

Language Commodification in Culinary Businesses Naming at Sedayu City, Kelapa Gading: A Linguistic Landscape Study

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ABSTRACT

This study examines language commodification in the naming of culinary businesses in Sedayu City, Kelapa Gading, Jakarta Timur. Employing a qualitative descriptive approach within the framework of linguistic landscape studies, this research analyzes 124 business naming units displayed on signboards, banners, and tenants, documented between January and March 2025. Data were classified into monolingual, bilingual, and multilingual forms, then interpreted through informational and symbolic functions. The results indicate that monolingual forms account for 64 data points (52%), bilingual forms for 55 (44%), and multilingual forms for 5 (4%). Indonesian remains the strongest informational anchor, while English, along with several regional and foreign languages, serves as a symbolic resource to construct modern, authentic, and exclusive brand identities. These findings suggest that language in this commercial space is no longer merely a tool for communication but has become a marketable resource used to influence consumer perception and increase exchange value. Functional analysis reveals that Indonesian dominates the informational function as a conveyor of factual messages, ensuring consumer comprehension. Conversely, in the symbolic function, the use of English and other foreign languages is leveraged to build a modern image, exclusivity, and brand appeal. Thus, the research findings demonstrate that such naming reflects a negotiation of local-global identities. Local identity is maintained as a root of authenticity, while global elements are adopted as a marketing strategy to enhance market value. Language in Sedayu City has undergone commodification, shifting its function from a mere communicative tool to an economic resource with commercial value within the dynamics of an urban commercial area.

Keywords : Language Commodification, Linguistic Landscape, Sedayu City, Culinary Business.

INTRODUCTION

Globalization has brought together languages, cultures, and consumption practices within urban public spaces. In the context of sociolinguistics, this intersection is clearly evident in the naming of culinary businesses, as business names serve not only as signifiers but also as representations of identity, marketing strategies, and symbols of social standing (Gorter, 2017). Culinary arts, as cultural objects, carry the distinct characteristics of specific communities; thus, the choice of language in business naming helps mediate how a product is recognized, perceived, and differentiated by consumers (Sumarlam, Purnanto, & Ardhan,

2020b; Sugiyo, Aisyah, & Mubarak, 2023; Septiani, Ramadhan, Tressyalina, & Afnita, 2025).

Linguistic Landscape (LL) studies perceive written language in public spaces as an integral part of broader social dynamics. Language on signboards, commercial signage, and public signs does not merely convey information but also reflects power relations, prestige, and ethnolinguistic vitality within a specific territory (Landry & Bourhis in Gorter, 2017). Within commercial spaces, informational and symbolic functions are often intertwined. Language is utilized to explain the nature of a business or the products offered, while simultaneously constructing specific associations regarding modernity, prestige, authenticity, and cultural proximity.

A number of previous studies indicate that public spaces in Indonesia exhibit an intense intersection between the Indonesian language, regional languages, and foreign languages. Sari and Savitri (2021) identified the distribution of monolingual, bilingual, and multilingual forms in shop naming in Sidoarjo City, while Putikadyanto, Alatas, Albaburrahim, and Junjuran (2024) highlighted the prominent role of the Indonesian language within the linguistic landscape of public spaces in Pamekasan. In the culinary domain, Iwana and Sudarwati (2021) as well as Purnanto, Yustanto, Ginanjar, and Ardhian (2022) further demonstrated that linguistic choices in commercial spaces are closely linked to the construction of business imagery and consumer engagement strategies.

Such phenomena are widely observable within commercial spaces across various major cities in Indonesia, including Medan (Fahriaty & Niswa, 2024), Surabaya (Fitria & Mulyono, 2023), Yogyakarta (Yusuf & Datang, 2023), Palembang (Putri, Purnomo, Sholikhah, & Salsabila, 2025), and Bali (Suprastayasa & Rastitiati, 2023). Among these various commercial hubs, Sedayu City in Kelapa Gading, Jakarta Timur, presents a particularly compelling case, as it features a modern culinary district inhabited by businesses with simultaneous local, national, and global orientations. The naming of culinary establishments in this area utilizes Indonesian, regional languages, and various foreign languages in diverse patterns. This linguistic diversity indicates that language selection is not arbitrary, rather, it serves as a deliberate component of meaning construction tailored for the urban market.

Within the framework of Robertson as cited in Yusuf et al. (2026), this situation can be interpreted as glocalization, a process wherein local elements do not vanish under global currents but are instead renegotiated to remain relevant within modern spaces. Simultaneously, Bourdieu in Karman (2017) and Piller (2016) demonstrate that language in commercial spaces can function as symbolic capital and a commodity possessing exchange value. Glocalization occurs when local elements, such as the names of traditional dishes, are not eliminated by global influences but are repackaged using foreign terminology to align with the preferences of a modern urban market. Consequently, the naming of culinary establishments can no longer be understood merely as informative labeling, it must also be recognized as a practice of symbolic economy.

