

Linguistic Landscape Analysis of Food Advertisement in Makassar

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Abstract

The focus of this research is on Makassar's linguistic landscape of food advertisements. The study's goals are to determine the language used in food advertisements in Makassar city and to describe the roles of the Makassar language employed in food advertisements. This study uses the descriptive qualitative method. The data are analyzed based on Canoz and Gorter's theory (2006). The findings show that English is the most frequently used language in food advertisements in the city center of Makassar. The other languages utilized in advertisements include Indonesian, English, Makassar, and Mandarin. This study also found the function of using English in advertisements is a promotional medium and the identity of each store. Additionally, using a foreign language has a trendy and stylish impact, which improves product quality, intrigues buyers, and attracts their attention. Even though many offers in advertisements are not understood by consumers, all of the functions indicated by all informants allude to the benefits of utilizing English in their product advertisements, notably the increased sales value.

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INTRODUCTION

The linguistic landscape is a scientific study that examines how language is used in public spaces. It provides visible signals in public spaces that serve as both information and symbolic functions (Landry & Bourhis, 1997). The notion of linguistic landscape is employed in a variety of ways. For example, from a broad perspective, the linguistic landscape is used to analyze and describe language in the public sphere. Finally, the purpose of the linguistic landscape is to determine the languages that are used in a specific area (Gorter, 2006). English has a large role in advertising in Asia, particularly in emerging countries, where many commercials are written in English and often mix standard and regional English with local languages. English is rapidly being used as a second language in advertising in developing countries such as Japan, Indonesia, and Thailand. The evolution of advertising and language methods has been influenced significantly by the rise of consumer culture.

The focus of this study analyzed of written language as a source of information. The advertising includes a succession of written forms that serve as symbols to convey messages to a wide range of people. They are typically employed for goals of promotion, endorsement, or advocacy (Miffin, 2000). Customers may be persuaded to identify products based on the advertisement's content and design. How language is used in advertisements is determined by how the owners choose to promote their goods. As a

result, it can take the form of banners, pamphlets, billboards, murals, or other forms of electronic displays. Advertisement signs like these can be classified as linguistic landscapes (Wardaugh & Fuller, 2015).

A number of studies have been conducted on the topic of linguistic landscape in various parts of the world. Yannuar (2016), for example, in her article "Public Signs In The City Of Malang: A Study On The Linguistic Landscape Of Indonesia," conducts research on the Indonesian linguistic landscape. The purpose of this study was to investigate the relationship between language use and the location in which it happens, to better understand how public readers in Malang reacted to English as opposed to Javanese, Indonesian, and other languages. Regional languages have space in the linguistic landscape, but Indonesian retains a strong and secure position. The use of English is becoming increasingly connected with lifestyle and modernity, resulting in a surge in its popularity. Despite the fact that many academics have studied the linguistic landscape in various societies, they have primarily concentrated on the linguistic landscape in the public sphere of the city with no traces of the research object and have primarily analyzed the categories of linguistic landscapes. As a result, academics perform linguistic landscape studies on advertising to obtain a variety of viewpoints on the subject.

This research focused on linguistic landscape studies refers to Canoz and Gorter (2006) "The linguistic landscape study focuses on any display of written language on the sign-in public". It takes the data from the display of written language used in advertisements which is a linguistic landscape of the bottom-up category. This study was also supported by Shohamy and Gorter (2009) to strengthen the description of bottom-up as the linguistic landscape category. Bottom-up is signs produced by private individuals, such as advertisements for small businesses along the street. This research also analyzed the function of using English on advertisements in Makassar based on Miffin (2000) who states that the main function of language use in advertisements is as a promotional medium.

This study focused on the languages used as food advertisement signs on a local street in Makassar's city center. This research also aims to determine the role of English in Makassar advertisements. The study examines all of the slogans as well as a variety of advertising instruments that are on exhibit in public spaces. The researcher chose advertising in Makassar because language can be seen on billboards, notice boards, traffic signs, posters, banners, graffiti, and other types of advertisements. Companies frequently utilize advertisement as one of the media to sell their products. The majority of advertising is written in English, either as words or as sentences. Many businesses utilize English in their marketing materials. The researcher is also interested in advertising because individuals prefer English advertisements to Indonesian ones.

