displayed and the language principles on bakery commercial signs in Yogyakarta through an LL approach. Analysis of the language sign patterns and centripetal and centrifugal forces are adopted in observing the data in order to obtain a deeper understanding of every language position in the LL in Yogyakarta, including the regional language, the national language, and the foreign languages. In the investigation of the LL of a specific area, languages, customs, and identities are completely associated (Yusuf & Putrie, 2022). Language symbolizes the identity and culture of society, so it has a strong influence on the social identity (Kayam et al., 2012). The results of this study help readers identify the shift of Javanese usage as the regional language-among Yogyakarta society through its linguistic landscape approach in a social practice. Diverseness is visualized through symbolic demonstrations (Sollid et al., 2023).

Language serves an informative function by conveying specific messages to readers while also symbolically representing power, status, and historical significance (Zahara & Wijana, 2022). The use of national languages is regulated in a state constitution and dominates the linguistic landscape to show the state's identity. Based on the results of this study, The Indonesian language applied in the bakery commercial signs in Yogyakarta reflects compliance with regulations favoring the use of Indonesian, which, despite promoting standardization, may diminish the role of local languages in fulfilling linguistic functions (Esteron, 2021). Arabic and English are commonly adopted in educational settings as instructional media, while the use of Javanese or other local languages is optional (Andriyanti, 2021). In the context of commercial signs, our results showed that English as an international language plays a role in attracting consumer interest, especially tourists who are visiting the city of Yogyakarta. In this case, language functions as a medium to persuade tourists to visit particular destinations and share stories and reports about these places (da Silva et al., 2021). English is generally preferred over other foreign languages. This position indicates that English has authority among all languages (Indonesian, local languages, and other foreign languages) (Sariah et al., 2023). The adoption of English on the signs is considered to provide a symbol of modernity to the region (Nikolaou, 2017). The language patterns found on bakery commercial signs in Yogyakarta are grouped into three categories: monolingual pattern, bilingual pattern, and multilingual pattern. The monolingual pattern is the most frequently used, moreover, Indonesian occupies the first position as the most commonly used language. The most frequently used language of the bilingual pattern is Indonesian-English, while the compounding of Indonesian-Javanese-English is the most commonly found in the multilingual pattern.

The use of various languages in the bakery commercial sign patterns in Yogyakarta shows the existence of contestation between national, regional, and foreign languages. This is based on centripetal and centrifugal principles. The use of Indonesian as a centripetal principle serves as forming national identity. The national identity is pivotal in fostering a sense of belonging to the nation (Cahyono et al., 2021). Javanese and foreign language use as branding strategies represent the centrifugal principle. Javanese forms a local and cultural identity. This can also be used to preserve the local language (Artawa et al., 2023). The foreign language is used by adopting elements from a culture or language different from the local culture. However, the use of Javanese as the native language of Yogyakarta has experienced a shift, where the people of Yogyakarta tend to use national languages and foreign languages, as reflected in the LL of the bakery signs. In other words, the use of Indonesian and foreign language is a part of the modernization and globalization processes, while the local identity is integrated into larger national and international frameworks. This indicates that the use of language in the LL of the bakery signs affects the existence of local and cultural identity. Language plays an important role in both building the national identity and differentiating the ethnic identity (Shrapova et al., 2019). However, in the context of a multilingual country, there is a consequence that one language is prioritized among other languages (Tang, 2018). Additionally, this LL investigation reflects a symbolic identity of Yogyakarta, in which the massive application of Indonesian and Javanese symbolize Yogyakarta as a center of Javanese culture in Indonesia, whilst the adoption of other regional languages and foreign languages represents that Yogyakarta is a tourism city (Zhang & Ou, 2021).

This linguistic landscape research investigates the multicultural and multilingual aspects of society, including studies on the languages of immigrants. The large visibility and prominence of national language and foreign language on the bakery signs in Yogyakarta reflects a shift in the native society's attitude towards Javanese as their local language (Nambu & Ono, 2024). The various languages used on the bakery signs in Yogyakarta show the existence of contestation between Indonesian, regional, and foreign languages. Apart from that, the shop signs in a foreign language clearly cannot be categorized as "complementary" as stated in Presidential Regulation (Perpres) No. 63 of 2019 Article 39 Paragraph 4. Although, in practice, the name choice is used to attract consumers' attention. This article can serve as a reference for the local government in drafting laws regarding language use, especially related to names and trademarks in public spaces. Considering that the city of Yogyakarta is a domestic and foreign tourist destination, the regional government should make regional regulations regarding language use. These regulations are still guided by Law No. 24 of

2009 and Perpress No. 63 of 2019 but have specificities that reflect the characteristics of the city of Yogyakarta. This is done to strengthen Indonesia's national identity and cultural diversity.

The data in this article is still limited to the names of bakeries in Yogyakarta. For further studies, other researchers can conduct research about the language choice of the shop owner involving other aspects, such as shop logos, symbols, colors, and descriptions of the shop.

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