



English operation in public space: Linguistic landscape in culinary business of Surakarta, Indonesia

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Abstract

Since English is the world's lingua franca, it is a major attraction in various fields, such as writing culinary business signage. This study examines the frequency of language use, the monolingual and bilingual processes through text writing strategies, and information-symbolic function that English develops in culinary business texts. The data is collected using recording techniques, including photography on 396 culinary business nameplate data from food stalls, restaurants, cafes, and bistros located at protocol road in Surakarta, Indonesia. The Linguistic Landscape, bilingual-multilingual writing and Writing System Mimicry (WSM) is used to analyze the collected data (Landry and Bourhis 1997; Reh, 2014; Sutherland 2015). The results showed that Indonesian and English compete in dominating the appearance of monolingual and bilingual texts. In general, text writers use manipulating, imitating, fragmenting, complementing, and overlapping strategies to attract consumers. Therefore, English influences international perceptions, exclusivity, modern, leisure and success. We argue that with its capabilities, in the future, English will dominate texts in the public space and threaten national and local languages.

Keywords: Linguistic Landscape; religious performance bilingualism; Malang city; worship sign

1. Introduction

Several cities in Indonesia are famous for their culinary appeals and identity (Purwaning Tyas, 2017). For instance, Yogyakarta, Padang, Malang, Madiun, Semarang, Lamongan and Surakarta cities are known for Gudeg, Nasi Padang, Meatballs, Pecel, Lumpia, Soto, and Tengkleng, respectively. Since it increases tourism across generations, civilization, intercultural competition from other regions or countries, and develops a strong ethnic heritage, culinary is a trigger of being acquainted with the society and culture.

Culinary role shows the high and low degree of a nation. Basically, culinary refers to a distinctive regional identity that reflects the diversity of potential natural resources. According to Fuad & Hapsari (2019), culinary management and use in nutrition fulfillment are expressions and a strategy for community survival. Furthermore, environmental conditions and people's habits form characteristics

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where representation, regulation, consumption, and production show the consumers' social, economic, and class background (Wurianto, 2008).

According to Setiawan (2016), culinary identity depends on its role in society. It is also a social interaction medium in which values, history, myths, customs, religion, health, and industry are presented (Utami, 2018).

The culinary industry requires a name or an identifier that distinguishes it from other similar products and promotional mediums. Product naming needs to account for factors, consumer tastes, local culture, and community language competence. The name can also be the wearer's hope because giving the designation on the nameplate will determine the success of the product being sold. Restaurants, stalls, cafes, bistro's names use language to introduce products, concepts, values, and culture being sold and developed. When people read restaurant signboards, perceptions and attitudes emerge, leading to generalizations of given products. These images develop community interest in knowing, trying, and experiencing the culinary delights being sold.

Surakarta City and Its Community Linguistic Competencies

Public nameplate texts for restaurants and food stalls consider the local community's sociolinguistic conditions regarding popular and controlled language policies. Surakarta, or Solo city in Central Java, is a multiethnic city with its two names being used collectively and sharing a domain. Surakarta is used in the formal variety, such as government and private agencies, in naming institutions systems, while Solo is used in the informal settings and spoken pronunciation. However, Solo's name is commonly used in public spaces to name shops, restaurants, and malls. In the administrative documents of the Indonesian Government, Surakarta is recorded as a legal name.

To communicate, the local community uses the Javanese and Indonesian languages. Surakarta, as the center of Javanese civilization, shows very high use of the Javanese language. However, Javanese's use is often in spoken communication and naming of several government agencies due to language policy. This rule was made to protect and preserve the language and make Solo City the center of Javanese civilization, consequently increasing its competence.

Indonesian is the national language of communication in official situations as required by the government policy. Consequently, the language competence in Surakarta and other national regions is excellent. Therefore, the Javanese and Indonesian languages share domains and are used jointly by the community depending on the context.

The English language also plays a role in the community and foreign positions. Although the Surakarta community is not highly competent in English, its use is massive in society, especially in texts in public spaces. Educated individuals widely use English due to the demand of need for knowledge which language mastery. Moreover, it is also found in many text names of restaurants, cafes, bistro, and malls. However, English is not widely used in oral communication among the Surakarta community.

