

Visibility of Japanese Patterns in Mojokerto Public Spaces

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Abstract

This study aims to investigate the prominence of Japanese language usage in public areas of Mojokerto, East Java. This linguistic phenomenon pertains to sociolinguistic settings, rendering it a compelling subject for study. This research employs a descriptive qualitative method to elucidate social phenomena inside the Mojokerto community. Data were collected via observations in Ngoro, Mojosari, and Magersari sub-districts, concentrating on linguistic utilization in education, commerce, and industry. The research was conducted from June 2023 to March 2024 through photographic documentation and interviews with five participants. Two individuals from the trade sector, one from the education sector, and two from the industry sector were present. The collected data consisted of 31 instances of Japanese usage in public settings in Mojokerto, exhibiting diverse patterns. The acquired data is corroborated by interview results indicating that Japanese is extensively utilized in public settings in Mojokerto. The findings of this study indicate that the utilization of Japanese in Mojokerto is grassroots, as there is no governmental involvement.

Keywords: *Use of Japanese; Linguistic Landscape; Visibility*

INTRODUCTION

Language is not only a means of communication but also a representation of a community's culture, norms, social classes, and values (Utomo & Yannuar, 2023). Multilingualism or speaking two languages has become more common today (Sahril & Hermanto, 2019). This supports the claim made by Chaer and Agustin (2010) that when interacting with others in social situations, people usually switch between two or more languages.

The most prevalent area in society that might display a city's or region's features is the public space. Sahril and Hermanto (2019) assert that community conditions can be represented in public areas through language signs, economic development, education, and other means. Monolingual, bilingual, or multilingual language use might be regarded as language signs in these public settings, claim Ardhian and Soemarlam (2018).

One could argue that public areas are the first manifestation of a city's or region's identity. Every region has unique features, like Mojokerto, which is closely associated with the Majapahit Kingdom (Utomo & Yannuar, 2023). Even though there are now only ruins left of Majapahit, many historical places in Mojokerto are indicative of its heyday (Rohmah & Wijayanti, 2023). Mojokerto is known as the city of Majapahit as a result. According to Sahril and Hermanto (2019), language codes and visual cues can be used in public areas to convey the overall state of society. Additionally, it can determine the scope of policy changes based on events and instructions displayed on language signs in public areas. Apart from its Majapahit roots, Mojokerto is renowned for the variety of fields it works in, like the fields of trade, industry, and education. The existence of linguistic phenomena, each with unique naming properties, is inextricably linked to the three domains.

This linguistic phenomenon in the public sphere continues to emerge and is interesting to study, especially in the linguistic landscape phenomenon. Utomo & Yannuar (2023) have explored the linguistic landscape with the same area, namely in Mojokerto. However, Utomo & Yannuar's research focuses on language use at the Majapahit Heritage Site. Similar landscape research was also conducted by Rohmah & Wijayanti (2023), Devina et al (2023), Sari & Savitri (2021), and Purwanto & Filia (2020). However, there is still a research gap that has not been touched by previous researchers, namely the focus on the use of foreign languages (Japanese) in public spaces. Mojokerto is an area in East Java with the majority of people of Javanese ethnicity. However, the use of Japanese is used in public spaces such as in the realm of education, trade,

and industry. The phenomenon of the use of Japanese in the public sphere is very interesting to study.

The linguistic landscape (LL) serves as a medium for language conflict, superdiversity, and other conditions caused by policy mechanisms, politics, and language hierarchies. Most people believe that linguistic landscapes have the ability to depict discursive and semiotic signs and construct and display identities. Rahmawati (2022) conceptualizes the linguistic landscape as a place where certain ideologies spread: language is sometimes marginalized, hidden, or used as a tool for social strife, which impacts local readers, communities, and the ethnolinguistic power of sociolinguistic groups. Understanding the context of a language is not limited to the immediate context that includes topic, setting, participants, language channel, and language function, but relates to issues outside the language such as culture, religion, social, contained in the social order (Sundari & Febriyanti, 2019; Mujianto & Sudjalil, 2021).

