Comparison of the Use of Indonesian, Foreign Languages and Regional Languages in Naming Places in the Mataram Region

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Article Info	Abstract
	This research was motivated by the emergence of various names of places in the Mataram city area with names in foreign languages. On the one hand, the use of foreign languages aims to make it easier for foreign immigrants to understand places in Indonesia, but on the other hand, the use of foreign languages in the public sphere, in the form of advertising and promotion of goods and services, is under the pull of globalization/internationalization interests. Prestige or a sense of pride in using a foreign language is an interesting aspect to study further. This research aims to record the use of language in naming tourist and culinary attractions in the city of Mataram and see the dominance of language. Data was collected using the documentation method, then the data was analyzed using the content analysis method which includes data reduction, data presentation and drawing conclusions. Data is presented in the form of tables, diagrams and narrative text. Based on the results of the analysis, two linguistic features were found in naming places, namely monolingual and bilingual. The monolingual feature is divided into 57 foreign languages, 47 Indonesian languages, and 9 regional languages. Meanwhile, the form of the bilingual feature is divided into two, namely a combination of foreign languages and regional languages with 13 data and a combination of foreign language and Indonesian with 3 data.

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1. INTRODUCTION

The emergence of various tourist and culinary destinations has its own attraction for the community, including the people of Mataram City. This attraction is not only seen from the concept and menu offered, but also in the choice of place name. Choosing the name of a restaurant, hotel, cafe, etc. is one of the interesting things to study. One interesting aspect to study is the language used or chosen in the process of selecting the names of these places.

Indonesian has a position as a national language and state language. As a national language, Indonesian functions to unite the Indonesian nation which has various regional languages. This is as stated in the third point of the Youth Pledge. Meanwhile, Indonesia's position as the state language is stated in Article 36 of the 1945 Constitution which contains the role of Indonesian as the official state language.

In its position as the state language, Indonesian functions as the language of instruction in educational and government institutions. Apart from that, Indonesian also functions as a tool for developing national culture, science and technology. Based on this statement, it is appropriate for Indonesian language to be prioritized in use in various spheres of Indonesian society's life.

This is also in line with the motto of the Language Agency which calls for prioritizing Indonesian, preserving regional languages and mastering foreign languages. Not quite the opposite. However, in fact, it is often found in several places in the Mataram area that foreign languages are used to name places. This condition can be seen in tourist and culinary attractions around the city of Mataram. There are quite a lot of restaurants and cafes that use foreign language names for various reasons and backgrounds. This fact is certainly interesting to study further, whether from a comparison of the choice of place names (whether they use Indonesian, a foreign language or a regional language) or the reasons for choosing names and the community's views on these conditions.

Indonesian is currently being sought to become an international language. To realize this ideal, the first step that should be taken is the use of Indonesian which should be able to dominate in every sphere of life of Indonesian society.

On the one hand, the use of foreign languages aims to make it easier for foreign immigrants to understand places in Indonesia, but on the other hand, the use of foreign languages in the public sphere, in the form of advertising and promotion of goods and services, is under the pull of globalization/internationalization interests. Prestige or a sense of pride in using a foreign language is an interesting aspect to study further.

Maybe, for some people, naming in a foreign language is not something that is considered a problem. However, on the other hand, some people think this does not show love and pride for the Indonesian language. This is interesting to study further regarding this community's views.

Furthermore, it is hoped that this research can show a comparison of language use in naming places in the Mataram area and the community's views. In this research, data will be presented in percentage form to see linguistic dominance (between regional, foreign and Indonesian languages). It is hoped that this research can contribute to the Indonesian language course as one of the Compulsory Curriculum Subjects at the University of Mataram. In the Semester Learning Plan (RPS) for the Indonesian language course, it is stated that the learning objective is to instill love and pride in the Indonesian language as a national identity.

2. RESEARCH METHOD

The data collection method used in this research is the documentation method. In this research, the intended documentation is in the form of photos as data. Apart from using documentation methods, this research also uses questionnaire methods. At the data collection stage using this method, the researcher will randomly select several students to answer multiple choice questions based on instruments that have also been determined. The answers to these questions will show students' views about language dominance and its relationship to the role of Indonesian as a national identity.

In this research, data analysis was carried out using the content analysis method with data provision stages *(data collection),* data reduction *(data reduction),* presentation of data *(data display)*, and drawing conclusions *(conclusion and verification).* In qualitative analysis, one can see the integration between the stages of data provision and data analysis as something that is circular and inseparable (Mahsun, 2017). Starting from arranging data into certain patterns, categories, focus, themes, or main issues, to the stage of presenting data and drawing conclusions.