Literature Review

The study of linguistic landscape as a new approach to multilingualism is a recent trend in applied linguistics and sociolinguistics, according to Goster (2006) in his Journals article "Introduction: The Study of Linguistic Landscape as a New Approach to Multilingualism. He stated that " Language has two sides of meaning that can be exploited, Cultural identity and globalization are linked by the two sides of meaning, such as the language employed in signs (literal study) and the side of language representation. Indonesian linguistic landscape research has been carried out by Andriyanti, "Linguistic landscape at Yogyakarta's senior high schools in a multilingual context: patterns and representation," This study is based on the language used and its significance in the local educational setting. With data from five high schools in Yogyakarta, this study examines sign patterns and the context of the language situation in the linguistic landscape. Language, as a mode of communication and representation, is then poured into

informative signage media, as previously said. The goal of this research is to identify three different language patterns: monolingual, bilingual, and multilingual.

The other research also conducted by Fakhroh and Rohmah (2018). "Linguistic Landscape In Sidoarjo City" This research focuses on the language spoken in Sidoarjo City and the comparison of linguistic landscape signals. They came to the conclusion that Indonesian is the main language in Sidoarjo, with Javanese appearing rather infrequently. This study also examines the role of signs, concluding that signs serve as symbols, a source of information and regulations, a form of identification, a means of conserving regional languages, and a tool for economic gain.

Related to Makassar city, a linguistic landscape study was conducted by Astrinita "Linguistic Landscape in Makassar Shopping Centers" (2019). The linguistic landscape of commercial centers in Makassar was explored in this study. All linguistic landscape types, including bottom-up and top-down, were observed in the three retail centers, but the bottom-up category was the most prevalent. The usage of English is highly prevalent, with the conclusion that the motivation for doing so is to keep up with the latest trends.

The previous study has attempted at linguistic landscapes, although with different components. Many previous studies investigated linguistic landscapes by looking for bilingual or multilingual landscapes, comparing English usage to that of other languages, and investigating various types of linguistic landscapes. In a similar spirit, the bottom-up category of the linguistic landscape will be used to define the study's purpose in this study. The researcher seeks to grasp Makassar's Linguistic Landscape of Advertisements' language

METHODS

To conduct this research, the researcher used the descriptive qualitative method that intends to describe the linguistic landscape of advertisements in Makassar. Krathwohl (1993) states that the descriptive method is one type of research method with three main objectives such as describing, explaining, and validating the findings. While the qualitative approach is one type of approach that involves data descriptions and interpretation rather than feature counting (Wray and Bloomer, 2006). Based on this explanation, the researcher uses descriptive and qualitative methods because data analysis is presented by interpreting and describing in detail information about the signs and functions of using English in the advertisement. The main source of the data in this research is the linguistic landscape of food advertisements in Makassar with the local street from Panakkukang Regency and Ujung Pandang Regency as a location of the research. There are two kinds of the data such as the word forms and phrases which are used in the advertisement. The second data was taken from the 8 informants could be the owner or the employee's transcription of the interview's result. The interview result is the statement about the purposes of why they use certain languages in the advertisement.

In this research, three instruments will be used to answer the research questions such as note-taking, interview sheets, and documentation. The observation tool in this research will use a digital camera to collect the phenomena of the linguistic landscape in Makassar. The second instrument is the interview sheet consists of questions and a guide of the interview section used to explore data related to the function of using English on Advertisement in Makassar. The researcher will use audio recording as the main instrument and notes as a secondary instrument. The results of the interview are attached in the appendix.

The technique of collecting data in this research used observation and interview. The researcher observed the linguistic landscape of food advertisements in Makassar. The observation was carried out by going to the relevant café and restaurant to find out the signs represented in their advertisements. The interview was designed to bring out the

opinion and views of the informants about the functions of using English in food advertisements in Makassar.