By applying common warnings and norms, signs placed in public areas can compel people to follow the regulations (Blommaert, 2013). There must be a purpose behind signs put up in public areas. A sign always conveys a message and is never neutral. Rather, it is associated with power, hierarchies, and social structures (Stroud & Mpendukana, 2009). This is thus because public areas serve as both venues and instruments for power organization and control. In fact, every traffic sign that is displayed uses discursive techniques linked to a specific ideology (Blackwood & Tufi, 2015). Public communication is a component of sociolinguistics and is inextricably linked to the communication of power (Blommaert, 2013). Language used in public environments, such as streets, is a sign of space. A classical theory discusses how concepts that denote an object are represented by symbols. In this study, it can be seen through semantic and cultural signs among people from different ethnic backgrounds manifested in society (Risaldi et al., 2021; Sa'diyah, et al; Rico & González Pastor, 2022). Like the Sura and Baya statues

in Surabaya, the landscape refers to the role of language in public spaces, as place names are symbolic of the language of objects in the city. This street is considered very versatile by the residents of Surabaya. In addition, it is an idea that the road to the capital of East Java province is very congested.

The use of language in public spaces is one of the efforts to maximize regional potential to increase economic activities, considering that each region has a domain that can be promoted to the general public (Diana et al., 2022). An important source of information for prospective communities is the use of language in promotion, because through language it can become linguistic interaction (Hasni et al., 2022). In each language in Landscape Linguistics, language categories and contexts are different (Suuriniemi & Satokangas, 2023). According to Kallen (2009), landscape linguistics studies provide an understanding of aspects of language use and its relationship to socio-cultural commodification. Landscape linguistics can contribute to a region as a form of promotion. Promotional media will have a positive impact on the development of the commodification of the culture used. The phenomenon of language use, when studied through the perspective of landscape linguistics, can be understood as a means of representation of spoken language used by each domain driver so that the intention can be conveyed to readers or the public.

The study of LL refers to sociolinguistics which focuses on analyzing language use in outdoor signage (Mulyawan & Ratna Erawawati, 2019). The use of language forms in LL can be categorized into local, national, international, mixed language and symbolic, index, or icon. In its exploration, English as an international language is used mainly on public signs in tourist attractions. However, this study focuses on Japanese which is also a foreign language that is currently widely used in public spaces. The most important LL are written linguistically on streets, tourist attractions, shopping signs, and billboards that aim to attract people's attention (Torkington, 2009). The identification of an object relies heavily on the range of LL in the area. The first thing that people

or readers encounter on an object is language in the form of writing in public places (Moriarty, 2015).

There is a wide range of language usage in public settings, including monolingual, bilingual, and multilingual forms. To make outdoor signage easily comprehensible to foreigners, it should be multilingual, bilingual, or monolingual. Different languages may be used for various social, cultural, and commercial objectives in a multilingual society. Each language has a variety of applications and demands varying levels of expertise (Abdullah & Wulung, 2021). Language background, culture, and social relationships all have a significant impact on the range of languages spoken (Sudarmanto et al., 2023). The use of written language does not always depend on government approval; the cultural or social practices reflected in it can be linked to the identity of a community (Mansoor et al., 2023). The various ways in which language is presented in the public sphere have the implicit purpose of reflecting the dynamics of power, identity and ideology that language presents in the actual society beyond simply conveying information (Liu & Wu, 2023). The use of local languages in the public sphere has links to ideology and power, as well to preserve the vitality of the language. Therefore, it is important to provide official and informal interventions or support for the vitality of a language to determine the visibility of the language (Benu et al., 2023).

Consequently, LL proves to be a prospective area of language and social research. (1) start at the top and (2) start at the bottom. Ben-Rafael (2006) uses top-down and bottom-up markers to distinguish signs of public space. Both the first group and the second group consist of LL units created by the best authorities. The former is formed by private individuals or companies (Cenoz & Gorter, 2008). Based on the above understanding, it can be understood that top signs are made on behalf of the authorities, while LL items are made by private individuals or companies. In addition to top-down and bottom-up, the visibility of Japanese language use in public spaces can also be known through language use patterns. Given this phenomenon, there is a need

for more in-depth research on landscape linguistics, especially fixated on the most common way of doing interpretation that starts from one language and then to the next (Wulansari, 2020; Suari, 2021; Siregar et al., 2023; Topacio, 2023).