Based on this background, the present study focuses on two primary research questions. First, how the linguistic landscape reflects the negotiation of local-global identities through the selection and patterns of language use in culinary business naming at Sedayu City, Kelapa Gading, Jakarta Timur. Second, how language commodification is manifested through

informational and symbolic functions within these business names. In line with this focus, this article aims to describe the patterns of language use while explaining the role of language as a symbolic economic resource within urban commercial spaces.

METHOD

This study employs a qualitative descriptive method, as it aims to provide a profound understanding of the linguistic landscape phenomena within culinary business naming in Sedayu City, Kelapa Gading, Jakarta Timur. A qualitative approach was selected to examine the meanings embedded in linguistic choices, patterns of language use, and the informational and symbolic functions present in each business name (Creswell, 2023; Sugiyono, 2016).

The primary data for this research consist of culinary business names visible in public spaces. The criteria for the business units included in this study comprise permanent culinary establishments that possess a fixed visual identity in the form of signboards, banners, or tenant, and were actively operating during the data collection period. Data were gathered from January to March 2025 along Jalan Sedayu Boulevard Raya, within the Gading Festival area, and in the Old Shanghai district. To maintain interpretative accuracy, a verification stage was conducted using secondary data sourced from the official websites and social media platforms of each business unit. This concrete verification step involved cross-referencing the text on physical signboards with business profile descriptions to confirm linguistic origins, particularly regarding foreign or regional terms, thereby ensuring the prevention of interpretative errors.

The data collection techniques involved direct observation and documentation. All collected data were subsequently transcribed into lingual forms and classified based on variations in language use, namely monolingual, bilingual, and multilingual. These were then analyzed according to linguistic landscape functions, encompassing both informational and symbolic functions. The analysis process follows the stages of data reduction, data display, and conclusion drawing/verification (Sugiyono, 2016).

In the interpretation stage, the analytical results are examined through Robertson's glocalization theory as cited in Yusuf et al (2026) to observe the negotiation of local-global identities, as well as the theory of language commodification by Bourdieu in Karman (2017) and Piller (2016) to explain language as symbolic capital and a source of economic value. This study is limited to the verbal forms of culinary business naming visible from the exterior; therefore, non-verbal multimodal elements, such as icons, colors, and typography, are not addressed in this article. This delimitation was established to allow for a concentrated analysis of the lingual structures and linguistic landscape functions within the text, given the considerable complexity of the lingual data at the research site. Non-verbal multimodal elements are excluded to avoid visual semiotic interpretations that would require additional analytical instruments, thereby enabling this study to yield more specific findings focused exclusively on the textual aspects of language commodification.

RESULTS

1. Linguistic Patterns in Culinary Business Naming at Sedayu City, Kelapa Gading

Based on the data collection results, this study identified 124 instances of culinary business naming in Sedayu City, Kelapa Gading, Jakarta Timur. The overall data demonstrate that language within this commercial space functions simultaneously as both an informational signifier and a symbolic marker. The data recapitulation reveals that monolingual forms are the most dominant variation, totaling 64 instances (51.6%), followed by bilingual forms with 55 instances (44.4%), and multilingual forms with 5 instances (4%). This distribution confirms that the Sedayu City culinary district is not constructed through a single linguistic orientation, but rather through linguistic choices that adapt to the nature of the business, brand image, and target consumers.

Table 1. Linguistic Patterns in Culinary Business Naming

Category	Language Choice	Frequency	Sub-total	Percentage
Monolingual	Indonesian	34	64	52%
	English	22		
	Japanese	3		
	Chinese	2		
	Korean	1		
	Latin	1		
	Javanese	1		
Bilingual	Indonesian-English	36	55	44%
	Indonesian-Acehnese	2		
	Indonesian-Manadonese	1		
	Indonesian-Balinese	2		
	Indonesian-Nusa Tenggara Timur	1		
	Indonesian-Chinese	1		
	Indonesia-Japanese	2		
	English-Chinese	4		
	English-Korean	2		
	English-Brazilian	1		
	English-Inuit	1		
	English-Italian	1		
	English-Vietnamese	1		
English-Sanskrit	1			
Multilingual	Indonesian-English-Malaysian	2	5	4%
	Indonesian-English-Chinese	1		
	Indonesian-English-Indian	1		
	Indonesian-English-Medanese	1		

The dominance of monolingual forms suggests that the use of a single language is still considered an effective strategy for directly asserting business identity. However, the high frequency of bilingual forms indicates that business owners prioritize not only legibility but also the symbolic value generated by linguistic combinations. Meanwhile, the minimal occurrence of multilingual forms represents a more condensed naming strategy, where a single brand name simultaneously incorporates cultural identity, product description, and commercial imagery.

a) Monolingual

Table 1 illustrates that monolingual forms utilize Indonesian, Javanese, English, Japanese, Chinese, Korean, and Latin. Among these various languages, Indonesian emerges as the most dominant monolingual form with 34 data points. This finding indicates that the Indonesian language maintains a formidable position within the commercial public sphere, as it is the most readily understood by domestic consumers and aligns with its status as the national language.