To collect data, the researcher performed several procedures. The procedure can be divided into two categories, namely interview procedures and observation procedures. The researcher visited the streets in Makassar, Panakkukang Regency, and Ujung Pandang Regency for observation. The researcher took a photo of words, phrases, and language displayed in the product's advertisement. Those are banners, signs, posters, billboards, or video displays. The researcher did an interview with some owners of the shop to get information about languages used in food advertisements in Makassar.

The researcher did the data analysis in several steps to answer the research questions. The steps are:

- a. The researcher used content analysis as a method to analyze the food advertisements that appear in the public space in Makassar. This analysis relies on visual analysis. Content analysis is a method that is used to identify the presence of words, themes, and concepts in qualitative data. The content analysis focuses on identifying characteristics in a message (Holsti, 1968). After the data have been collected the researcher will present the appearance of the languages to answer the first question.
- b. Last, the researcher put the information from the interview's transcription about the function of using English on advertisements in Makassar. This is important information from the owner, the employee, or the informants of the advertisements in Makassar.

RESULT AND DISCUSSION

a. Language use in food advertisements in Makassar

The Panakkukang and Ujung Pandang sub-district is the location of this research. Panakkukang is derived from the Makassar language, namely from the word *Nakku'*, which means "missed," and can be translated as "who is always missed (yang selalu dirindukan)". Furthermore, Ujung Pandang was the previous name for the capital city of South Sulawesi province, which is currently known as Makassar. The name of a settlement in the Makassar metropolitan area is Ujung Pandang. There used to be a promontory near the fort at the top of the view that was overrun with pandan groves.

Both subdistricts grew into a place with a lot of towering buildings over time, and they became the economic centers' areas. These districts are the epicenter of commercial activity and settlements with trading history. There are many offices and commercial centers in this area, including Panakkukang Mall, a well-known mall, and Pasar Segar, a food court.

The fact that Panakkukang and Ujung Pandang Districts are business districts makes this region quite busy. Many shops or renters are lined up along the road as a result. Many advertisements are posted by store owners along the streets to grab people's attention. Advertisements in public places are likewise highly diverse and interesting, with some really unusual language. The Researcher found a variety of language used as signs in advertisements along the road of this area as many as 43 advertisements consisting of 14 name shops, 2 billboards, 25 standing details banners, and 2 posters. Then the data is sorted based on research needs, it is focused on food advertisements. the following researchers show some of the data found.



Figure 1: Name shop

Figure 1 shows the name of the store as well as the items for sale. This store specializes in food, particularly bakery and café items. This store employs Brand Naming in a language other than Indonesian. This store chose English for its brand name, MM Donuts, which translates as "Donat MM." The use of a donut image design as a substitute for the letter 'o' in the term Donuts also supports this. The use of the image is a good creative concept because it can serve as a notice that this shop sells donuts without the need to know what the word donuts means. The use of English in the advertisement above is not only in the name of the shop, but also in the details of product names that utilize English, such as "Donuts, Cakes, and Coffee," which means (Donat, kue dan kopi).



Figure 2: Banner standing details

Figure 2 illustrates the Kedai Kareba food counter's banner. This food station includes 3 languages in its banner to promote its items. This food counter's brand name is Kedai Kareba, which is Indonesian - Makassar. Kareba is derived from a Makassar term that means "Kabar." So, Kedai Kareba translates to Kedai Kabar. This food stand sells toast and drinks, but the banner indicates that toast is their primary menu because the type of drinks available is not specified. The lone graphic in the banner is of a glass filled with blue and orange liquid, indicating that this food counter sells more than just toast. They also employ English explanations for the specifics of this cuisine. "Roti Bakar With Puff

Pastry," as seen in the image above, translates to "Roti Bakar with Puff Pastry." In this example, puff pastry refers to a layered dough comprised of flour, water, and butter. This food detail aims to persuade clients that the inclusion of puff pastry gives its Toast an edge.