METHOD

This study uses a descriptive qualitative approach, which explains the visibility of Japanese language use in Mojokerto's public spaces. The choice of this type of research is motivated by topics related to social phenomena, especially in the field of language (Polit & Beck, 2004). Data sources were obtained through direct observation in three sub-districts in the Mojokerto area, namely Ngoro, Mojosari, and Magersari sub-districts by photographing signs in public spaces that use Japanese. Data collection was conducted from June 2023 to March 2024.

In addition, researchers also conducted interviews with five resource persons. In the realm of education, an interview was conducted with one person who is a trainer from a karate martial arts college. The resource persons in the trade sector were two shopkeepers. While in the industrial realm, the interviewees were two workers or company employees. Photography was used to obtain real results (Shohamy, E., & Gorter, D, 2009), while interviews were conducted to support the accuracy of the data.

The collected data was then classified based on its area and domain. The purpose of this stage was to facilitate the data identification process. Furthermore, Landry and Bourhis' (1997) linguistic landscape theory was used to analyze the visibility of Japanese language use in Mojokerto's public spaces. Next, text analysis was conducted by collecting written texts, such as posters, pamphlets, and street signs, to be analyzed in the context of the linguistic landscape. This includes scanning the text and analyzing the linguistic aspects contained in the text (Blommaert, 2010).

RESULTS AND DISCUSSIONS

Visibility of Japanese language use in public spaces in education, commerce, and industry in Ngoro, Mojosari, and Magersari sub-districts was obtained as much as 31 data. The data obtained shows the visibility of Japanese usage based on: 1) information pattern and 2) Explained-Explain (DM), Explain- Explained (MD) pattern.

Information pattern

The visibility of Japanese usage with information patterns is shown in the following table.

Table 1. Information Pattern

Number	Pattern	Description	Quantity
1.	BN+PN	Business Name + Product Name	7
2.	P+Suffix+P	Product + Suffix + Product	1
3.	P	Product	3
4.	P+Suffix	Product + Suffix	2
5.	BN	Business Name	3
6.	BN+BT	Business Name + Business Type	9
7.	P+BN	Product + Business Name	3
8.	P+BT	Product+Business Type	2
9.	BT+BN	Business Type+Business Name	1
Total			31

Based on the table 1, the BN+BT pattern dominates as much as nine data. Then followed by the BN+P pattern as much as seven data.

The BN+BT pattern dominates as much as nine data. Then followed by the BN+P pattern as much as seven data. Furthermore, the P, BN, BN+P patterns have similarities by obtaining three data. Furthermore, the P + Suffix pattern and the P + BT pattern also have similarities with two data. The last is the BT + BN pattern which only obtained one data.

1. DM-MD pattern

In addition to information pattern data, the use of Japanese can also be known through MD, DM, and Noun patterns. The following data has been obtained:

Table 2. MD-DM

Number	Patterns	Quantity
1.	MD	17
2.	DM	11
3.	N	3
Total		31

Through information patterns and MD-DM patterns, the linguistic landscape can show the visibility of Japanese in two categories, Top-Down and Bottom-Up (Ben Rafael, 2006). Nonetheless, the Top-Down category is not visible here. In the realms of education, commerce, and industry, the use of Japanese does not consider aspects of language policy. The naming system allows flexibility of language use in each domain. The naming system emerges from the creativity of the people without any government interference. According to Ben-Rafael, et al (2006), the distance from the first category to the second category shows how official or unofficial a language is used.

In this study, the data obtained shows Japanese with a bottom-up pattern. In a linguistic context, Japanese is used to indicate the identity of a region that shows individual signs. Personal signs can include the possibility that a person or party is involved in a desire, event, or anything else related to the idea or thought that the reader wants to convey (Yendra and Artawa, 2020). Furthermore, this personal sign is related to the function of the linguistic landscape, which can function from the bottom-up, which states that the existence of language use as a discourse in the linguistic landscape can

provide knowledge and power to certain individuals or groups to achieve certain goals and objectives (Scollon R. & Scollon, S.W., 2003).

In LL studies, the language used is short and short. Generally, it does not pay attention to syntax and morphological elements. This aims to make it easier for people to remember. The language variety used in writing is the language variety of effort or to attract readers. This language variety is between the formal variety and the informal variety. Thus, aspects related to language use are always prioritized. The same applies to the use of Japanese in the educational sphere whose purpose is also to attract students to join the community. This research refers to the non-formal education field of “Karate Kyokushinkai-Do Indonesia”.