Figure 1. Documentation of Culinary Business Naming Utilizing Indonesian Language

Names such as *Selera Bahari*, *Mendoan Purwokerto*, *Teras Dapur Jum Masakan Indonesia*, *Sekateng Paijo*, *Nasi Perih Dirasain*, *Teh Kotjok*, and *Akibat Bebek Muda* demonstrate that the Indonesian language is utilized to convey clear information regarding menus, flavor profiles, owner identities, and the desired business associations. In Figure 1, the Indonesian language does not merely state the products for sale but also establishes a sense of proximity with the audience through familiar and easily recognizable lexical choices. *Mendoan Purwokerto*, for instance, directly guides the reader toward the food type and its regional culinary origin. *Sekateng Paijo* reflects both the menu identity and the potential identity of the owner or a specific figure associated with the business, thereby creating a personal and accessible impression. Similarly, *Teras Dapur Jum Masakan Indonesia* evokes a home-style nuance, as the word *dapur* (kitchen) is strongly associated with home cooking, while the element *Jum* adds a personal touch. Meanwhile, *Nasi Perih Dirasain* highlights a specific

flavor profile through an expressive and memorable phrase. *Teh Kotjok* employs archaic spelling in the word *kotjok* to create a unique, traditional, and distinctive impression compared to more conventional naming conventions. Furthermore, *Selera Bahari* builds an association with the taste of seafood or coastal culinary nuances. Consequently, the Indonesian-language names depicted in these photographs serve not only an informative function but also provide a sense of familiarity, locality, and closeness to everyday culinary experiences.



Figure 1. Documentation of Culinary Business Naming Utilizing English

Aside from Indonesian, monolingual English forms are predominantly found in establishments associated with cafes, modern restaurants, and urban-style culinary brands. Data from Figure 2 including *Can.teen*, *Dcrepes*, *Social Club Cafe*, *Fore*, *Pizza Hut*, *Native*, *Starbucks*, *Queen's Kitchen*, *Yellow Dragon Chinese Restaurant*, *Deca Coffee*, and *Tomoro Coffee*, demonstrate that English functions to construct modern, professional, and cosmopolitan identities. In the case of *Can.teen*, the graphic wordplay on the term "canteen" enhances brand recall while conveying a creative impression. *Social Club Cafe* does not merely identify the type of business as a cafe but also symbolizes a social lifestyle deeply connected to modern hangout spaces. *Fore*, *Deca Coffee*, and *Tomoro Coffee* exhibit a trend toward concise and memorable naming conventions that align with urban coffee shop imagery. Meanwhile, *Pizza Hut* and *Starbucks* represent established global brand equity; thus, the use of English here serves as a marker of prestige and international standards. In the name *Yellow Dragon Chinese Restaurant*, English is utilized not only to clarify the type of cuisine but also to package an elegant oriental image that is easily recognizable to consumers. Names such as *Queen's Kitchen*, *Beer Hub*, and *Pop Waffle's* further indicate that English is selected to project a contemporary, commercial impression that resonates with modern consumption culture. Consequently, the monolingual English forms in this data serve more than just an informative role; they function as a symbolic strategy to build brand value and a global orientation for culinary businesses in Sedayu City.



Figure 2. Documentation of Culinary Business Naming Utilizing Asian Languages

The monolingual category also demonstrates the use of other foreign languages closely linked to specific culinary specializations. Based on the business names illustrated in Figure 3, Korean appears in *Arirang 아리랑*, Chinese is evident in *Gong Cha* and *Choipan Mei Mei*, while Japanese is observed in *Okinawa Sushi* and *NikuMura*. The presence of these names suggests that employing a single foreign language can serve as a strategy to emphasize cultural distinctiveness alongside the specific type of cuisine offered. *Arirang 아리랑*, for instance, immediately directs the reader toward Korean cultural associations by utilizing a strong and easily recognizable Korean lexicon. Similarly, *Gong Cha* and *Choipan Mei Mei* project a Chinese culinary orientation through lexical elements that preserve an ethnic nuance within the business name. Likewise, *Okinawa Sushi* directly links the establishment to Japanese culinary identity, both through the mention of the Okinawa region and the inclusion of *sushi*, a term deeply embedded in Japanese food culture. Meanwhile, *NikuMura* constructs a Japanese association through the elements *niku* and *mura*, which provide a distinctive impression that stands apart from local naming conventions. Consequently, foreign monolingual forms in this data set function not only as business identifiers but also as strategies to manifest specific cultural identities, assert menu specializations, and establish an authentic impression for culinary enterprises in Sedayu City.

b) Bilingual

Table 1 demonstrates that bilingual data exhibit more complex dynamics by combining two languages within a single business name. These bilingual forms consist of patterns pairing Indonesian with regional languages, Indonesian with foreign languages, and foreign languages with other foreign languages. Such a distribution illustrates that bilingualism has become a highly productive form in the naming of culinary businesses within Sedayu City.