Apart from residents, immigrants inhabit the city with various motives, such as working, studying, investing, and traveling. This requires delicious culinary delights to accommodate the tastes of local and urban residents. Stalls and restaurants have developed to take advantage of this opportunity through different competitive strategies. For instance, many businesses use language to introduce and popularize their names among consumers.

2. Literature Review

Text in public spaces contains informational messages conveyed by the writer to the target audience. Language plays an important role in bridging the interests between the writer and the reader. In the public sphere, these texts compete to win readers' hearts and attract the community interest in the writer's messages and expectations. Therefore, several languages forms are used in the successful delivery of community, such as monolingual or combination. National, regional and foreign languages represent the author's message depending on the social character and community competence. Similarly, the presence of a certain language in the public space represents social groups in the area around the text in the posted public space, while others become marginalized. Language dominance is a symbol of community group supremacy in an area, while its absence represents the weakness of a particular social symbol and function.

Linguistic landscape refers to a study that investigates the existence of text in public spaces, such as building and place names, shops, advertisements, and road signs (Cey & Bourhis, 1997). This form of study analyzes language use, information and symbolic functions of governments, the private sector, and individuals' texts by considering demographic factors, community competence, and language policies. Moreover, Linguistic Landscape analyzes the power relations played through language symbols in public spaces (Landry & Bourhis, 1997; Cenoz & Gorter, 2008a; Leeman & Modan, 2010). Through Linguistic Landscape, the language involved public spaces texts, and its frequency is analyzed to reveal the symbols of use.

Surakarta is a cultural city located in Central Java, Indonesia. The symbol of Javanese civilization is still found in the palace. Javanese ethnicity dominates the demographics platform compared to Arab and Chinese descendants, as well as expatriates. Surakarta city is also a center of education, business, trade, health, tourism, arts, and culture that attracts more tourists and residents. The community dominantly uses Javanese in informal communication, while Indonesian is used in formal entities. Foreign languages, such as English, Arabic, and Chinese, are spoken in restricted domains.

Landscape Linguistics studies on shop names have been conducted in various places such as Bangkok in Thailand. Prapobratanakul (2016) examined language usage patterns and English influence on shop names in the Si Yan market. The results showed that the combination of alphabets and the syntactic structure of the monolingual form in Thai is dominant, followed by the bilingual form in Thai and English and the monolingual form in English. These findings confirm that Thai is the most widely spoken language. Furthermore, text writers may not be aware that they use the English lexicon in texts.

Shang & Guo (2017) examined the use of language in shop names and how shopkeepers seduce the multilingual and multiethnic communities in Singapore. The results showed that English is mostly used in monolingual patterns, while Chinese dominates in bilingual and multilingual. These patterns are related to language culture, demographics, and the construction of ethnic and cultural identities.

Amer & Obeidat (2014) examined the influence of English on Arabic in stores in Jordan. The results showed that English was mostly used in shop names and served as a loan word for Arabic. This is because it has a familiarity value and helps attract tourists. Linguistic Landscape research on shop names was also carried out in Athens, Greece (Nikolaou, 2017), and Chinatown, Washington D.C. (Chinatown (Lou, 2007). The results showed that English is a strong linguistic player regardless of the language policy applied.

Research on Linguistic Landscape in Indonesia has been widely conducted, including the comparison of text in public spaces on roads in Malang City (Yannuar & Tabiati, 2016), non-commercial texts in the capital city of Jakarta (da Silva, 2017), the main road in the Sidoarjo city

(Fakhiroh & Rohmah, 2018), text on a shop billboard in Gresik City, East Java (Oktaviani, 2019), a nameplate displayed at the Senior High School in Jogjakarta (Andriyanti, 2019), and the name of the royal street around the Jogjakarta palace (Erikha, 2018). A Landscape Linguistic Study in Surakarta city has also been conducted, including the text on display around the museum (Widiyanto, 2019).