Language plays an important role in texts in these public spaces. The use of language is inseparable from the social phenomena of society. People involved in social relations and activities use language as a tool to identify the existence of community members. Language is a marker of social change that occurs in society. The attitude of emphasizing certain language behaviors is a sign of the presence of prescriptivism, which is more glorifying a language that is considered more modern. As is the case with the use of Japanese which is currently often populist. This is suspected due to the dominance of certain social groups in their activities, both social, political, economic, educational, and religious activities. This is evident in the establishment of domains related to the Japanese State, namely in the realm of education, trade, and industry. This phenomenon is interesting because the emergence of a foreign language is interrelated with social relations in it.

Seeing the conditions as in the pictures presented in the results sub-chapter, Indonesian cannot be the sole ruler in a region. Language always experiences competition. Languages always fight for speakers. There are languages that are strong because of demographic, economic, and language policy factors, and there are languages that are weak. Here it can be seen the behavior of society, what language ideology is played, what language has

power and prestige, and what language is marginalized, as described by (Cenoz, J., & Gorter, 2006), (Dagenais., et al, 2008). So, language has a role in representing an ideology of how one language has power and prestige over another language. In addition, the dominance of social media through the internet also seems to be the center of gravity that greatly affects the condition of the linguistic landscape. It can be concluded that the participatory culture of digital/social media has contributed greatly to the development of the linguistic landscape.

The above description shows Japanese language in a bottom-up manner. In addition, to find out the visibility of Japanese language use, it can also be seen in table 4.4 which explains the patterns of Japanese language use in each domain. The patterns include BN+P, P+Suffix+P, P, P+Suffix, BN, BN+BT, P+BN, P+BT, and BT+BN patterns. The pattern consists of 3 language forms namely monolingual (MN), bilingual (BL), and multilingual (MT). Interestingly, the resulting data shows varied patterns in each domain. This indicates that each domain has its own naming characteristics. The following examples are presented as representatives of the use of patterns that have similarities:

The information patterns are described in the following discussion:

1. BN+P

The data from the analysis of the BN+P pattern yielded seven results. One example of the data is described as follows:



Figure 1. Example of BN+P Pattern

Figure 1 shows the BN+P pattern of the culinary business “Suka-Suka Bento”. “Suka-Suka” is the BN (Business Name), while ‘Bento’ is the Product. Bento is a Japanese term for lunch food in the form of rice and side dishes in practical packaging. Thus, it can be interpreted that Suka-Suka Japanese restaurant sells lunch or bento.

2. P+Suffix+P

There is only one data obtained in this pattern. The data is described as follows:



Figure 2. Example of P+Suffix+P Pattern

Figure 2 shows the P+Sufix+P pattern in the trade domain. The P pattern in the word “Tako”, with the meaning in Indonesian is octopus. Next is the addition of the suffix “can” from the Japanese term “-chan”. The suffix is used to refer to children or younger people. The product name and suffix are then combined into one with Indonesian spelling to become “takocan”. Then, the product sold is explained again, namely the mention of the word “Takoyaki”, which explains that the culinary business sells Japanese specialties with octopus as the basic ingredient.

3. P pattern

There are three data with P pattern only. One of the data examples is described as follows:



Figure 3. Example of P Pattern

Figure 3 shows the P pattern in the trade domain. On the signboard is the name of the product or the name of the food sold by the Japanese restaurant. “Sushi Ramen Teriyaki Bento” is a Japanese specialty on the restaurant's menu, and is displayed on the restaurant's signboard”. This information pattern shows the P pattern only, as it does not show the business name and business type.

4. P+Suffix

The data generated in the P + Suffix pattern are two data. One example is presented as follows:



Figure 4. Example of P+Suffix Pattern

Figure 4 shows the P+Suffix pattern in the Japanese restaurant “SushiKun”. “Sushi” is a Japanese specialty food which in this pattern is the product (P). Furthermore, after naming the product, it is followed by a suffix (-kun) which in Japanese means boy. In addition, the mention of the name SushiKun is also followed by the kanji script 寿司君 which more closely indicates that the restaurant is a Japanese restaurant.

