FLAVORFUL WORDS: THE ANALYSIS OF LINGUISTIC LANDSCAPE ON RESTAURANT MENUS IN PERERENAN AND CANGGU

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ABSTRACT

The research aimed to determine the linguistic landscape, especially the menu lists displayed by restaurants around Pererenan and Canggu, and to explain the linguistic patterns and trends in restaurant menu names, including using one or more languages. The research used a descriptive qualitative method with analysis of language code types using the theory of Landry and Bourhis, who analyzed the form of language code types in the linguistic landscape. The approach used was mixed, which included primary and secondary data collection methods. Primary data were collected through direct observation and field research involving a comprehensive survey of all restaurant businesses around Pererenan and Canggu. The findings show that there are many restaurant menu names that use a mixture of Bahasa and English, as from the data on restaurant menu names in Parerenan district are Kunyit Asam Tonic, Lettuce Bakar, Sate Platter, Ice Roti, King Kelapa, and restaurant menu names from Canggu are Madu Iced Tea, Toast Manis, Nelayan Energy, Pepes Ikan Indonesia, etc. Thus, there are 27 restaurant menu lists in Parerenan and Canggu. This restaurant menu lists uses a mixture of local and international languages. There are also restaurant menus that use a mixture of regional languages (Balinese) and English. Combining these two languages is a good strategy for restaurants to attract customers.

Keywords: linguistic language, restaurant menu name, mixed-method study

INTRODUCTION

Languages present in various settings, such as urban areas, indoor markets, outdoor shopping centers, retail establishments, educational institutions, and more. It can be inferred that the presence of language in these environments is neither arbitrary nor random, allowing researchers to comprehend the underlying system. These linguistic messages convey information regarding societies, individuals, economies, policies, social classes, identities, multilingualism, multimodalities, representation, and other pertinent matters (Connor-Linton et al., 1990). The selection of languages for commercial signage is crucial, as these signs can enhance the value of business locations. People use language, spoken and heard, for functional and symbolic purposes. Languages have attention in the environment as words or images are displayed and exposed in public spaces, so they will be the center of attention in this rapidly growing area, referred to as the linguistic landscape. The language calls attention to researchers and scholars attempting to study and interpret its meaning, messages, purposes, and contexts. Language shapes the perception of a place; one of the mechanisms to maintain language is through the linguistic landscape. So, when there are many regional language writings in public spaces, it will be one of the markers or one way to prevent the extinction of regional languages in Indonesia. So that regional languages do not experience a shift in society.

Linguistic landscape (LL) indicates that the origins of this practice are tied to globalization, distinctiveness, and cultural identity. This phenomenon aligns with economic growth, the prominence of the English language, and the resurgence of ethnic communities that historically interacted within the

local society. The linguistic landscape relates to the study of the language texts that are present in public spaces. The selection of languages is important because these names could create value for the business.

Sari and Savitri (2021) divide the function of LL into two, namely the information function that deals with the differences in the geographical area of the population that forms the language for naming places. In other words, a language has the ability to mark and distinguish some of its speakers from other areas inhabited by other languages. In this research, the theory of Landry and Bourhis becomes a steppingstone that is able to produce and describe the form of linguistic landscape in the form of monolingual, bilingual, and multilingual. Then, the types of functions found in the LL research are informative and symbolic functions.

Supported by Puzey (2016), it explains the linguistic landscape as an interdisciplinary study of the existence of various language problems in interactions in public spaces. LL is a relatively new term in applied linguistics research, but it overlaps with other concepts such as sociolinguistics, multilingualism, language policy, cultural geography, semiotics, educational literature, and social psychology. Furthermore, the pattern of language use in LL is the use of linguistic forms with certain code forms. The code is in the form of monolingual, bilingual, or multilingual, which functions as an information marker and symbolic marker of a region or religion.