Figure 3. Documentation of Culinary Business Naming Utilizing Indonesian-Foreign Languages

Based on the names presented in Figure 4, the bilingual forms in culinary business naming at Sedayu City exhibit a diverse array of linguistic combinations, particularly between Indonesian and English, as well as Indonesian and Chinese or Japanese. Data such as *food by D'PENYETZ*, *The Jenius 88 Coffee*, *Kopi Es TAK KIE*, *ROJI Ramen*, *Sushi Mentai*, and *Tomo Hot Pot* demonstrate that two languages are utilized simultaneously to maintain readability while establishing a more distinctive business identity. In *food by D'PENYETZ*, the English element “food by” is paired with a brand name closely associated with local cuisine, creating a modern impression without detaching from its Indonesian roots. *The Jenius 88 Coffee* displays a similar pattern, where English elements are employed to project an urban coffee shop image, while the word “Jenius” (Genius) provides a memorable touch within the local context. Meanwhile, *Kopi Es TAK KIE* combines Indonesian for the menu marker (iced coffee) with a Chinese name, ensuring the product identity remains easily understood while highlighting ethnic heritage and business tradition. In *ROJI Ramen* and *Sushi Mentai*, Japanese elements are retained to emphasize a Japanese culinary orientation, while the orthographic form remains recognizable to the general consumer. Similarly, *Tomo Hot Pot* blends a specific name with the term “hot pot,” which is firmly established in international culinary terminology. Consequently, the data in this figure indicate that bilingual forms are utilized not only to explain the nature of the business or the menu but also to bridge local proximity with a modern image and to assert specific cultural authenticity within the urban culinary space.



Figure 4. Documentation of Culinary Business Naming Utilizing Indonesian-Regional Languages

The names presented in Figure 5, such as *Lalolak*, *Sei Babi dan Tore Asli NTT*; *Jambo Kupi*, *Sejuta Rasa Aceh*; *Payuk Buleleng*, *Halal Nasi Campur Bali*; *Bali Samsam Guling*; and *Ikan Tude Manado*, demonstrate that the integration of regional languages with Indonesian constitutes a significant pattern in culinary business naming at Sedayu City. Within this dataset, regional linguistic elements serve as markers of cultural origin and culinary authenticity, while Indonesian ensures readability for a broader consumer base. *Lalolak*, for instance, features distinct lexical elements from Nusa Tenggara Timur, which are subsequently clarified by the phrases *Sei Babi* and *Tore Asli NTT*, thereby reinforcing both the regional identity and the type of dish. A similar pattern is observed in *Jambo Kupi*, *Sejuta Rasa Aceh*, where the term *Jambo Kupi* signifies an affinity with Acehnese culture, followed by a phrase that strengthens the association with its flavors and regional roots. In *Payuk Buleleng*, *Halal Nasi Campur Bali*, the words *Payuk* and *Buleleng* evoke a specific Balinese nuance, further detailed by menu information in Indonesian. *Bali Samsam Guling* directly establishes an association with Balinese cuisine, whereas *Ikan Tude Manado* highlights a local dish intensified by the mention of its region of origin. Consequently, the data in this figure indicate that the pairing of regional languages and Indonesian is utilized not merely for naming, but as a strategy to assert regional identity, flavor distinctiveness, and cultural legitimacy within the urban culinary space.



Figure 5. Documentation of Culinary Business Naming Utilizing Foreign to Foreign Language Combinations

Based on the business names presented in Figure 6, culinary establishment naming in Sedayu City also exhibits bilingual patterns involving various foreign languages, utilized to assert cultural identity while establishing readability within an urban commercial context. Names such as *Pho Ngon*, *Taste of Vietnam*; *Osio Korean Food & Entertainment*; *Nanook Ice Milk*; *Brazilian Grill Brasa Rodizio*; *Bulgogi Yaa! All You Can Eat*; *Wok Ai Ni*, *Authentic Chinese Food*; *Shanti*; *bonbonbites*; and *Goldfish Seafood*, *Suan Cai Yu* demonstrate that specific foreign languages are maintained as markers of culinary origin, whereas English is employed to clarify the business concept or food type for a broader consumer base. For instance, *Pho Ngon*, *Taste of Vietnam* retains Vietnamese elements in the words *pho* and *ngon* to emphasize culinary authenticity, complemented by an English phrase describing the flavor experience

offered. *Osio Korean Food & Entertainment* features a Korean core name and clarifies its culinary specialization and entertainment concept through English. *Brazilian Grill Brasa Rodizio* directly associates the business with Brazilian grilling traditions, while *Bulgogi Yaa! All You Can Eat* combines a Korean culinary term with an English phrase denoting a modern service system. In *Wok Ai Ni, Authentic Chinese Food*, the Chinese linguistic elements provide a strong ethnic nuance, while the English description reinforces an authentic Chinese culinary orientation. *Nanook Ice Milk* also illustrates the combination of a non-English name with English product terminology, ensuring the brand identity remains distinct while the products offered remain easily recognizable. Furthermore, *Goldfish Seafood, Suan Cai Yu* integrates English and Chinese lexical elements to signify both the restaurant type and its signature dish. Consequently, the names in this figure indicate that pairing foreign languages with English serves as a strategy to present cultural authenticity, clarify the nature of the business, and simultaneously construct a modern, marketable image.