5. BN

There are three data resulting from the use of the BN pattern. One of the data is exemplified as follows:



Figure 5. Example BN Pattern

Figure 5 shows the use of the NB (Business Name) pattern. The use of the word “Ohayo” means “good morning”, this writing is followed by the use of the hiragana script おはよう which gives the feel of Sakura country. The information pattern used is only the BN pattern because it does not include the addition of the type of business or product.

6. BN+BT

There are nine data generated in the BN+BT pattern. One example of the use of the BN+BT pattern is presented as follows:



Figure 6. Example of BN+BT Pattern

Figure 6 shows the information pattern BN+BT (Business Name + Business Type). “Nobunaga” followed by the kanji script 信長 shows the impression that the restaurant is a Japanese restaurant. This word “Nobunaga” is an BN pattern, which is then added with the inclusion of the type of business (BT), namely “Japanese Fusion”.

7. P+BN

There are three data generated in this pattern. One example of the data is presented as follows:



Figure 7. Example of P+BN Pattern

Figure 7 has a P+BN information pattern with “Sushi” as the P or the product being sold, followed by the BN “Time” which comes from English and means time. Thus, it is clearly shown that the product being sold is Japanese sushi.

8. P+BT

The results of the analysis show that there are two P+BT information patterns. Here is one example presented based on the data obtained:



Figure 8

Figure 8 shows the information pattern P+BT with P “Takoyaki”, which is the product being sold. This is followed by BT “Culinary Japan” which explains that this type of culinary business sells Japanese products or food. This helps buyers who are still unfamiliar with Takoyaki.

Based on the results of data analysis, it shows that the nine information patterns are dominated by the BN+BT pattern. In addition, almost all data use patterns by explaining P as the main function of naming or followed by other patterns. The use of this P pattern helps the public in understanding the products offered. However, there are some data obtained using only the BN pattern or the BN+BT combination. However, this is not a problem because there is still clear information in it.

The information pattern is also supported by the data in table 2 which explains the patterns of MD, DM, and N. Through the results obtained, each domain has different patterns of Japanese language use. As presented below as an example of the MD, DM, and N patterns: Some of the data generated are described as follows:



Figure 9. MD Pattern

Figure 10. DM Pattern Figure 11. N Pattern

The MD pattern in figure 9 is shown in “Fuwa-Fuwa” as the describing word, and “Takoyaki” as the described product. Then in the culinary business, Figure 10 shows a different pattern, with “Bento” as the described product. Followed by the word “Made Better” which describes the product at the restaurant. Furthermore, Figure 11 shows the N (Nomina) pattern. In this pattern, only the products in the restaurant are listed, with the title on the signboard “Sushi Ramen Teriyaki Bento”. The difference in each use of Japanese is seen to have different patterns in each naming.

In line with previous research by Sari (2021), information patterns in public spaces are influenced by the multilingualism factor of society. In this study, it can be seen that the education sector clearly uses an explanation of

Japanese sports, namely Karate. This explanation is supported by the addition of the suffix (-do) which comes from the Japanese “budou”. Furthermore, in the realm of trade it is also clearly stated, almost all culinary businesses display the food products being sold. This adds to the impression that the restaurant or outlet sells Japanese specialties. In addition, there is a slight difference in the industrial realm. In the education sector, many Japanese words are used to describe the founder of the company. However, the addition of the word Indonesia can explain that the Japanese company is a Japanese company operating in Indonesia. For example, the Yazaki group company named PT Surabaya Autocomp Indonesia.

Visibility of Japanese Usage

LL is as socio-symbolic as its name, and is a panorama of language that can be seen in public spaces. It becomes a representation of society, community, and region. LL is considered important because it not only provides an overview of the background and picture of our daily lives, but also serves as a useful source of language learning. LL also provides identity and shapes how to interact as a society. Moreover, most importantly, LL is available everywhere and can be accessed at no cost to anyone. Nevertheless, foreign languages in a region seen in public spaces appear to carry the mission of modernity and internationalism (Cenoz & Gorter, 2008). In this study, every time Japanese is used, it signifies the process of modernity. The following graph is used to make it easier to see the visibility of Japanese language use in public spaces, as follows:

