

LINGUISTIC LANDSCAPE AND MULTICULTURAL DYNAMICS IN PEKANBARU: AN ANALYSIS OF CULINARY BUSINESS NAMES

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Abstract

Pekanbaru is one of Indonesia's urban areas inhabited by people from various ethnic and cultural backgrounds. This diversity is manifest in the linguistic landscape, particularly in the nomenclature of culinary enterprises. The main focus of this study is to examine the use of language in culinary business names in the city of Pekanbaru using the Linguistic Landscape (LL) approach, from two fundamental functional perspectives: informational function and symbolic function. The present study employs a qualitative research method, characterized by a descriptive approach.. The data was collected through a search of the "restaurant" category on the Google Maps platform, which yielded 232 data points on culinary brand names in Pekanbaru. The data was then subjected to a three-pronged analysis, with the aim of examining language usage patterns, the informational function, and the symbolic function. The analysis yielded two predominant patterns in language usage: monolingual and bilingual. In the context of informational function, culinary brand names tend to provide information about the type of food, characteristics of the dish, and price range. The findings of the study identified nine categories of culinary types from the displayed information. Conversely, from a symbolic standpoint, brand naming serves as a marker of affiliation with a distinct social identity. This study identified five forms of social identity represented through brand names, indicating the dynamics of social representation in the city's linguistic landscape.

Keywords: culinary, linguistic landscape, Pekanbaru

Introduction

Urban areas, also referred to as metropolitan regions, are geographical spaces where the human population has transitioned from agriculture, characterized by high population density and a pronounced focus on socioeconomic challenges (Weeks, 2008). These areas essentially represent sociocultural spaces where individuals from diverse ethnic groups coexist. The linguistic diversity observed within Indonesia's urban communities is evident in various aspects of public life, including the use of languages in public spaces. In any given geographical area, diverse groups of people will naturally endeavor to distinguish themselves from one another in various ways. One such manifestation of this phenomenon can be observed through the languages used in public spaces. This phenomenon can be observed and analyzed through a linguistic landscape approach, which has been demonstrated to reveal the power and social status reflected in the languages that are predominantly present in public spaces (Cenoz & Gorter, 2006).

Social diversity is a multifaceted social phenomenon that encompasses ethnic, religious, cultural, economic, and linguistic dimensions. Pekanbaru, a prominent metropolis in Sumatra,



particularly within the province of Riau, serves as a quintessential illustration of an urban community grappling with social heterogeneity due to the converging forces of urbanization, internal and external migration, and accelerated economic growth. This attribute of Pekanbaru signifies its role not only as a pivotal administrative and economic hub but also as a nexus for diverse ethnic and cultural groups.

According to data from the *Badan Pusat Statistik* (BPS) of Pekanbaru City, the city's population consists of various ethnic groups, including Malay, Minangkabau, Javanese, Batak, Chinese, and Bugis, who reside in close proximity and engage in diverse social and economic activities. This diversity fosters a dynamic social environment conducive to intercultural communication and multilingual practices. While Indonesian, as the national language, serves as the primary unifying element in daily life, various regional languages and even foreign languages are also present as tools of communication and symbols of identity.

The linguistic landscape is a prime example of this phenomenon, as it is characterized by a high degree of diversity, particularly evident in business signs, billboards, banners, and other forms of language representation in public spaces. For instance, the nomenclature of culinary enterprises frequently exhibits a combination of linguistic elements. Some entities adhere to Indonesian nomenclature, while others incorporate local elements, such as Minang or Malay. Additionally, numerous entities employ or blend foreign languages, including English, Korean, Japanese, and Arabic. This phenomenon extends beyond mere aesthetic or commercial preferences, representing instead an articulation of the social and cultural identities of both business owners and their intended consumers.

In this context, Linguistic landscapes emerges as a valuable analytical instrument for examining the manner in which social diversity is facilitated or constrained by language in public spaces. As posited by Shohamy and Gorter (2009), public spaces are conceptualized as arenas in which power, identity, and ideology are negotiated through the use of language. The linguistic diversity of the Pekanbaru society is evident in the manner in which business actors select the language for their trade names. These decisions are frequently influenced by demographic factors, ethnic identity, market orientation, and efforts to adapt to global trends.