c) Multilingual

Multilingual forms were identified in 5 data points. Despite being the least frequent, these forms exhibit the highest degree of semantic diversity by integrating three languages simultaneously within a single business name. The observed patterns include combinations of Malaysian, Indonesian, and English; Chinese, English, and Indonesian; Indian, Indonesian, and English; as well as Indonesian, Medanese, and English. The simultaneous use of multiple languages signifies a maximal effort in language commodification. The presence of a third language serves as a guarantor of authenticity, which, from a sociolinguistic perspective, provides cultural legitimacy, asserting that the product is both authentic and meets international standards.



Figure 6. Documentation of Multilingual Culinary Business Naming

The names presented in Figure 7 illustrate the presence of multilingual forms in culinary business naming within Sedayu City, characterized by the use of three or more languages within a single business name. Data such as *Nasi Galung, Asli Pematangsiantar, Est 1989*;

Kampong Bahru, Dimsum, Eat & Bakery; Ma Popo Dimsum, No Pork, No Lard; and Pani, Premium Tea, Coffee, & Eatery demonstrate that a single name can encompass multiple layers of linguistic orientation simultaneously. For instance, *Nasi Galung, Asli Pematangsiantar, Est 1989* combines Indonesian through the element *nasi* and the phrase *asli Pematangsiantar* with the English abbreviation *est.* to indicate the establishment's longevity, thereby presenting both a local culinary identity and an image of a long-standing business. *Kampong Bahru* introduces a strong Malay nuance; despite the smaller text underneath being partially illegible, the name retains a specific cultural orientation distinct from standard Indonesian naming conventions. *Ma Popo Dimsum, No Pork, No Lard* further exemplifies the fusion of Chinese-influenced naming, a food category descriptor familiar to Indonesian consumers, and English phrases that explicitly clarify dietary composition. Meanwhile, *Pani, Premium Tea, Coffee, & Eatery* integrates a core name that provides brand identity with a series of English terms to signify product types and a modern business concept. Consequently, the data in this figure indicate that multilingual forms are employed not merely for naming, but to integrate cultural identity, menu descriptions, service concepts, and commercial imagery into a single nominal construction. This reinforces the premise that the culinary space of Sedayu City is constructed as a heterogeneous arena where diverse languages intersect to amplify business appeal for an urban consumer base.

2. Informational and Symbolic Functions in Culinary Business Naming

Based on the comprehensive analysis of the data, all culinary business names in Sedayu City perform both informational and symbolic functions; however, at the level of informational function, it is evident that these business names are utilized to convey factual details that are directly accessible to consumers.

Table 2. Informational Function in Culinary Business Naming

No.	Displayed Information	Frequency	Sample Culinary Business Names
1	Business Type	26	<i>Can.teen, Social Club Café, Gula-Gula Bakery, July Coffee & Resto, Darts Hub Café & Lounge</i>
2	Owner Identity	17	<i>Tomo Hot Pot, Warisan Bu Lika, Roti Bakar Paijo, Pondok Ifong, Masakan Khas Bangka, Teras Dapur Jum, Masakan Indonesia</i>
3	Business Concept	10	<i>Can.teen, Social Club Café, Kampoeng Seafood, Native, Kampong Bahru, Dimsum, Eat & Bakery</i>
4	Menu Availability	77	<i>Dcrepes, Tentang Kopi & Toast, Ikan Tude Manado, Queen Mango Dessert, Mendoan Purwokerto</i>
5	Culinary Point of Origin	14	<i>Ikan Tude Manado, Mendoan Purwokerto, Lumpia Semarang.JKT, Pondok Ifong, Masakan Khas Bangka, Lalolak, Se'i Babi dan Tore Asli NTT</i>
6	Signature Dish Specialization	11	<i>Arirang, Osio (오사/오) Korean Food & Entertainment, Laotage Express, Spesialis Bubur Hongkong dan Bebek</i>

			<i>Panggang, Soto Betawi by Warung Betawi, Payuk Buleleng Halal Nasi Campur Bali</i>
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Table 2 illustrates that culinary business names in Sedayu City provide comprehensive information encompassing: 1) the type of business, 2) the owner's identity, 3) the business concept, 4) menu availability, 5) the culinary point of origin, and 6) dish specialization. For instance, *Social Club Café* serves as an indicator that the establishment is a café while simultaneously signaling a social space concept as part of communal activity. *Warisan Bu Lika* informs the public of the owner's identity, Bu Lika, while presenting the notion of a preserved culinary heritage. *Mendoan Purwokerto* directly identifies the primary menu item sold, *mendoan*, as well as its geographical origin, Purwokerto. Similarly, *Osio (오시/오) Korean Food & Entertainment* clarifies its specialization in Korean cuisine and the entertainment elements that accompany its business concept.