Research on Linguistic Landscape with city settings has been conducted in Asia, including Tokyo (Backhaus, 2008), Bangkok (Huebner, 2008), Dili (Taylor-Leech, 2012), Hong Kong (Lai, 2013), Phnom Penh, (Kasanga, 2012), Kuala Lumpur (Manan et al., 2015), (Coluzzi, 2017), (Coluzzi & Kitade, 2015), Milan and Udinese (Bruyèl-Olmedo et al., 2014), and Israel (Isleem, 2015), (Scollon, Ron and Scollon, 2003). These studies leave research gaps, especially Linguistic Landscape on the culinary business nameplate text never researched in Surakarta. No research in Indonesia has discussed strategies for writing texts, especially in English. To answer the research gap, this study focuses examines (1) the frequency of use of language on the signboards of food stalls, restaurants, (2) the strategy for writing text that contains English, and (3) the function of information and symbols behind the use of the language.

3. Method

Linguistic landscape classifies text data in public spaces into two categories, Top-Down (official signs) and Bottom-Up (non-official signs) (Backhaus, 2008). In this study, the data is focused on the bottom-up, specifically the signboards of restaurants, cafes, bistros, and restaurants where these places are culinary businesses mostly managed by individuals or private companies. Text data were collected from 396 samples of signboards seen on the protocol street of Surakarta City through photography and classified based on language and forms of language use, specifically monolingual and bilingual. Data were analyzed using Linguistic Landscape by assessing language frequency and usage patterns. Data search adopted procedures from the framework of Landry and Bourhis (1997). The location chosen for data collection follows the framework of Cenoz & Gorter (2008b), where the location represents a different ethnocultural community in the area studied. This method is in line with the location selection carried out (Backhaus, 2008) from the train station and its surroundings in Tokyo (Huebner, 2008), surveying the environment in Bangkok (Ben-Rafael, Eliezer; Shohamy, Elana; Amara, Muhammad Hasan; Trumper - Hecht, 2006), and collected text data on public spaces in the current Jerusalem Protocol. The protocol roads surveyed in this study involve different characteristics, such as the business center's location and ethnic and cultural areas in the center of Surakarta City. Differences in location characteristics offer variations in language use, certainly affecting the production of public space text (nameplate) of a culinary business in a location.

Since this study focuses on culinary business signage, only data on restaurants, bistros, cafes, and restaurants on the street are used. The focus is placed on the use of English, hence text data containing English receive excessive attention. A classification based on language use was made once data collection was complete. Researchers also analyzed text writing strategies by adopting English texts (Reh, 2004; Sutherland, 2015). For information analysis and symbolic functions, the study's focus was directed at the information conveyed by the text writer through the nameplate and analyzing the symbols arising from the use of English.

4. Result and Discussion

4.1 Frequency of language use and text writing strategies

Culinary business signboards, like restaurants or food stalls, use language to provide the identity of the business sold and promoted. Certain languages are used to attract consumer interest to ensure people

read the signboard text and are also more involved in buying the culinary offered. In this study, data about the use of language was collected in the protocol streets in Surakarta. The culinary business signboards' text data was drawn from text containing English and other forms. This action was taken to determine the English language's position in actualizing its attractiveness in the public sphere with other languages doing the same thing. Diagram 1 shows the results of the analysis of language use.