Therefore, the diversity of society in Pekanbaru City is not only the social backdrop of this study, but also its primary focus, which will be examined through linguistic representation. This study will explore how this diverse social reality finds expression in the public sphere through language, and how language—as a symbolic system—becomes a medium for voicing identity, cultural orientation, and the socio-economic dynamics of today's urban society.

Linguistic landscapes (hereinafter abbreviated as LL) is an approach in linguistic studies that focuses on the use of language in public spaces. LL's research is centered on the examination of language in public spaces within both governmental and public domains that are clearly visible to the public. Such domains include, but are not limited to, billboards, posters, government notices, trademarks, place names, road signs, building names, and so on (Gorter, 2006; Landry & Bourhis, 1997; Monica Barni, 2010). According to LL, the role of language in public spaces extends beyond mere transmission of information to the public. Instead, these languages are regarded as non-verbal codes that convey specific meanings. The present study aims to reflect the social dynamics within society, particularly in urban areas where multi-ethnic communities coexist (Backhaus, 2006; Pütz & Mundt, 2019).

From an LL perspective, language present in public spaces is characterized by two fundamental functions: the informational function and the symbolic function. The analysis at the informational level functions as a marker, thereby facilitating the recognition of a given space or place. It provides guidance and serves to distinguish that space or place from similar ones. Concurrently, analysis at the symbolic level endeavors to unveil the utilization of language and its interconnection with socio-cultural dimensions (Landry & Bourhis, 1997). In essence, the preponderance of a specific language in public spaces serves as an indicator of the predominance of a particular social group within a designated geographical area. This phenomenon is associated with the capacity of a social group to exert influence over other social groups (Torkington, 2009).

Literature Review

The Linguistic Landscape approach has been widely used in various studies to examine language use in public spaces over the past three years. The focus of these studies includes analyzing language use in educational areas (Andriyanti, 2019; Yoniartini, 2021; Yusuf, Islacha, et al., 2022), economic activity areas (Khusna, 2021; Oktavianus et al., 2019a; Purwanto & Filia, 2020; Syahrawati et al., 2022), public facilities (Aini et al., 2023; Khoiriyah & Savitri, 2021; Oktavianus et al., 2019b; Yusuf, Rohman, et al., 2022), and tourist areas (Diana et al., 2022; Erikha, 2018; Jayanti, 2020; Mahakastri & Nur, 2020; Widiyanto, 2019). Although these studies show diversity in their research objects, the LL approach used generally remains focused on the forms of language use displayed in public spaces. The primary focus is on identifying monolingual, bilingual, or multilingual forms, as well as on the position of the Indonesian language within the linguistic landscape, particularly in the context of national language dignity.

However, a gap exists in LL studies, particularly regarding the analysis of the functions of the linguistic landscape itself. The primary functions in LL, namely informational and symbolic functions, have not been the subject of extensive research. The majority of studies merely allude to these two functions as ancillary information, rather than prioritizing their analysis in the context of linguistic phenomena in public spaces. This finding suggests that, despite the increasing adoption of the LL approach, studies that explicitly and comprehensively underscore the functional dimensions of language in the public sphere remain scarce. Consequently, there is an imperative to redirect LL research towards more profound and analytical studies of language functions. This would facilitate a more comprehensive understanding of the role of language in shaping social meaning in the public sphere.

Research Method

This study implements a descriptive qualitative approach, with the objective of elucidating the utilization of language in culinary business trademarks within public spaces in the city of Pekanbaru. This investigation is conducted through the lens of Linguistic landscapes (LL). This approach was selected because it aligns with the characteristics of the data and the objectives of the study. The study's objectives are to describe and interpret linguistic phenomena that emerge in a naturalistic social context. The primary data in this study consists of the names of culinary business trademarks in the city of Pekanbaru, obtained through a search of the "restaurant" category on the Google Maps platform. The selection of this platform was predicated on its status as a comprehensive and contemporary repository for the presentation of spatial data and substantiated information concerning the geographical distribution of culinary enterprises. The search was conducted systematically over a period of one month. The protocol entailed the documentation of brand names, geolocation, and visual records, where applicable.