1. Data collection *(data collection)*, is the application of listening, survey, documentation, etc. methods followed by recording, tracking, and organizing relevant data for each focus of the problem being studied (data reduction process).

2. Data reduction *(data reduction),* is a form of analysis that sharpens, categorizes, directs, removes unnecessary and organizes data in such a way that final conclusions can be drawn and verified.

3. Data presentation *(data display),* is a set of structured formations that provide the possibility of drawing conclusions and taking action. A good form of presentation is very important to produce valid qualitative analysis.

4. Verification *(verification)* or drawing conclusions is an activity carried out after the data has been collected, classified, then analyzed as the final step in research.

Data analysis in qualitative research is carried out during data collection and after data collection is complete. During the data collection process using listening and documentation methods, researchers collected and analyzed data (Sugiyono, 2017). Miles and Huberman (1994), stated that activities in qualitative analysis are carried out continuously until completion, so that the data is saturated. The method of presenting data analysis results using informal methods (Mahsun, 2017). The informal method is a method of presenting the results of data analysis by

using words as usual. All the data that has been analyzed will be displayed descriptively in accordance with the formulation of the problem and the purpose of the research.

3. RESEARCH RESULTS AND DISCUSSION

As explained in the previous chapter, this research will focus on two problem formulations, namely (1) the form of linguistic features generally used in Mataram and (2) the dominance of certain lingua (regional languages, Indonesian and foreign). Based on the results of data collection, 129 place names were obtained which were classified based on the language used. Please note that the Mataram City area is divided into several sub-districts/locations, namely Mataram, Sandubaya, Sekarbela, Selaparang, Ampenan, and Cakranegara.

1. Linguistic Features

This research found that linguistic features/language use in naming places in the Mataram region are divided into two categories. The categories of language use are Monolingual and Bilingual. Monolingual form, divided into three variations, namely foreign languages, Indonesian and regional languages. Meanwhile, a form of bilingualism is the use of two languages, namely a combination of a foreign language with Indonesian and a combination of a foreign language and a regional language. Below is a table containing the categories of language variations.

1.1 Monolingual Form

The monolingual form is a single language form, namely the use of only one language in the use of place names. In this research, what is meant by monolingual form is the use of one form of language, namely a foreign language, Indonesian or regional language.

In several locations in Mataram, one language tends to be used in naming restaurants. Of the 129 names of restaurants/restaurants, 57 of them are monolingual forms of foreign languages, 47 restaurants/restaurants are monolingual forms of Indonesian, and only 9 use regional languages.

The foreign languages used are also varied, namely Arabic, English, Japanese and Chinese. However, the use of foreign languages in restaurant/restaurant names tends to be dominated by English. This can be seen from the numbers with quite contrasting comparisons, Arabic has two restaurants/restaurants, Japanese has two restaurants/restaurants, Chinese has four restaurants/restaurants, while English has 50 restaurants/restaurants. The following is a classification table for restaurants/restaurants that use foreign languages.

Table 1. Foreign language

No.	No	Location	Information
1.	Al Turkia Arabian Restaurant	Mataram	Arabic and English
2.	Vie's Delight	Selaparang	English
3.	Mommys Bakery	Celebration	English
4.	BreadTalk	Mataram	English
5.	Burger King	Mataram	English
6.	Poop Garden Café	Mataram	English
7.	Chatime	Mataram	English
8.	Chicken Crush	Mataram	English
9.	City Crab	Mataram	English
10.	Crystal Crepes and Noodles	Mataram	English

11.	Coffe Toffe	Chakra	English
12.	Daily Café	Mataram	English
13.	Delicious Coffee	Chakra	English
14.	Elfbelly	Mataram	English
15.	Excellent	Mataram	English
16.	Giggle Box	Mataram	English
17.	Hokkaido Cheese Toast	Mataram	English
18.	Hulala Ice Cream Roll	Mataram	English
19.	Ichiban Sushi	Mataram	Chinese
20.	ION Chill Laboratory Café	Mataram	English
21.	J.CO (Johnny Corporation)	Mataram	English
22.	Kingsman	Mataram	English
23.	Kiss Chicken	Mataram	English
24.	At the Cheeserie	Mataram	English
25.	La Chill	Senggigi	English
26.	Majapahit Food Center	Mataram	English
27.	Main: Dessert Bar	Mataram	English
28.	Melissa Bakery	Chakra	English
29.	Mokko Factory	Mataram	English
30.	My Kopi-O	Mataram	English
31.	My Resto : Food and Beverages	Clinch	English
32.	Paris Castle	Mataram	English
33.	Paris Pizza	Mataram	English
34.	Palma Coffe and Bakery	Mataram	English
35.	Spice	Senggigi	English
36.	Pepper Me	Mataram	English
37.	Quali Noodle and Rice	Mataram	English
38.	Quick Chicken	Mataram	English
39.	Richeese Factory	Chakra	English
40.	Rock Strip	Mataram	English
41.	Rocket Chicken	Mataram	English
42.	Rollpin	Selaparang	English