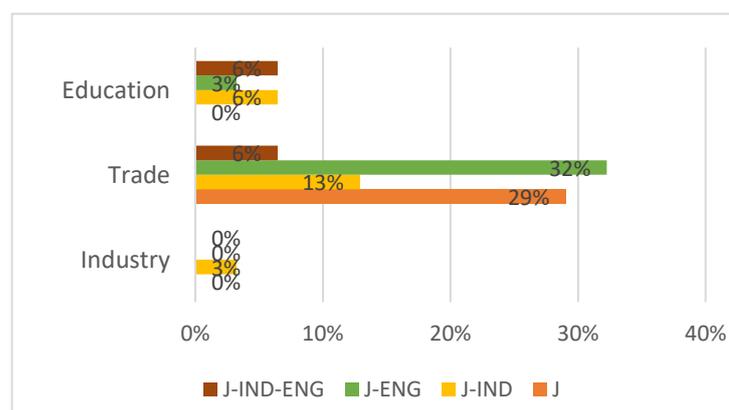


Figure 12. Visibility of Japanese Language Use in Public Spaces

Figure 12 shows that the Japanese language used in each domain has a different percentage. In the realm of education, there is only 3% bilingual use of Japanese. Japanese used in the educational domain has a bilingual form with a combination of Indonesian. In this domain, there is only one data obtained, namely in non-formal karate education in Magersari District.

Furthermore, in the realm of trade which shows that the form of Japanese language use in this realm varies. In the monolingual form shows as much as 29%, then there is also a form of Japanese-Indonesian bilingualism as much as 13%, then Japanese-English bilingualism which dominates as much as 32%, and a multilingual form of Japanese-English-Indonesian as much as 6%. In this area, the data obtained is very interesting because the use of language forms is quite varied. This also affects the pattern of information and can show the function of using Japanese.

Finally, the industrial domain does not have a monolingual form of Japanese usage. There are bilingual and multilingual forms of Japanese language use in the industrial sphere. In the bilingual form, there is the use of Japanese-English as much as 3%, Japanese-Indonesian bilingual as much as 6%, and Japanese-English-Indonesian multilingual as much as 6%. It is clear that the use of Japanese-English multilingual and bilingual has similar data acquisition.

Through the graph of the percentage of visibility of the use of Japanese, it can show that the use of language in public spaces is socio-symbolic which affects the sociolinguistics of society. Thus, it can be seen that the Japanese language in the realm of education, trade, and industry shows three important roles that indicate language use based on the linguistic landscape (Sahril &

Hermanto, 2019), namely cultural relations, group identity, and language status.

The relationship between language and culture has a complex interaction and influences each other. Language not only functions as a means of communication, but also as a mirror of the values, norms, and cultural identity of a group or society. On the other hand, culture influences language use and development, as culture plays an important role in determining the social and situational context in which language is used.

Furthermore, the relationship between language and group identity, which is reflected in the language used by members of the group or actors with dialects, accents, and distinctive terms. Such use can be a way to show affiliation with a group.

In addition to the relationship of language with cultural relations and group identity, there is also a relationship with the status of the language. Language has an official status in a country that generally receives protection from official government institutions. This affects the use of foreign languages used within them.

Through vocabulary in a language it often reflects the culture in which the language developed. For example, this study focuses on Japanese. The use of Japanese in each domain has differences. The addition of suffixes to each word is mostly found in the realm of trade, such as examples (SushiKun and Takocan). Meanwhile, the mention of the name or identity of a place is focused on the realm of Industry. In the industrial domain, it is characterized by the label of the founder of the company followed by the name of the company established in Indonesia. For example, the Yazaki group has the company name PT Surabaya Autocomp Indonesia.

Other than the example above, there is also a relationship between language and group identity which can be exemplified by the use of gender identity or markers that have absolute meaning. As in the restaurant "SushiKun", the use of the suffix "-kun" means boy, so this can be associated

with the relationship between the use of Japanese language and group identity. In addition, there is also an example in the realm of commerce with the business name “Takocan” where the use of the suffix “-can” is derived from the Japanese “Chan” which shows the meaning of mentioning children. This is also classified as the relationship between language and group identity.

Furthermore, regarding language status relations, where the Japanese language used is a foreign language alongside the official language of Indonesian and other foreign languages (English). Through the data obtained, it shows that Japanese is starting to be widely used and side by side with other languages. This indicates that Japanese has been widely recognized in the community. Through the three domains, it can be seen that Japanese has differences in its use according to the purpose of its use.