The search results yielded 232 culinary brand names, which were subsequently compiled in a Microsoft Excel spreadsheet. This stage also functioned as a data reduction process (Miles et al., 2014), which entailed the elimination of duplicate or irrelevant business names. The present study's data analysis stage was conducted in a gradual and systematic manner to identify the linguistic dynamics in culinary trademarks in the city of Pekanbaru. Subsequent to the aggregation of data through a search on the Google Maps platform, the data underwent a reduction process to eliminate redundancy and ensure compatibility with the research focus. The business names that were collected were subsequently entered into a Microsoft Excel spreadsheet, constituting an initial step in the creation of an organized database that would be conducive to further analysis.

The subsequent phase in the analysis process entails the classification of the data into three primary categories that serve as the foundation for linguistic landscape studies: language use, the category of culinary business, and the representation of social identity. The language usage category is used to identify whether the brand names that appear use one language (monolingual), two languages (bilingual), or more than two languages (multilingual). This classification is imperative for comprehending the extent to which multilingual practices are present in the public sphere of Pekanbaru, as well as for elucidating the language preferences and strategies employed by business actors.

Concurrently, the category of culinary business type is used as a basis for identifying the informational function of language use in trademarks. The naming structure employed in the designation of commercial entities, including but not limited to restaurants, cafés, food stalls, and fast food outlets, often serves to explicitly or implicitly reveal the business type. Consequently, this data can be utilized to elucidate the function of language in conveying practical information to consumers.

The final category analyzed in this study is social group identity, which may be represented by the names of these culinary businesses. A semiotical analysis of trademark names is used to identify elements related to ethnicity, local culture, religion, or global affiliations contained within the names. This aspect is closely tied to the symbolic function in linguistic landscape theory, which emphasizes that language is not merely a tool for communication but also a representation of the identity and socio-cultural orientation of the business owners.

Following the classification and analysis of all data according to the aforementioned categories, the results were then represented graphically in the form of pie charts to illustrate the proportions and trends in language use and other categories. This visualization functions not only as a complement to the data, but also as an interpretive tool that facilitates comprehension of the general picture of the linguistic landscape in Pekanbaru for the reader. The interpretation of data was informed by the primary theories established within the domain of linguistic landscape studies, particularly those proposed by Landry and Bourhis (1997) and Shohamy and Gorter (2009). This approach was undertaken to derive conclusions that are firmly grounded in a robust and pertinent conceptual framework.

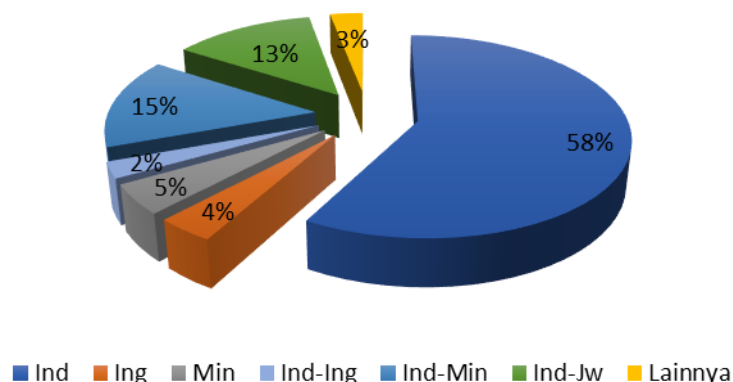
Results and Discussion

This section will present an analysis of the findings and discussion of the results of the data analysis, which will be divided into three parts: language use, informational function, and symbolic function of culinary trademarks in Pekanbaru.

A Study of the Forms of Language Use in Culinary Trademarks in Pekanbaru

A comprehensive data analysis of 232 culinary trademarks in Pekanbaru yielded two distinct forms of language utilization: monolingual and bilingual. The highest frequency of trademarks with monolingual language use was observed, with 159 data points consisting of Indonesian, English, and Minang languages. Furthermore, the investigation revealed the presence of brands employing bilingual language in 73 data points, encompassing Indonesian-English, Indonesian-Minang, and Indonesian-Javanese. The percentage of the data analysis results is illustrated in the following diagram:

Figure 1. form of language use



The analysis of this data reveals that the use of language in culinary trademarks in Pekanbaru is predominantly dominated by Indonesian, accounting for 58%, followed by Indonesian-Minang at 15%, Indonesian-Javanese at 13%, Minang at 5%, English at 4%, Indonesian-English at 2%, and finally the "other" category, which includes Japanese, English-

Korean, Indonesian-Malay, English-Javanese, and Indonesian-Batak at 3%. For a more detailed breakdown of the data findings, please refer to the table below.