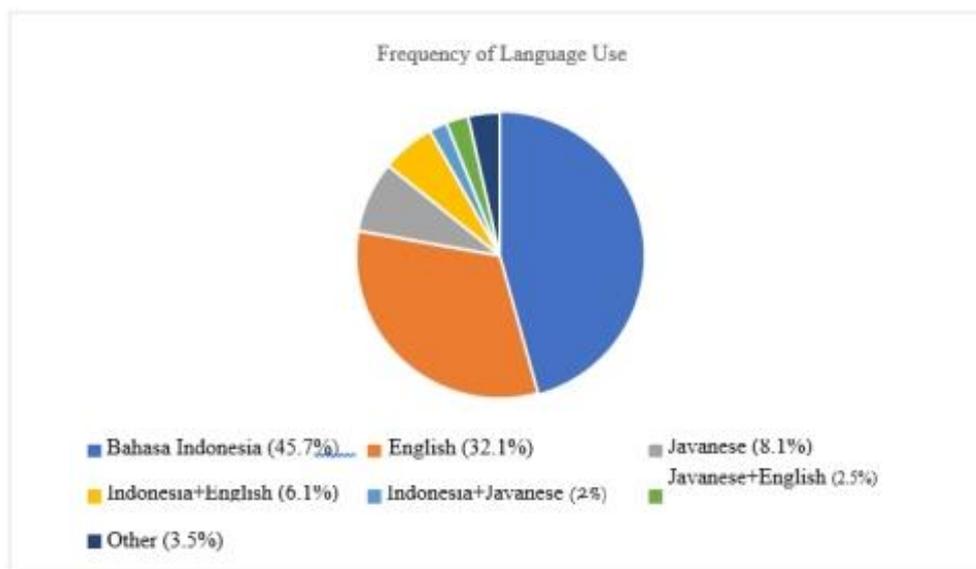


Figure 1. Frequency of Language Use

In Figure 1, Indonesian monolinguals have the highest frequency (45.7%), followed by English (32.1%) and Javanese (8.1%). Among the three languages, Indonesian and English are dominant and compete fiercely. In the bilingual form, the three languages are also involved in forming patterns to produce Indonesian + English patterns, which has the highest frequency in bilingual. Several other languages were also involved though their appearance was not significant, including Arabic, Chinese, Italian, French, Japanese, and Sundanese. Because of their small importance, researchers fall into another pattern (3.5%). From diagram 1, the text that contains monolingual and bilingual English is 40.7% or almost half of the data contains English text.

Indonesian is very dominant in the text appearance. This shows that the community's competence towards Indonesian is very high. The text writers take advantage of this linguistic situation to write culinary business signboards to provide information regarding what is sold. Apart from Indonesian, English also has a relatively high frequency of occurrence. As part of a culture, culinary can be a tourism product that attracts foreign tourists. The use of English aims to introduce culinary delights into the modern culture to foreign tourists. Javanese, a regional language, also builds local image initiatives to offer to the community. Although the frequency is not very high, with the Javanese appearance in various forms and language use patterns, this language is an effective tool for promoting culinary culture as a local culture product.

4.2. Text writing strategy

4.2.1 Manipulating strategy

The restaurant naming system considers the choice of words that are already popular in the community with widely known menus. The new menus have emerged and “challenged” the culinary industry to present something different.



Figure 2. Manipulating Strategy on Monolingual Sign

"Grains & Dough" (Figure 2) is a menu not yet popular in the community, though it looks strange when written in Indonesian or Javanese. English is used as the manipulation language to ensure the weirdness of the menu is not visible. Looking at the menu served, the lexicon "Grains" refers to a dish cooked with basic and other ingredients. Instead of "grains" being the main ingredients, they are used with other ingredients. Javanese culinary delights use much grain as a cooking ingredient. Therefore, the grain lexicon use will help manipulate the readers' perception of Javanese menus that other culinary industries have widely used. Furthermore, "dough" manipulates the reader's perception of the already popular cake or bread offerings. It provides a new stimulation for the readers' perception of the culinary delights of cakes and bread. With this manipulation strategy, English also presents a modern and exclusive feel.

4.2.2 Imitating strategy

Imitating strategy simulates the existing text with the necessary changes and imitates the existing text's popularity through its memory shown in Figure 3.



Figure 3. Imitating Strategy on Bilingual Sign

When reading the text "California Fish Kitchen," the Indonesian community's perception, especially Java, leads to an international culinary product called California Fried Chicken. The international popularity of the product is undeniable, even in Indonesia. The text becomes a value that

can be copied into culinary products. The sound adaptation of California Fried Chicken to California Fish Kitchen helps the business name gain popularity quickly. Other information presented in the text is "Fresh, Delicious, and Healthy," meant to counter the culinary stigma of non-fresh fish commonly sold by culinary entrepreneurs. Since Surakarta is far from the sea, fish is brought from coastal cities in Central Java, including Semarang, Tegal, and Pekalongan. For this reason, the fish cannot be fresh. This situation is also contributed by the lack of fish-eating culture in the community. The people prefer beef and vegetables found around Surakarta. The text "Fresh, Tasty, and Healthy" is used to counter the stigma developed in the community. Therefore, English was used to simulate the voice of a well-known product. The international symbol in California Fried Chicken is internalized into a product.