The informational function is further evident in other names within the research data, such as *Bunga Pepaya*, *Restoran Manado*, which indicates both the menu and its Manadonese culinary orientation; *Ikan Tude Manado*, which identifies a specific Manadonese dish; and *Gula-Gula Bakery*, which informs consumers that the business operates in the field of bread, cakes, and sweets. In more extensive naming patterns, the informational function becomes increasingly explicit, as seen in *Laotage Express*, *Spesialis Bubur Hongkong dan Bebek Panggang*. This name not only introduces the brand identity but also communicates its fast-service system and featured menu offerings. Consequently, the informational function in culinary business naming at Sedayu City serves as a fundamental indicator of business identity, assisting consumers in recognizing what is being sold, the culinary origin, and how the establishment positions itself within the commercial space.

On the other hand, the symbolic function is present across all data through: 1) image construction, 2) identity, 3) cultural authenticity, 4) consumer segmentation, 5) wordplay, 6) modernity, 7) prestige, and 8) brand value. In this context, business names do not merely function to state what is being sold but also to construct a specific social impression attached to the product. *Social Club Café*, for instance, does more than inform that the establishment is a café; it symbolizes an urban lifestyle, a gathering space, and an affinity with urban middle-class "hanging out" culture. *Warisan Bu Lika* (Mrs. Lika's Heritage) projects warmth, authenticity, and the impression of a multi-generational recipe, adding emotional value to the business. *Bebek Terminal* (Terminal Duck) builds a grassroots, familiar, and accessible image for a broad consumer base. Meanwhile, *KFC* serves as a symbol of culinary globalization through the strength of an international brand that is immediately recognized without the need for additional explanation. In other data, *Soto Betawi by Warung Betawi* emphasizes a strong local identity but is packaged in a more modern and memorable naming style, allowing locality to appear more competitive within the urban market.

The symbolic function is also evident in names that emphasize cultural authenticity, such as *Jambo Kupa*; *Sejuta Rasa Aceh*; *Payuk Buleleng, Halal, Nasi Campur Bali*, and *Pho Ngon; Taste of Vietnam*. These names do not merely indicate culinary origins but also market a cultural experience perceived as distinctive and authentic. Conversely, elements of modernity and prestige are apparent in names such as *Tomoro Coffee*, *Deca Coffee*, and *Asinan Queen*.

The inclusion of the word "Queen" in *Asinan Queen* imparts a superior and premium impression upon a local dish, while *Tomoro Coffee* and *Deca Coffee* utilize English idioms to construct a modern and cosmopolitan image. Wordplay and brand creativity are further exemplified by *Can.teen*, which employs graphic separation to enhance memorability, and *Gula-Gula Bakery*, which blends a sense of familiarity with modern culinary terminology. Consequently, the naming of culinary businesses in Sedayu City is never purely descriptive; every name serves as a symbolic tool that shapes consumer perceptions regarding the quality, social class, authenticity, and overall appeal of the products offered.

Overall, the results presented above indicate that the variations in language use and the functions of the linguistic landscape in culinary business naming at Sedayu City are intrinsically linked. The distribution of monolingual, bilingual, and multilingual forms demonstrates how languages are selected and combined, while the informational and symbolic functions reveal why these choices are maintained within the commercial space. Based on these findings, the following discussion further interprets their social significance, particularly in relation to the negotiation of local-global identities and the commodification of language within the urban culinary market.

DISCUSSION

Based on the data analysis results, the naming of culinary businesses in Sedayu City, Kelapa Gading, indicates that the linguistic landscape of this area is shaped through a negotiation between legibility, cultural identity, and market interests. The dominance of monolingual forms suggests that the use of a single language is still considered an effective strategy for directly asserting a business's identity. However, the high frequency of bilingual forms and the presence of multilingualism demonstrate that business owners do not limit themselves to the need for easily understood names, rather, they manage language as a symbolic resource to construct brand image and differentiation. Consequently, the linguistic landscape in Sedayu City can be understood not merely as a collection of texts in public space, but as a social practice reflecting the cultural, economic, and ideological relations of language within a specific region (Gorter, 2017).