43.	Seafood Laguna	Ammenan	English
44.	Shijima	Mataram	Japan
45.	Sideroad Café	Mataram	English
46.	Solaria	Mataram	English
47.	Sum Squid	Mataram	English
48.	Ta Wan	Mataram	Chinese
49.	The Meets	Mataram	English
50.	The Leaf	Chakra	English
51.	The Hungry Sushi	Mataram	English
52.	Upnormal	Mataram	English
53.	Wafflicious	Mataram	English
54.	Wing Chicken	Mataram	English
55.	Xi Boba	Mataram	Chinese
56.	X.O. Suki and Cuisine	Mataram	Chinese
57.	Yatai Ramen	Mataram	Japan
	AMOUNT		57

The next form is the use of the national language (Indonesian) in naming restaurants/restaurants. Based on the data that has been collected, 47 restaurants/restaurants were found spread across the Mataram area. The following is a table of restaurants/restaurants that use the national language (Indonesian).

Table 2. Indonesian

No.	No	Location
1.	Crispy Angkringan	Mataram
2.	Lombok Ijo Fried Chicken	Mataram
3.	Beka Meatballs	Mataram
4.	Meatballs and Chicken Octopus Noodles	Clinch
5.	Street Meatballs	Mataram
6.	Meatballs Haji Anang	Mataram
7.	Shooting range meatballs	Mataram
8.	Duck & Chicken with Green Spice Mrs. Fenny G	Mataram
9.	Harissa Fried Duck	Mataram
10	Rice Fruit	Clinch
11	Dapoer Emak Caca	Mataram
12	Dapoer Mrs. Fenny G	Mataram

13	Dapoer Sasak	Mataram
14	Depot Bu Sita	Chakra
15	Welcome to the Restaurant	Chakra
16	Geprek Bensu	Mataram
17	Cianjur Fried Fish	Mataram
18	Soul Promise	Mataram
19	Canai Store	Ammenan
20	Joe's Coffee	Chakra
21	Kopjal (Street Coffee)	Ammenan
22	Another Heart	Chakra
23	Campus Lunch	Mataram
24	Jakarta Chicken Noodles	Ammenan
25	Madiun Pecel Rice	Chakra
26	From	Mataram
27	Jakarta Chicken Noodle Dumplings	Mataram
28	Pecel Pincuk Nganjuk	Mataram
29	R.M. Arrizal	Mataram
30	R.M. Dakota	Mataram
31	Lobster King	Chakra
32	Meatball House	Chakra
33	Comfortable	Selaparang
34	RM. Hong Kong	Chakra
35	RM. Typical of Jakarta	Mataram
36	Roemah Langko	Mataram
37	Ramayana Restaurant	Ammenan
38	Tongue Shake Rembiga Satay	Mataram
39	Serabi Menor Mrs. Soesi	Mataram
40	Taste Palace Oxtail Soup	Mataram
41	Soto Madura Wawan	Mataram
42	Heritage	Mataram
43	Culinary Stall 69	Mataram
44	Simple Lalapan Stall	Mataram

45	Ida's Food Stall	Mataram
46	Warung Sari Rasa Paris Van Java	Mataram
47	Warunk Oxtail	Mataram
	AMOUNT	47

The third form of monolingualism is the use of regional languages in naming restaurants. Based on the data that has been collected, only 9 restaurants/restaurants were found spread across the Mataram area. The following is a table of restaurants/restaurants that use regional languages.