4.2.3 Imitating and mimicry strategy



Figure 4. Imitating and mimicry strategy



Figure 5. Surakarta tagline

The text "Java Zest, *Roti Khas Solo*" (Solo traditional bread) (Figure 4) was inspired by the Surakarta tagline, specifically "The spirit of Java," as shown in Figure 5. The lexicon "Zest" conforms to spirit, appetite, desire, and excitement from the semantic analysis. Some Javanese people, especially the Surakarta dialect speakers, have the phoneme / z / sounded / j /, / y /. The pronunciation of "zest" in phonetic transcription is pronounced [jes]. This means that the Java Zest pronunciation becomes Java Jes. This strategy is used to imitate the pronunciation of a well-known music festival in Indonesia called

Java Jazz [java jɛz]. The phonological imitating strategy improves the brand's popularity. Furthermore, the zest lexicon is monosyllabic, making it easier for consumers to pronounce and memorize.

Sutherland (2015) introduced the term Writing System Mimicry (WSM), which uses a language font graphically similar to other languages. The "Java Zest" character is graphically similar to the Javanese *Hanacaraka* script (see figure) used in various writing. This writing aims to introduce Javanese culture through characters, through lexical in English. The Javanese and English combination contains a message of the local and international cultures.

4.2.4 Complementary Strategy

One text is dominated by a language added in the text. This strategy is called complementary (Reh, 2014).



Figure 6. Complementary sign

Surakarta has the tagline "The Spirit of Java" that serves as the city's branding. The spirit refers to the culture of Surakarta. As a city with a long history, these spirit symbols are still visible today, including the Surakarta Hadiningrat Palace (1749-present). As a cultural symbol, the palace was popularized again and spread to be the spirit of development in Surakarta.

The inclusion of the English language "The Spirit of Java" in the culinary signboards text (Figure 6) is a strategy used by entrepreneurs to show that the culinary business built is in line with the spirit of Surakarta's development. The overall structure of the text is bilingual (Indonesian- English), starting from *Rumah Makan Dapur Solo* (Dapur Solo Restaurant), *Masakan Jawa* (Javanese Culinary), *Aku Lagi di Solo* (I am in Solo), Solo, The Spirit of Java, *Dapur Solo Hj. Indrat* (Solo Kitchen Hj. Indrat), and English, which provides abstract information. Although Indonesian dominates the text, English is a complement to the entire text. Surakarta City's tagline "Solo Spirit of Java," widely displayed by the Surakarta Government in public spaces, is adopted as a promotional strategy. From this text, culinary entrepreneurs get "free promotions" of the government's Spirit of Java. However, they also help the government promote the city's tagline.



Figure 7. Complementary strategy on bilingual setting

Figure 7 describes the complementary strategy with two pieces of information in the text structure, including the restaurant name (*Tirai Bamboe*) and its concept (Restaurant and Convention Hall). Indonesian provides information on business names while English describes the culinary business concept. The English use in the text there helps strengthen the perception and community image (consumers). Therefore, its replacement with other languages will damage the concept offered. The phrase “Restaurant and Convention Hall” cannot be changed from Indonesian to “*Restoran dan Aula Konvensi*.” It may be acceptable to change the word Restaurant to *Restoran* because the concept of meaning referred to is the same. However, changing the “Convention Hall” to “Ruang Konvensi” destroys the meaning. Apart from linguistic issues, English also introduces an exclusive and modern image offered in the service. The provision of services by entrepreneurs is “transferred” through a signboard read by the community to perceive the services offered. The concept of a modern and exclusive service system is synergized with the English language image with the power to form exclusive and modern symbols. Therefore, the above text’s complementary strategy introduces concepts and strengthens the readers’ (consumers) perception of modern and exclusive imagery.