The dominance of the Indonesian language, particularly in monolingual forms, indicates that the national language remains the primary foundation for legibility within commercial spaces. This phenomenon is understandable, as the majority of consumers in the area are local readers who require markers that are rapid, clear, and familiar. Business names such as *Mendoan Purwokerto*, *Bunga Pepaya*, *Restoran Manado*, *Warisan Bu Lika*, *Pondok Ifong*, *Masakan Khas Bangka*, and *Nasi Perih Dirasain* demonstrate that Indonesian is effective for conveying menus, culinary origins, business identities, and sensory associations. In the case of *Mendoan Purwokerto*, for instance, the reader simultaneously acquires two pieces of information: the type of food and its region of origin. Similarly, *Warisan Bu Lika* does not merely provide information regarding the owner's identity but also constructs an impression that the flavors offered possess a continuity with family traditions or ancestral recipes. Within the context of culinary enterprises, the Indonesian language functions powerfully because food is viewed not merely as a consumer commodity, but also as an experience linked to home, tradition, proximity, and gustatory memory.

At the same time, the use of the Indonesian language is not merely informative. The research data indicates that Indonesian also carries significant symbolic weight. *Warisan Bu Lika* (Mrs. Lika's Heritage) evokes a warm and personal ambiance; *Bebek Terminal* conveys a sense of proximity to familiar and egalitarian everyday spaces; while *Kedai Makan Rasa-Rasanya, Sedia Berbagai Lauk dan Sayurnya* presents a colloquial, relaxed, and accessible impression. Furthermore, *Jus Kode* demonstrates that Indonesian can be creatively manipulated through abbreviations and orthographic play to enhance brand recall. This suggests that the national language retains a substantial symbolic capacity to construct images of proximity, affordability, and authenticity. In other words, within the urban culinary sphere, the Indonesian language does not occupy a passive position in the face of global languages, rather, it remains active in producing social and affective values.

On the other hand, the high prevalence of English indicates the profound influence of globalization on urban culinary business naming. English appears in both monolingual and bilingual forms, particularly among cafes, modern restaurants, and enterprises seeking to establish a professional image. Within the commercial linguistic landscape, English is frequently associated with modernity, internationalism, mobility, and prestige (Gorter & Cenoz, 2023; Purnanto et al., 2022). The findings in Sedayu City support this perspective. Establishments such as *Can.teen*, *Social Club Café*, *Deca Coffee*, *Tomoro Coffee*, *Asinan Queen*, *Gula-Gula Bakery*, and *Soto Betawi by Warung Betawi* demonstrate that English is utilized to enhance symbolic value, even when local elements are retained. In the case of *Social Club Café*, English does not merely indicate that the business is a café, it also constructs associations with a communal and modern urban lifestyle. Furthermore, *Deca Coffee* and *Tomoro Coffee* utilize concise and memorable global naming conventions, aligning with the image of modern coffee shops that resonate with the rhythm of urban life.

Furthermore, the presence of English within this data serves a status-marking function rather than a purely communicative one. *Asinan Queen* retains a familiar local menu while incorporating the word "queen" to evoke associations of excellence and superior quality. *Can.teen* utilizes graphic segmentation of the word "canteen" to establish visual creativity, thereby strengthening brand recall. Meanwhile, *Soto Betawi by Warung Betawi* demonstrates how local elements can be packaged with English markers to appear more modern and formatted as a formal brand. This suggests that English in the linguistic landscape of Sedayu City does not merely expand legibility, it marks the class, lifestyle, and global orientation that business owners intend to project.

The presence of regional languages in this research data demonstrates that locality is not displaced by global currents, rather, it is renegotiated within the modern culinary market. Names such as *Jambo Kupa*, *Sejuta Rasa Aceh*; *Payuk Buleleng*, *Nasi Campur Bali*; *Ikan Tude Manado*; *Lalolak*, *Se'i Babi dan Tore Asli NTT*, and *Tebune* illustrate that regional languages are utilized as signifiers of authenticity and cultural legitimacy. In a culinary context, regional identity possesses significant market value, as food is inherently linked to claims of origin, traditional flavor profiles, and cultural experiences. *Jambo Kupa* presents an Acehnese nuance not merely as a brand name, but as a representation of a distinct coffee culture. *Payuk Buleleng* connects cuisine with local Balinese vocabulary to provide cultural depth, while *Ikan Tude Manado* retains the local terminology of a dish deeply embedded in

Manadonese culinary tradition. Consequently, regional languages do not emerge due to linguistic limitations within the Indonesian language, but rather because they hold symbolic value as markers of original taste, regional distinctiveness, and a more authentic culinary experience.

These findings align with the perspective that local languages within the linguistic landscape are closely linked to the representation of community identity (Phatanasin, 2025). In the context of Sedayu City, regional languages function as cultural anchors that connect businesses to their communities of origin, even as these businesses operate within a modern urban space. The presence of local languages in a heterogeneous culinary hub demonstrates that regional identities are not abandoned to conform to the urban market. On the contrary, these identities are re-presented and assigned new commercial functions. Consumers are not merely invited to purchase food but are also led to consume imaginations of authenticity, regional heritage, and the richness of Indonesian culinary traditions.