Table 3. Local language

No.	No	Location	Information
1.	Egg bales	Chakra	Snack House (Cakes) (Sasak)
2.	Confused	Chakra	Eating together (Sasak)
3.	Mr	Mataram	Swing (Sasak)
4.	Let's Puyung Inaq Esun	Spouse	Ibu Esun's Puyung Rice (Sasak)
5.	Cobek's house	Mataram	Cobek House (Java)
6.	Milk House	Rembige	Milk House (Java)
7.	Pecel Podo Moro	Mataram	Come All (Java)
8.	Know Gejrot Kang Asep	Mataram	Kang: Call for men in Javanese (Java)
9.	Rujak Kemeng	Mataram	Ears: Pengang (Sasak)
	AMOUNT		9

1.2 Bilingual form

A bilingual form is a form that uses two languages. In this research, what is meant by bilingual is the combination of using two languages in naming restaurants. Based on the data that has been obtained, there are two forms of bilingualism found, namely a combination of a foreign language with Indonesian and a combination of a foreign language with a regional language. For further clarity, a table of two variations of the bilingual form is presented below.

Table 4. Combination of Indonesian and Foreign Languages

No.	No	Location	Information
1.	Chicken Square Mataram	Mataram	England Square)-Indonesia
2.	Banana Cake	Clinch	English (Cake)-Indonesian
3.	D'Rice Puyung Rice	Mataram	English (D'=The)-Indonesia
4.	De'Bakoel Rice	Mataram	English (D'=The)-Indonesia
5.	D'Warung	Mataram	English (D'=The)-Indonesia
6.	Ice Head Pagutan	Clinch	English (Ice) –Indonesia
7.	Kampung Melayu by My Kopi O	Mataram	Indonesian-English (by My Kopi O)
8.	Lombok Chocolate King	Selaparang	Indonesian-English (King)

| 9.	Galih Signature Bebek Cottage	Mataram	Indonesian-English (Signature)
10.	Seafood 55 (Lima-lima)	Clinch	English (Seafood)-Indonesian
11.	Seafood 88 (Eight-eight)	Chakra	English (Seafood-Indonesia
12.	Seafood Aroma	Chakra	English (Seafood)-Indonesian
13.	Seafood Grilled Fish 99 (Nine-Nine)	Chakra	English (Seafood)-Indonesian
	AMOUNT		13

Table 5. Combination of Regional Languages with Foreign Languages

No.	No	Location	Information
1.	Bale Seafood Lombok	Mataram	Sasak-English
2.	Begibung Resto: Truly Family Cuisine	Chakra	Sasak-English
3.	D'Datu Café	Mataram	English-Sasak
	AMOUNT		3

The second form of bilingualism is a combination of international (foreign) languages and local (regional) languages. Based on the table above, only three restaurants/restaurants were found that used this language combination. This combination is spread in the Mataram and Cakra areas. This combination pattern is also divided into two, namely Sasak-English with two restaurants/restaurants and English-Sasak with one restaurant/restaurant.

2. Lingua Domination

Based on the linguistic features described in the previous subchapter, it can be concluded that the naming of restaurants or eateries is divided into four variations. The four variations include naming in a foreign language, Indonesian, regional languages, and a combination (a combination of two languages).

The results of the analysis above show that of the 129 restaurants/eating houses, 57 restaurants/eating houses use foreign languages, 47 restaurants/eating houses use Indonesian, 9 restaurants/eating houses use regional languages and 16 restaurants/eating houses use a combination of languages. For greater clarity, below is a comparison diagram of language variations to determine lingual dominance in naming restaurants in Mataram.
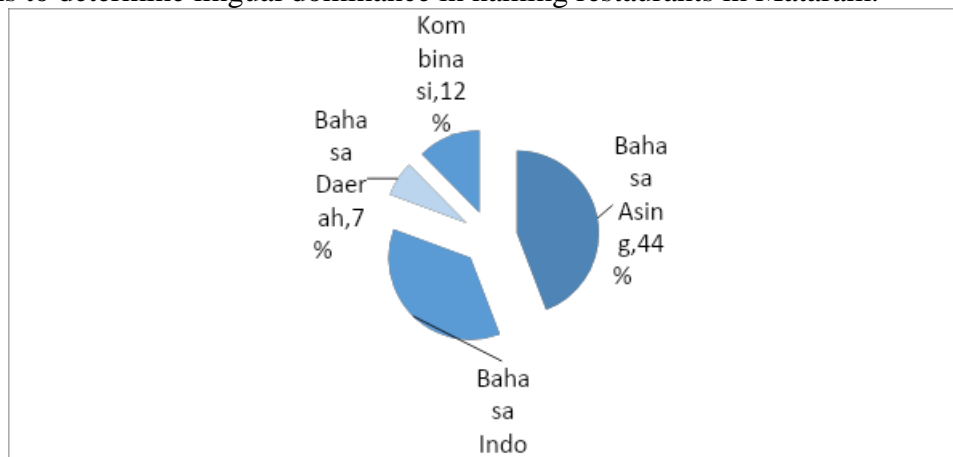
Figure 1. Lingual Dominance Diagram

From the diagram above, it can be seen that naming in a foreign language rank first and dominates, namely 44%. The second position is occupied by names using Indonesian, namely 37%. Furthermore, the third position is in naming using a combination of languages at 12%. Finally, naming using regional languages occupies the lowest position, namely only 7%.