Table 1. Form of language use

No.	Language Use	Form of Language Use	Total
1	Bahasa Indonesia	Monolingual	135
2	Bahasa Inggris	Monolingual	9
3	Bahasa Minang	Monolingual	11
4	Bahasa Indonesia-Inggris	Bilingual	6
5	Bahasa Indonesia-Minang	Bilingual	34
6	Bahasa Indonesia-Jawa	Bilingual	30
7	Lainnya	Monolingual dan Bilingual	7

Considering its categorization as an urban area, the prevalence of Indonesian language usage is unsurprising, as urban areas tend to be ethnically diverse. However, as indicated by the data grouping results presented in Table 1.1 above, with the exception of Indonesian and foreign languages, two regional languages—Minang and Javanese—emerge as predominant among culinary brands in Pekanbaru. Conversely, the Malay language, which is fundamentally the indigenous ethnic language of the Riau region, is classified as "other" due to its negligible percentage. This phenomenon signifies the preeminence of migrant communities within the culinary landscape of Pekanbaru. This phenomenon will be examined in greater depth, addressing its informational and symbolic functions.

The Function of Culinary Trademarks in Pekanbaru

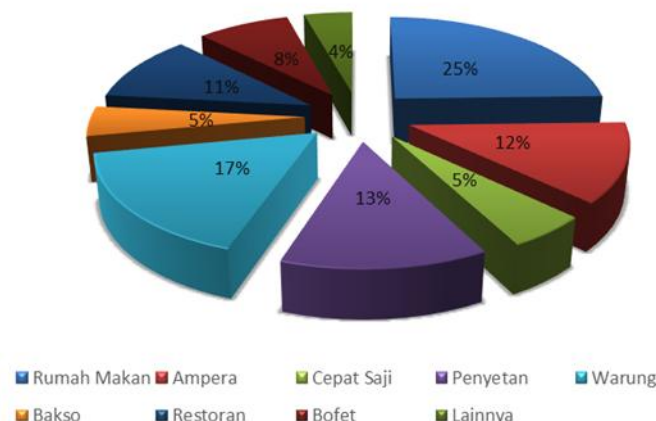
LL considers that language used in public spaces essentially has two functions, namely informational and symbolic functions (Landry & Bourhis, 1997). The subsequent discussion will present a detailed description of the aforementioned two functions, which is based on the results of an in-depth analysis of culinary business trademarks in Pekanbaru.

The Informational Function

The informational function in LL underscores the imperative for language used in public to provide accurate information to the audience (Han & Shang, 2024). If the emphasis is placed on the communication aspect, it follows that language signs utilized in public spaces must convey messages in a clear and objective way.

In the linguistic landscape approach, the informational function is identified as a primary component of texts manifesting in public spaces. This function pertains to the way in which texts or visual signs convey information to the public, either directly or indirectly, regarding the products, services, prices, cultural identity, or market segmentation of the entity in question (Backhaus, 2006; Landry & Bourhis, 1997).

Figure 2. Classification of Business Types in the Culinary Field



A study of 232 culinary business names in the city of Pekanbaru revealed that the informational function of these business names plays a significant role in providing initial clues to potential customers about the type of food offered, price range, and in some cases, the ethnic identity of the owner or the origin of the cuisine served. The data was subsequently classified into nine categories of business types, including *rumah makan* (57), *ampera* (29), *fast food* (12), *penyetan* (30), *warung* (39), *bakso* (11), *restaurant* (25), *bofet* (19), and *others* (10).

In the cases of *rumah makan* and *ampera*, the information function manifests predominantly in relation to the categories of dishes and anticipated price points. These restaurants typically offer a selection of *Minangkabau* specialties, including *rendang*, *gulai*, and *sambal lado ijo*. This phenomenon is evident in the nomenclature employed by the businesses that are the subject of the advertisements. The following examples illustrate this phenomenon.