4.2.5 Fragmentation strategy

The fragmentation strategy in the text occurs when all information is given in one language and adding the translated text into another language (Reh, 2004) (A.H.Al-Athwary, 2017)



Figure 8. Fragmentation Strategy

Figure 8 uses four languages, including Indonesian, English, Chinese, and Arabic. English (Chinese Food & Seafood) is placed at the top to show information about the sale menu. The business name (Canton) is used as the business name. Canton is an ethnic Chinese tribe from Guangzhou, southern China. The text writer also added menu names, including Tio Ciu, Canton, and Sze Chuan. The word "bakar" (Indonesian) (grilled) was also added to explain the cooking process. Arabic and its script *halal* (allowed) provide information on culinary delights types and orthographic transcriptions in Latin script. Fragmentation appears in two words, including *bakar* (grilled) and *halal* (allowed).

The fragmentation strategy shows that the culinary being sold is *halal* (allowed) culinary, shown by *Halal* (allowed) Arabic script. This strategy is used to attract two target consumers, including consumers of ethnic Chinese and Muslim descent. Chinese culinary is identical to non-*halal* food (forbidden) for Muslims. However, not all Chinese culinary contain non-*halal* (forbidden).

Overlapping strategy

Overlapping strategy occurs when one text uses another language in a syntactic construction. Backhouse (2007) uses the term mixed signs.



Figure 9. Overlapping Strategy

Community competence for English in Surakarta is uneven. English is not used for everyday spoken communication. The dominant community uses Javanese as the regional language in informal spaces and Indonesian as the formal spaces' national language. Apart from Indonesian and Javanese, English is widely used in writing in public spaces, leading to competition between the three languages. Some competency results show the English lexicon had a phonological adaptation into Indonesian, leading to inconsistencies in the text's pronunciation though there were slight differences in the writing. Figure 9 shows cases of "kebablasan" (excessive) language use. The lexicon "special" has been adapted phonologically to become "spesial" (special) in Indonesian, which helps the text emphasize the phrase "Nasi Bakar" (Grilled Rice). The restaurant's main menu is grilled rice, a traditional Javanese culinary, emphasized using the lexicon "special." Although the meaning of the word is meant to suppress, the effect is not significant. This shows the text writer's language error because the word "special" has been adapting phonologically long enough to cause the deemed reasonable.

In the symbol function, the use of phonological adaptations in the above figure indicates language competence. English interference is quite large in-text construction in public spaces. Therefore, language competition is quite significant in the public space. English plays an active role in competing with local and national languages and may replace existing words with or without the knowledge of the author of the text. Local domains, such as local cuisine, are gradually being replaced.

4.3 Symbolic Functions for English Use

English plays an important role in world communication, especially in the global and popular culture (Cenoz & Gorter, 2008b). The appearance of English in outdoor media in various cities is its most striking color (Crystal, 1997). Indirectly, English is accepted worldwide because of its power and advantages. English has connotative power in commercial signs, such as international orientation, future, success, sophistication, or fun orientation (Piller, 2001) (Piller, 2003).

Landscape Linguistic Analysis examines information and symbolic functions. The information function describes the linguistic character and boundary of a sign. The symbolic function characterizes status, power relations, and culture (Laundry and Bourhis, 1997). In restaurant signboards, the linguistic aspect provides information on the restaurant's name, menu, and characteristics to offer customers sufficient information. The customers are either interested in the menu offered or not.



Figure 10. English for promoting the concept



Figure 11. Etnografi competence

The text in figure 10 provides information about the concept offered by the restaurant. The tight competition in the culinary business in Surakarta provides ideas for culinary entrepreneurs to adopt a different concept. Since a restaurant with a bistro concept is still rare, the selection provides an

alternative to the existing model. Apart from concept differentiation, Solo's Bistro Restaurant text also presents a Solo version, an idea of a bistro concept. The bistro is a French-style restaurant concept with French culinary menus sold there. The text also indicates that the menu has been packaged according to the Solo community's tastes.