This percentage shows that the naming of restaurants/restaurants in the Mataram area is dominated by the use of foreign languages. More specifically, English. The use of English in naming restaurants/restaurants is certainly inseparable from commercial or marketing strategies. The public mindset tends to view foreign languages, in this case English, as "something" that is considered to have a higher selling value. Below we will explain some of the motivations behind foreign languages becoming the dominant lingua in naming restaurants.

First, there is a feeling of "*pride*" or this pride is what drives commercial goals in the strategy for naming restaurants/restaurants in Mataram. Certain groups, especially the younger generation, tend to view foreign languages or English as an upper class (exclusive) variety of language. This taste value is what drives sellers or restaurant owners to choose to use English place names with the aim that visitors will feel "exclusive" when they come or eat at their place.

Second, apart from the motivation related to the value of language taste above, another factor that allows the dominance of the use of international (foreign) languages in naming restaurants/restaurants is aesthetics or beauty. Foreign language names are seen as having a more dynamic meaning than if they were used in a local or national language, for example *Daily Coffee, The Hungry Sushi, Giggle Box*, and so on, which if translated into Indonesian or regional languages will sound uninteresting. For example, this example is translated into Indonesian as *Everyday Coffee, Sushi Hungry*, and *Tickle Box*. The use of Indonesian becomes incongruent or it could be because it is difficult to find an equivalent.

The third motivation is a commercial/marketing strategy that makes foreign tourists the sales target. By using a foreign language, sellers/restaurant owners hope that foreign tourists will choose their restaurant because they are willing to serve them in their language, making transactions easier. This can also be seen from the menus they provide, which tend to be almost all in foreign languages. Restaurants or eateries that use foreign languages are usually located in shopping centers or in areas that are tourist attractions in Mataram, for example Epicentrum (Mataram and Senggigi).

Fourth, the motivation underlying foreign language naming is the connection with the restaurant/restaurant concept and menu. Restaurants selling Middle Eastern food will use Arabic names, so restaurants selling Chinese, Japanese and Western food will adapt. Language harmony for place names and the origin of the menu offered is also part of the commercial strategy.

Furthermore, the second position is occupied by the use of Indonesian, namely 37%. Based on this percentage, it can be seen that our national language, namely Indonesian, is still below foreign languages. The naming of restaurants/restaurants in Indonesian is mostly found in roadside tent stalls. Although it cannot be denied, there are several large and well-known restaurants that use Indonesian names. However, when compared in quantity with foreign languages, it is still quite behind.

The third position is occupied by combination language naming at 12 percent, namely the use of place names in English followed by Indonesian or regional languages. The motivation seen in the choice to use this language combination is the element of solidarity. Restaurant/restaurant owners want to show that Indonesian or regional languages play an important role which can also be a commercial strategy.

The uniqueness and distinctiveness of Indonesian or regional languages is seen as a weapon in attracting market interest. Apart from that, inserting Indonesian or regional languages can also disguise it *"exclusivity"* foreign language. This is because, for some people, restaurant names in

foreign languages are directly proportional to the selling price, that is, they are seen as "expensive" or unaffordable for people with a low economy.

Finally, the percentage of local (regional) languages is only seven percent. The regional languages used are Sasak and Javanese. This shows that the motivation for naming using local (regional) languages is very low. There is very little pride in local culture and language. Similar to the previous explanation regarding the use of the national language (Indonesian), in several well-known places in the city center there are also those who use local (regional) languages, but they are very few in number and rarely found.

4. CONCLUSION

From the results of the analysis of 129 research data, naming in a foreign language rank first and dominates at 44%. The second position is occupied by names using Indonesian, namely 37%. Furthermore, the third position is in naming using a combination of languages at 12%. Finally, naming using regional languages occupies the lowest position, namely only 7%.

This percentage shows that the naming of restaurants/restaurants in the Mataram area is dominated by the use of foreign languages. More specifically, English. The use of English in naming restaurants/restaurants is certainly inseparable from commercial or marketing strategies. The public mindset tends to view foreign languages, in this case English, as "something" that is considered to have a higher selling value.

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