Table 2. Examples of Rumah Makan and Ampera Trademarks

No	Trademarks
1	Rumah Makan Ni Des
2	Rumah Makan Minang Maimbau
3	RM Telago Mudo
4	Rumah Makan Bagadang
5	Ampera Pariaman
6	Ampera Sambalado Udang

However, the sign "rumah makan" conveys to consumers that the establishment caters to the middle to upper class, both in terms of facilities and price. Conversely, "ampera" denotes an economical dining establishment that predominantly appeals to individuals from the lower-middle class. This perspective aligns with Gorter's (2013) assertion that the elements in the nomenclature of a business entity constitute components of a semiotic system, capable of influencing public perception and expectations concerning the products and services proffered. Conversely, the "fast food" and "penyetan" categories offer insights into the practicality, simplicity of the menu, and affordability of the options. The names of restaurants such as Rocket Chicken, Ayam Penyet Basilo, and Ayam Geprek Juara explicitly indicate the primary culinary offerings, namely chicken and sambal, as well as the expeditiousness of the service. As posited by Jaworski and Thurlow (2010), the language employed in the commercial sphere functions not solely as a medium of communication but also as a marketing strategy that conveys social information regarding the target audience. The following are some examples of naming conventions for culinary businesses categorized under the fast food and fried food categories.

Table 3. Examples of Fast Food Trademarks

No.	Trademarks
1	Ayam Geprek Juara
2	Ayam Kremes Pak Emam
3	Rocket Chicken
4	RG Jagoan Ayam
5	D'Rock Chicken

Table 4. Examples of Penyetan Trademarks

No.	Trademarks
1	Pondok Ayam Penyet Urap Kak Yun
2	Warung Pecel Lele dan Ayam Penyet
3	Ayam Penyet Kualu
4	Pecel Lele dan Ayam Penyet Putra Inhil
5	Ayam Penyet Basilo

A comparison of these two types of data classification reveals that the nomenclature employed for fast food items is more prevalent. Concurrently, the nomenclature employed for commercial entities designated as penyetan frequently incorporates specific ethnic characteristics.

The categories of "warung" and "bakso" also show a strong informational function. The following is a classification of both types of data.

Table 5. Examples of Warung Trademarks

No	Trademarks
1	Warung Calon Sarjana
2	Kedai Djoeang
3	Kantin Bunda
4	Sarapan Pagi Cici
5	Warung Soto Madani
6	Warung Lontong, Soto dan Kopi
7	Warung Makan Putri
8	Warung Makan Mama
9	Warung Kuliner Dua Putri

Table 6. Examples of Bakso Trademarks

No	Trademarks
1	Bakso Pandawa Group
2	Bakso Tentram
3	Bakso Solo
4	Bakso Gajah Mada
5	Bakso dan Mie Ayam Sugeh "R2"

The term "warung," for instance, conveys to the public that the establishment offers food at remarkably affordable prices. This term conveys a sense of familiarity and practicality, often associated with local daily meals such as breakfast, nasi uduk, or lontong sayur. Conversely, names such as Bakso Mbak Yani or Bakso Solo explicitly communicate to the public the primary type of food (bakso) and the cultural identity associated with it. In this case, the cultural identity pertains to the Javanese ethnic group, which is the predominant operator of the bakso business in Pekanbaru. This finding aligns with the argument posited by Shohamy and Gorter (2009) that the LL conveys not only denotative information but also connotative content, that is, the cultural meanings embedded within the text.

The restaurant and buffet categories show a more complex level of information, as shown in the following data example.