Figure 3 : Poster

A poster of a beverage food counter is seen in Figure 3. Drinks sold at the food counter with the brand name Ala – Tea and the Makassar - English language. tea, which signifies "teh," and the word Ala, which is signified by the letters Lontara. A tagline on this advertisement reads "Authentic Thai Tea," which translates to "Thai tea asli." According to the tagline, the greatness of this food counter's product is due to the authenticity of Thai tea. Apart from the tagline, there is additional information at the bottom of the poster that is written in English, but there are a few typos. "The Best Quality Off Thai Tea with Ala Tea" should be changed to "The Best Quality Of Thai Tea with Ala Tea," which translates to "Teh Thai kualitas terbaik dengan Ala Tea."



Figure 4: Posters

Figure 4 depicts a poster advertising my coffee shop's new menu. The entire poster is written in English, starting with the word "New Menu," which translates to "Menu Baru," and the brand name "Lotus biscoff caramel cream," which translates to "Biskuit Lotus dengan krim karamel." There will be a misunderstanding if the buyer only views specific product information from the sentences listed, because the detailed

information pertains to biscuit items, even though the new My Coffee menu is a variety of the lotus biscuit-flavored drinks. However, the proprietor of this shop is astute enough to make use of the imaging capability. There is an image of a drink with lotus biscuits in the commercial. So that buyers do not become confused, even though the new menu's detailed information is less relevant.

b. The function of language use is represented in food advertisements in Makassar.

The role of language use in the form of language use in every advertisement along the streets is demonstrated in this study. Essentially, the overall function of language use in advertising is to serve as a promotional medium that informs consumers about current products and promotions in a store or continuing activities at an exhibition. In two different Makassar sub-districts, the researcher discovered many roles of language use in advertisements:

1. Gives a modern and elegant appearance.

Many shops on the streets employ English to make their product offerings appear more upscale to the public, which has a beneficial impact. Advertisements on the street, particularly on food counters, and many establishments along the streets employ English to make their product offerings appear classy to the public and have a good influence. According to Aida, a 30-year-old Panakkukang-based food counter worker.

“There is an influence from the use of English in advertising. There are positive and negative impacts. The positive impact is it makes the product look classy and gives a modern effect so that many fans are interested” (Aida, 30 years old)

The statement above is also supported by one of the informants who is also an employee of one of the tenants on Jalan Borong Raya who said that

“as an employee here, I can only give an answer if English is a viral language so that people are interested in buying our products if the ads are in English.” (Wahidah, 21 years old)

Advertisements that are written in English offer their items a more modern touch. As a result, the product will become popular and viral.

“Yes, our drinks are packaged in English so they are good for uploading to social media. Finally, that's what makes our products a lot of buyers” (Wahidah, 21 years old)

2. Enhance the product's quality

The usage of English in advertising also serves to improve the quality of the product. According to a representative from one of the tenants in the Ujung Pandang District, .

“The function of using English in advertising is because English is a trending language. the use of English can improve the quality of a product among local people, products will look cooler if they use English even though many people do not understand but our products have the opportunity to be of interest to buyers” (Hae, 26 years)

In accordance with the result explanation, one of the employees also indicated that the use of English in the campaign is merely a reflection of the development of trends in other stores. Many shops employ English as a promotional tool to give the appearance that the products on offer are of the same high quality as those sold elsewhere. The use of English in advertising causes purchasers to believe that this product is of the same quality as products from other countries. This is supported by Ita's statement, a 24-year-old drink counter employee.

“Because English looks much cooler and now English is widely used by other shops so we as sellers just go with the flow of the existing trends. If our advertisements use English, the product will have better quality” (Ita, 24 years old).

3. The merchandise will pique the consumers' interest.

Product promotion using English in advertisements will increase the curiosity of buyers. This has become a marketing strategy that is quite successful among street vendors. As stated by Agus, 20 years old, an employee in the Panakkukang district

“Today there are no young people who do not understand English. Even when the usual menu with Indonesian names is replaced in English, it will attract many buyers because of the high level of public curiosity. A high level of curiosity is one strategy to attract buyers” (Agus, 20 years old).