Figure 10 does not show the menu directly, while Figure 11 shows three information consisting of the concept (restaurant), menu (meat shop), and *halal* menu (No Pork). The inclusion of these three pieces of information at the same time on signboards aims to attract customers to try restaurant concept meat menus. The meats sold are not pork, hence guaranteed to be *halal* (allowed). The majority of Surakarta's community are Muslim, with a total percentage of 78.66% (Statistics of Surakarta). This shows that the need for *halal* (allowed) culinary in Surakarta is very large. Since the number of non-Muslim communities is also significant, non-halal culinary delights are also widely sold. To clarify the menu offered, the text No Pork is displayed to emphasize the *halal* (allowed) menu sold. The text writer understands the community's ethnographic characteristics and understands the culture, religion, law, and customs of their potential customers. This ethnographic understanding helps the text writer to compile the text following the communicative competence of the customer. This is where ethnography encourages communicative competence between cultures (Kaufmann, 2019).

Both figures are monolingual forms of the English language used to provide the information needed to attract customers. English is a "tool" for conveying concepts, menus, and market segmentation in Muslim communities. With uneven competence, the English choice on the sign affects the public market segmentation in certain classes.



Figure 12. Korean Monolingual Sign

The English text in Figure 12 has two information functions: the business name (Daegu) and the menu (Korean Grill). Korean cuisine is growing rapidly in various Indonesian cities, including Surakarta, competing with foreign and local cuisines. The information displayed on the nameplate affects the consumer's perception of the menu and the cooking process. The cooking process with "grill" is unique to consumers. For this reason, the grill text help popularize the culinary branding. The public perception of "grill" in Korean cuisine is different from "grill" in local cuisine. English is essential in determining the meaning of "grill." Substituting another language, such as Indonesian, may damage people's perceptions of grill meaning, which follows the Korean cultural context.

Korean culinary is a "newcomer," and English helps in the internationalization of its branding and reveals the exclusive image it carries.



Figure 13. Bilingual sign: Javanese and English



Figure 14. Bilingual sign: Indonesia and English

In the bilingual pattern, each language has to emphasize certain information. Transmission in a particular language helps in building information. In Figure 13, the Javanese language (*Omah sinten*: Whose House) provides information on the hotels and restaurants' names. English describes the concepts of hotels and restaurants offered (Heritage Hotel & Resto). The Javanese ethnicity dominates Surakarta, with Javanese as the communication language. Furthermore, Javanese is synonymous with regional languages passed across generations. As a regional language, local images are vital in expressing cultural values. To package cultural locality, Javanese has an exclusive value. English is used for the combination of information to be a trigger for customer attractiveness.

The situations shown in Figures 13 and 14 are different. Indonesian is used to provide information on the restaurant name (*Rumah Makan Centrum*), while English is used to inform the menu (Chinese food). Chinese food is synonymous with non-*halal* (forbidden) culinary for the Muslim community. The use of words may negatively affect customer interest directly, even though the menu being sold is not all non-*halal*. English is used as a vague language to ensure the non-*halal* menu does not appear directly. Based on the text, Indonesian is used to sell *halal* (allowed) food, while English targets Chinese customers who like non-*halal* culinary.

5. Conclusion

The frequency of Indonesian and English mark very tight regional, national and foreign language competitions in public. The presence of a local language, Javanese, is complementary where people's competence in English is uneven. This situation is different from Indonesian and Javanese, where both languages' linguistic competence is very high. A language policy portrays Indonesian as the dominant language even though it competes slightly with English. This uniqueness is identified because of the English language's effectivity with modern international symbols, exclusivity, leisure, success, and fun. The culinary business uses this specialty maximumly. Various writing strategies, such as complementary, manipulating, fragmentation, overlapping, imitating, and mimicry, are maximized to attract customers. In the urban society of Surakarta City, this condition shows a social situation in which international, modern, exclusive, leisure, and success activities are prioritized. Furthermore, the culinary business thrives while using English successfully in its operations. This study reinforces the idea that a language's presence brings ideology and emphasizes the need for society to be aware of the text carried by the language (Nguyen and Chon (2020)).

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