Table 7. Examples of Restaurant Trademarks

No	Trademarks
1	Kesuma Melati Restoran
2	Dapur Melayu
3	Dapur Keluarga
4	Resto SS
5	Ayam Remuk Pak Tisto
6	Resto Sugiharti
7	Arabia Restoran
8	Kinchay
9	Dapur Seafood

Table 8. Example of Bofet Trademarks

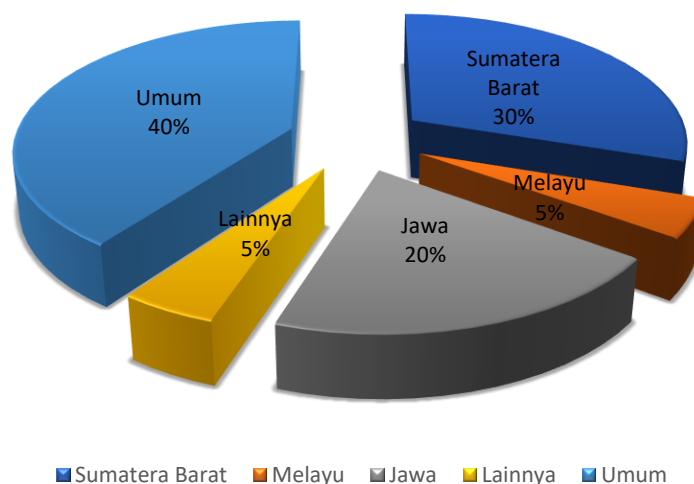
No	Trademarks
1	Nasi Goreng dan Bandrek Talago Jaya
2	Nasi Goreng Brebes
3	Nasi Goreng Cabe Hijau Putra Chaniago
4	Sutan Nasgor Spesial Minas
5	Bofet Serunai

The term "restaurant" is commonly associated with a more exclusive, clean, comfortable dining establishment that offers a diverse menu. The employment of this designation serves to communicate to prospective clientele that the establishment caters to the upper-middle class demographic, notwithstanding the absence of a particular regional emphasis in its culinary offerings. In certain instances, supplementary information, such as "Restoran Masakan Sunda" or "Seafood Restaurant," serves to further elucidate the culinary emphasis and identity of the establishment. In contrast, "bofet," a word derived from "buffet" but interpreted locally as an inexpensive buffet-style eatery, exemplifies the adaptation of meaning and differing social perceptions within a local context (Blommaert, 2013).

Symbolic Function

In addition to its informational function, language that appears in public spaces in LL's view also displays a symbolic function. This symbolic function serves to convey a particular social identification to the public. The results of the data analysis indicate the presence of several social group identifications in the nomenclature of culinary brands in Pekanbaru. This phenomenon is illustrated in the accompanying diagram:

Figure 3. Social Group Identity of Language Use



The pie chart above illustrates the distribution of social identities among the names of culinary businesses in Pekanbaru, as identified in this research data. The social group identities of the population under study are as follows: Minangkabau ethnicity (30%), Javanese ethnicity (20%), and Malay ethnicity (5%). Furthermore, a significant proportion of the sample is categorized under the general category, which includes business names employing the Indonesian language, accounting for 40%. Additionally, a category exists for those that do not fit neatly into the aforementioned categories. This category includes business names that incorporate slang and foreign languages, accounting for 5% of all business names.

This study found that regional languages, particularly the Minangkabau language, dominate the naming of culinary businesses in Pekanbaru City, especially restaurants, amperas, satay shops, and bofets. Examples of business names include RM Sederhana, Sate Padang Uni Lis, Ampera Pagi Sore, and Bofet Lamak Bana. This phenomenon can be interpreted as representing the dominance of the Minangkabau ethnic group in Pekanbaru's urban commercial space.

The geographical proximity between the city of Pekanbaru, the capital of Riau Province, and West Sumatra Province, the homeland of the Minangkabau ethnic group, is thought to be the main factor influencing migration and population mobility from West Sumatra to Pekanbaru. The Minangkabau people have long been known for their strong culture of migration and entrepreneurship (Kato, 2005; Naim, 2013). This has enabled them to adapt quickly to urban life and dominate the informal sector, including culinary businesses.

From a LL's perspective, the dominance of a language in public spaces reflects the linguistic choices of an ethnic group, as well as its symbolic power and social presence in that space (Shohamy & Gorter, 2009). Thus, the widespread use of the Minangkabau language in the culinary industry's linguistic landscape in Pekanbaru can be understood as the Minangkabau ethnic group's symbolic hegemony in that urban space.