When interpreted through the perspective of glocalization, the overall findings demonstrate that local and global languages do not operate in a manner of mutual exclusion, rather, they undergo mutual adaptation. Robertson, as cited in Yusuf et al (2026), explains that globalization actually encourages the reproduction of locality in novel forms. This is evident in the patterns of Indonesian-English, regional-Indonesian, or foreign-English found in the data. Establishments such as *Somatra Coffee*, *Asinan Queen*, *Soto Betawi by Warung Betawi*, *Pho Ngon*, *Taste of Vietnam*, and *Shanti Kitchen & Coffee* exemplify how local or non-English elements are preserved to provide authenticity, while English is employed to make the names compatible with urban commercial grammar. Consequently, local identity in the Sedayu City area does not vanish due to globalization but is instead reproduced to circulate effectively within an increasingly competitive market.

While Robertson's glocalization theory accounts for the negotiation between local and global elements, field findings reveal a phenomenon of simulated authenticity. Not all instances of regional language use in Sedayu City reflect an organic cultural identity. Conversely, many regional terms serve merely as cultural accessories designed to evoke an exotic, traditional impression. The phenomena observed in the Old Shanghai district, for instance, demonstrate that the use of specific scripts and languages is often performative, touching only the aesthetic surface without the functional sociolinguistic depth relevant to its speech community.

It is at this point that language commodification becomes evident. Within the framework of Bourdieu as cited in Karman (2017), language can be understood as symbolic capital whose value depends on the linguistic market in which it is exchanged. English provides added value in the form of a modern, premium, and professional impression; regional languages offer added value through authenticity, proximity, and cultural legitimacy; while Indonesian ensures broad legibility as well as a sense of inclusivity. This perspective is extended by Piller (2016), who views language as a commodity within a neoliberal economy. From this standpoint, language is no longer prioritized solely for its communicative function, but also for the prestige and imagery it generates. The research data clearly illustrate this phenomenon. *Can.teen* utilizes visual forms to enhance brand recall; *Asinan Queen* elevates local food through associations of superiority; *Pho Ngon*, *Taste of Vietnam* sells a

Vietnamese cultural experience; and *Shanti Kitchen & Coffee* packages tranquility and philosophy as an atmosphere for consumption. In all these instances, language functions as a non-material resource that augments the commercial value of the business.

The process of language commodification in Sedayu City does not occur instantaneously, rather, it follows a systematic progression when examined through the theoretical lenses of Bourdieu and Piller (2016). First, language undergoes a standardization of image, wherein foreign terms are no longer perceived merely as tools for communication but as symbolic capital. Second, this symbolic capital transforms into exchange value as the use of such terms correlates with specific target markets and product pricing tiers. Piller (2016) emphasizes that language has evolved into a marketable economic asset. This exchange value is realized when consumers are willing to pay a premium price, not solely for the culinary quality, but for the identity experience constructed by the establishment's linguistic landscape. In this context, language acts as a curator of social class.

Consequently, the linguistic landscape of culinary business naming in Sedayu City serves as an arena where local, national, and various foreign languages converge within the logic of the urban market. Indonesian remains dominant as the foundation for legibility and cultural proximity. Regional languages are present as markers of authenticity and cultural heritage, while English and other foreign languages function as symbols of modernity, quality, and global openness. These three elements complement one another in the construction of business identity. Therefore, language in this context can no longer be understood merely as a neutral tool of communication, rather, it has become a commercial instrument that names, explains, differentiates, and simultaneously commodifies.

CONCLUSION

The naming of culinary businesses in Sedayu City, Kelapa Gading, Jakarta Timur, exhibits three primary patterns: monolingual, bilingual, and multilingual. The distribution comprises 64 data points (52%) for monolingual, 55 data points (44%) for bilingual, and 5 data points (4%) for multilingual. These findings confirm that this commercial area serves as a multilingual space that is consciously and strategically managed.

The Indonesian language remains the primary anchor for the informational function, as it most effectively conveys the nature of the business, menu items, owner identity, and regional origins. However, English, regional languages, and various other foreign languages play a robust role in the symbolic function, serving to construct images of modernity, authenticity, exclusivity, philosophy, and added value. Consequently, the linguistic landscape of culinary business naming in this area reflects a negotiation of local-global identities.

Language commodification becomes evident when linguistic choices are utilized as symbolic capital and a source of exchange value. Language no longer functions solely as a tool for communication, rather, it operates as a symbolic economic resource that influences consumer perception, strengthens brand differentiation, and enhances the marketability of culinary businesses within urban commercial spaces.

The implications of this study affirm the occurrence of language commodification. As previously discussed, language has transformed into a tangible symbolic economic resource. This phenomenon is clearly evident in the strategic use of terminology that aims not only to

provide a name but also to enhance the brand value of a business. For instance, the preference for the term “Bakery” over “Toko Roti,” or the incorporation of Chinese characters in authentic business units, serves as more than just a brand differentiator; it directly influences consumer perceptions of product quality and justifies premium pricing.

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