The statement about the use of English can make buyers curious in line with the statement by an employee at one of the tenants in Ujung Pandang Regency.

“if young people follow the trend will definitely understand and the rest who don't understand, they will ask their close friends who have bought our products. after that they will come because they are curious about our products” (Ita, 23 years old)

4. Attract buyers

The use of English as a functional sign to entice buyers is the most common function represented by employees who display ads along the streets. The use of the sign would be an attraction, according to all of the informants. According to Ita, a 20-year-old Ujung Pandang sub-district employee.

“The use of English will make our advertisements look different from others and can attract the attention of buyers, especially young people” (Ita, 20 years old)

With this fact, the employees and shop owners are optimistic. By using English as a sign in the advertisement, their product offerings will be in demand by local people as well as foreigners. As stated by an informant named Agus.

“There are 2 reasons why we use English in advertising. first, customers are more interested in foreign writing so this can be an attraction in itself. The second is because the buyers are not only local residents (Indonesia) but there are some foreign tourists who buy it. So, the function of English in the ad as an attraction” (Agus, 20 years old)

When viewed from the location of the area where this research is located, the most dominant buyers are local people with various backgrounds. The use of English as an attraction has the opportunity not to be understood by some people. This fact is also confirmed by some informants

“Not all buyers understand the use of English listed in the ad. Most people who buy drinks usually don't know the meaning of the word but because most other shops use English in their advertisements, I think my owner is taking advantage of this phenomenon in hope of getting the same luck” (Wahidah, 21 years old)

In addition to the statement from Wahidah, other informants also agreed with the fact that the buyers did not understand the meaning of the words or sentences used in the English advertisement. As the statement,

“More people do not understand the use of English. Maybe around 30% of people understand the meaning of our offer in the ad” (Hae, 26 years old).

The fact that many buyers do not understand the purpose of product offerings in English advertisements is not a problem. Reports from various informants stated that English brings cool values that will attract buyers even though the meaning of the product or offer is not understood.

“like I said the reason we still use English even though many people don't understand is that the advertisement in English will look cool and people will think this product is from abroad. In fact, most people who don't understand English will feel cool if they buy our products” (Hae, 26 years old).

DISCUSSION

In both Pannakukang and Ujungpandang subdistricts, English became quite prevalent in food advertisements, appearing in name shops, product names, primary copy, slogans, and headlines. According to Piller (2003), due to the consequences of

globalization, many advertisements with multilingual content are now appearing. The usage of English dominates the majority of multilingual marketing around us. There are titles, key sentences, product names, details, slogans, and pictures in most advertising. The product name is the element that appears in every commercial the most frequently in English.

In Pannakukang, the most common languages used in advertisements on the streets are Indonesian – English – Makassar. This is because the Panakkukang sub-district is located in the heart of the city. The Panakkukang sub-district is a commercial and shopping district. As a result, some shops employ Indonesian - English is more prevalent - to signify the urban language and make it simpler for customers to recognize the establishment. Almost all brand names and product names, as well as standing details banners with English as the main text, are in English at this location. Brand names are things in advertising that are most commonly utilized in foreign languages since the brand name is the focal point of the advertisement (Piller 2003).

Although the language used in roadside advertisements varies widely, English remains the most common. Various factors contribute to the variety of language used in adverts, including the location sub-district and the tourist sites have the potential to be visited by visitors from other nations, English is used. It causes store owners who are aware of the situation to prefer to advertise in English. so that visitors are aware of their product offers Makassar language is used in advertisements because the point of view is an iconic location, and shop owners want to incorporate Makassar characteristics into their products to make them more authentic.

Signs serve primarily as a promotional medium in advertising, providing information about products and ongoing promotions in a store. The researcher discovered numerous purposes of utilizing English in ads from the 67.5% of informants of two research locations in Panakkukang and Ujung Pandang sub-districts, including offering a modern and classy effect, improving the quality of a product, increases the consumers' curiosity.