Further findings from this study suggest that, after Minangkabau, Javanese is the second most prevalent language used for naming culinary businesses in Pekanbaru City. Javanese names are particularly prevalent for culinary items such as meatballs, *pecel lele*, soup, and *mie ayam*. Examples of such business names include: *Bakso Cak Man*, *Pecel Lele Lamongan*, *Soto Kudus Pak Darto*, and *Bakso Jowo Marem*. This phenomenon reflects an ethnolinguistic distribution pattern in Pekanbaru's commercial spaces influenced not only by local regional origins, but also by interregional mobility and past national development policies.

The transmigration program launched by the government during the *Orde Baru* era is believed to have contributed greatly to the spread of the Javanese language and cultural identity in Riau Province. Several districts in the province, including Indragiri Hulu, Indragiri Hilir, Kampar, and Pelalawan, became destinations for the development of numerous *Unit Pemukiman Transmigrasi* (UPT), most of which were populated by people from Java (Mubyarto, 1982; Sunarto, 2016). According to data from the Ministry of Village, Regional Development, and Transmigration, by the early 2000s, over 80,000 transmigrant households had settled in Riau, the majority of whom were from Central Java and East Java (Kemendes PDTT, 2020).

This internal migration affects population distribution and socio-cultural dynamics, including the informal economic sector, such as culinary businesses. Many Javanese people living in transmigration areas, especially second- and third-generation individuals, have moved to big cities like Pekanbaru in search of business opportunities. The culinary sector is one of the most accessible and developable sectors. In the context of LL, the use of the Javanese language in business naming serves as a marker of social and ethnolinguistic identity in public spaces (Shohamy & Gorter, 2009).

Furthermore, using Javanese in the business name indicates a commercial strategy based on cultural identity. Business owners showcase elements of their local origins as a sign of the quality, uniqueness, and appeal of their cuisine. This aligns with Blommaert's (2013) perspective on the semiotics of mobility, which states that language practices in public spaces reflect the social, economic, and migratory dynamics of business operators.

On the other hand, the findings show that Malay, the main cultural language in Riau Province both historically and administratively, only appears in about 5% of the analyzed culinary business names. This is an interesting finding because the city of Pekanbaru is located in a

Malay cultural area, and Malay is part of the regional identity. The limited presence of Malay in business names may symbolize the marginalization of the Malay ethnic group in the culinary business sector in urban areas.

According to several pieces of ethnographic literature, the Malay community in Riau has a different cultural orientation than the Minangkabau ethnic group. Several studies describe the Malay community as prioritizing positions in government bureaucracies, sultanates, and religious activities. This group is not very dominant in trade or informal businesses (Andaya, 2001; Zulkifli, 2005). In contrast, the Minangkabau ethnic group has a long tradition of migration and trade as part of its socio-cultural system, known as rantau and dagang.

Thus, this imbalance in linguistic representation reflects a sociolinguistic configuration rooted in the demographic structures, ethnic mobility, and social division of labor of multicultural urban societies, such as Pekanbaru. Overall, the data supports the thesis that, in public spaces, language conveys literal meaning and reflects social dynamics and ethnic power structures within a society (Blommaert, 2013).

Conclusion

The analysis of culinary business names in Pekanbaru through the linguistic landscape perspective reveals that these names serve dual functions: as practical identifiers and as conveyors of rich social, economic, and cultural information. The informational function is reflected in the use of terms such as rumah makan, warung, penyetan, and ampera, which not only describe the type of food or establishment but also indicate market segmentation and cultural affiliations. For instance, rumah makan and ampera suggest Minangkabau-style cuisine and target different economic classes, while penyetan, warung, and fast food imply accessibility, affordability, and simplicity. Terms like bakso, bofet, and restaurant further indicate ethnic identities, menu diversity, and social class positioning, showing how language choices in business names strategically communicate messages to consumers.

From a symbolic perspective, the dominance of Minangkabau and Javanese elements in business names highlights the ethnic composition and influence within Pekanbaru's public spaces. Despite being administratively a Malay cultural region, the prominence of Minangkabau-associated names signals their economic and cultural dominance in the culinary sector. This suggests that the city's linguistic landscape not only facilitates commercial interaction but also acts as a visual representation of urban ethnic dynamics. Culinary business names, therefore, are more than mere labels—they function as tools of visual communication that reflect and reinforce the multicultural and socio-economic realities of urban life in Pekanbaru.

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