In addition to the things mentioned above, based on observations and observations made, it was found that in the realm of education, trade, and industry spread across Ngoro, Mojosari, and Magersari sub-districts, not only the naming uses Japanese but also the typical nuances of Sakura Country. The concept of the products sold, the design of the place or building, and the typical Japanese atmosphere are always presented to support the nuances of Sakura Country. This has implications for social conditions, especially in communities or young people who have an interest in Japanese language and culture. More so in the industrial realm, which is able to introduce to workers in addition to the language as well as the Japanese work culture that exists in each company.

The distinctive nuances that are built certainly succeed in attracting attention and introducing Japanese culture. In addition, in the Japanese culinary business, there is a tendency for waiters or culinary business employees to use Japanese greeting terms such as the use of the word 「いらっしゃいませ “Irasshaimase” which means “Welcome” which is said when visitors arrive and the term 「ありがとうございました“ Arigatou Gozaimashita” which means “Thank you” which is said when visitors leave the culinary business.

In addition to the realm of trade, in the realm of education there is also the use of simple Japanese. For example, when they are in the field or practicing karate, students refer to the coach as 先生 “sensei” and the young coach as 先輩 “senpai”. Where “sensei” is used to call a teacher, and “senpai” is used to call a “big brother”, in this case referring to a senior brother.

Similarly, in the industrial sphere, Japanese terms are used to address superiors. For example, 部長 “bucho” means department manager, and 課長 “kacho” means head of department. These calls are often used by employees when dealing directly with superiors. In addition, there is the use of the term 体操 “taisou” which means gymnastics. This is commonly referred to by employees because “taisou” is done every day in the morning. These terms give a distinctive feel that the company is Japanese.

The existence of these things that have been described above, indicates that the Japanese language has begun to be well accepted by the community. This can be seen in the use of Japanese in education, trade, and industry in Ngoro, Mojokerto, and Mojokerto sub-districts. People who live in multilingual communities and speak many languages or dialects also show linguistic diversity (Rohmah, et al., 2024). This is evident from the use of Japanese in education, trade, and industry which has various forms, functions, and usage patterns. Although the majority of the community is of Javanese ethnicity, the existence of the Japanese language is also well received and gets a positive response from the community. Apart from the use of language and the introduction of Japanese culture, there are also mimicry texts used on public space boards in Ngoro Sub-district. This data is supported by the use of mimicry text on “Harajuku BarberShop”, where the mention of “Harajuku” which is one of the regions in Japan is written using mimicry text. This mimicry text is displayed in the form of alphabet letters that resemble the Japanese letter Katakana. Thus, it indicates that the Japanese language is familiar to the public. In addition, in the three domains described above, it shows that the

Japanese language used in the three domains has different forms and functions, but all the data obtained shows a bottom-up pattern. This is based on the non-involvement of the government's role in the use of Japanese.

CONCLUSION

The data obtained shows that the use of Japanese in education, commerce, and industry has a bottom-up pattern, because there is no government influence in it. The data shows that the pattern of embedding the use of Japanese in the realm of education, commerce, and industry results in the patterns BN+P, P+Suffix+P, P, P+Suffix, BN, BN+BT, P+BN, P+BT, and BT+BN. Furthermore, the data also shows the patterns of explained, explained, and noun. Interestingly, the data produced shows varied patterns in each domain. This indicates that each domain has its own naming characteristics. Through these patterns, it is able to show that Japanese used in public spaces has a language order that is in accordance with the rules of language use. However, regional differences and domain differences show variations in language use. Thus, the results show that sociolinguistic factors affect the use of foreign languages in public spaces, foreign languages in this study refer to the use of Japanese.

Based on the results of the analysis, the use of Japanese and English dominates in its use. This creates a prestige and image that attracts the attention of the surrounding community, especially millennials who have an interest in Japan in terms of language, literature or art, and culture. In addition, the pronunciation of greetings in Japanese spoken by waiters or employees in the realm of commerce, then greetings and greetings in Japanese used in the realm of education and industry, helped build a typical atmosphere of Sakura Country and introduce Japanese terms to the general public. Also, the use of English juxtaposed with the use of Japanese reflects modernity and a globalized society in Ngoro, Mojosari, and Magersari sub-districts.

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