Overall, the function of using English is for economic reasons. One of the causes of the spread of English is globalization. One of the reasons for using English is for economic reasons, such as increasing their sales.

Researchers discovered some interesting things while researching the linguistic landscape of food advertisements in Makassar. Some locals do not understand English, and shop owners are aware of this. They also recognize that the majority of buyers are unfamiliar with the precise meaning of each offer listed in the advertisement, but they continue to use English for unique and intriguing reasons. They use English on average because it is the current trend. According to Piller (2001), most ad producers have reservations about their buyer's English skills. This indicates that English is used in the part of the connotative value. This is not a significant issue for any advertising producer because, even if the buyer does not understand the advertisement's donation message, their perception of the English language will play a role in attracting the buyer's attention.

Another interesting finding from this study is people's tendency or preference when they are confronted with multiple advertisements. They believe that English advertisements are more valuable than Indonesian advertisements and that using the Indonesian language is unattractive and inappropriate. Customers are more likely to respond to ads that are written in English. This demonstrates that the use of English in advertising has an impact on the likelihood of them purchasing the advertised product. Finally, English is a symbol of modernity and perseverance.

Furthermore, the usage of signs in advertisements in the Panakkukanng and Ujung Pandang sub-districts, where the researchers performed research, has its own distinct character. The use of English-Indonesian signs appears to be simple in the Ujung Pandang District. This is due to the fact that the signs utilized have the same type of urban language

as the Panakkukang sub-district, which is a city. Meanwhile, signs used in advertisements in Ujung Pandang District exhibit real Makassar traits. This demonstrates the local community's identity while also explaining the conditions and situation of the location, the sub-district of Ujung Pandang as Makassar's iconic city so that advertisements always include Makassar's characteristics and it can be determined that this location has tourism potential from various countries.

Based on the findings above, there are several differences and similarities with this study. The similarity is the use of language for urban scape will be dominant in using English, both in the top-down and bottom-up categories. This research focuses on the bottom up. Bottom-up is a sign in a public space produced by a private company. Types of signs in the bottom-up category is advertisement produced by small businesses along the way. This research focuses on advertisements along the roads in Makassar. The result can be seen how the language used in the ad. This finding is like a follow-up model from all previous research conclusions that suggest that English is the dominant language used in the linguistic landscape. This study presents specific findings on the function of English in advertisements circulating on the streets and explains the relationship between the use of language in advertisements and the location where the linguistic landscape is located

CONCLUSION

After analyzing the data, the researcher concludes the findings of the research. The first is the language used represented in food advertisements in Makassar. The researcher found that in the bottom-up category, the language used in food advertisements is very diverse and has its own characteristics. The sub-districts have their own characteristics in terms of the use of language in their advertisements, but in these two sub-districts, the use of English dominates as the language that most often appears in advertisements along the streets. Panakkukang District, the language used represented in advertisements mostly uses English and Indonesian. It describes the urban language in urban society. Because the background of the landscape of this sub-district is indeed an urban center with many shopping centers. Meanwhile, in Ujung Pandang District, the language used represented in advertisements uses quite a variety of languages, such as Indonesian, English, Makassarese, and mandarin. This is because the landscape of this sub-district is an iconic city where there are many tourist attractions so the advertisements along the road have an authentic element as the identity of the city of Makassar, especially around Ujung Pandang District. The second is a function of language use represented in food advertisements in Makassar. The main function of the use of language in an advertisement is a promotional medium and the identity of each store. Almost all informants agreed that the use of English in their advertisements may not be understood by some local Makassar residents but based on their statements, English has a very beneficial function for sales, such as: Giving a modern and classy effect, improving product quality, intriguing buyers, and Attract buyer's attention. All the functions that have been described by all informants refer to the advantages of using English in their product advertisements, namely the higher the sales value despite the fact that many offers in advertisements are not understood by buyers.

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AUTHOR CONTRIBUTION STATEMENT

All authors did a well planned and distributed role, hence there is no conflict in conducting and reporting the project.

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