Through this, the business name is included in the use of language in written form. The existence of various languages can be used as a study using the linguistic landscape, focusing on the existing forms and functions according to the theory. A business name serves as a crucial element for a company, establishing its distinctiveness and uniqueness within its respective field. A business name is also a thing that will create recognition among customers and communication for perceiving information about their product. Movsesyan and Avetisyan (2020) also mention the importance of the name in a business, which must have represented something unique about their product. Some businesses named their company with a characteristic to define their product so that the audience or customers would understand what they serve in their company. In the early period of naming a business, some companies used foreign names following the languages of foreign owners. Business happens a lot in big cities; people tend to do business that can benefit them. One of the big cities in Indonesia with a diverse population and many foreign tourists is Bali.

As an island destination, Bali has an undeniable magnetic pull for travelers from all corners of the globe. The continuous efforts to bolster the island's tourism sector have paved the way for countless businesses to thrive, each showcasing the island's culinary treasures and breathtaking natural landscapes. Among these areas brimming with potential is Pererenan. In the dynamic Canggu region, Pererenan offers a serene escape nestled amidst lush rice paddies while remaining close to sought-after beaches like Batu Bolong. This

unique blend of tranquility and easy access to popular attractions draws a significant international crowd to its shores. Naturally, with an influx of visitors comes an increased curiosity about all that Pererenan offers, fueling a constant search for its hidden gems. The arrival of visitors from various countries has resulted in a wide range of business names that blend both international and local languages. Shops, restaurants, spas, and retail stores of all varieties often incorporate a mix of English, Italian, Spanish, and others in their signage (Ayu & Eny, 2018). This fascinating blend of languages, referred to as the linguistic landscape, directly results from globalization's influence on local businesses such as restaurants.

Restaurants provide essential services in numerous communities across the globe and serve as venues where language usage can be examined in connection with the populations they cater to. Menus are often showcased both outside and inside these establishments, rendering them valuable for analyzing linguistic landscapes (Siregar, 2021). In the realm of food marketing, advertisers and sellers play a crucial role. They employ distinctive names by merging two or more words to capture consumers' attention towards their food and beverage offerings (Maier, 2023). The amalgamation of words through shortening is referred to as portmanteau words. A brand name is intrinsically linked to the brand image. It has been investigated that various strategies are employed in the development of brand names, including the use of portmanteau (Rita et al., 2023). The blending process is an aspect of word formation within the field of linguistics. This process involves the combination of shortened forms and the merging of two distinct words. While it shares similarities with compounds, blending specifically incorporates elements of clipped words into its formation (Angelina, Riadi, & Thennoza, 2020). The process of mixing words in the linguistic field can be found in various aspects such as place names, restaurant menus, restaurant names, types of food, etc. The various types of word mixing are often found on restaurant menus, especially restaurants visited by many customers from various countries. The combination of food and beverage names is fascinating because it can attract local and foreign customers' attention.

Indeed, food and beverages are fundamental to human requirements, serving to alleviate hunger and thirst. These necessities create a substantial consumer base, prompting numerous industries to vie for customer attention in this era of globalization, particularly through food presentation, packaging, serving methods, and branding or labeling strategies (Kasamura et al., 2024). Marketers and advertisers employ various strategies to influence their consumers' brand perceptions. One significant aspect of consumer attitudes is the selection of food and beverages, which is often determined by the distinct brand or name associated with the products (Artawa et al., 2023a).

There are some studies about language landscape. The designation of a food item significantly

influences human perceptions and the intrinsic cultural values associated with the food, as exemplified by its connection to gender identities, such as those linked to masculinity or femininity (Abidin, 2021). While foods and beverages are typically viewed as mere consumables, they also signify deeper aspects such as expression, identity, values, and lifestyle. These culinary items serve as embodiments of culture, as they are integral to material culture (Pandia & Sibarani, 2022). These studies focus on menus as a form of cultural representation or language policy enforcement. Therefore, more research is needed on why restaurants choose to mix languages on menus and how code-switching serves cultural, economic, or social purposes, such as catering to bilingual populations or enhancing perceived exoticism.

As the phenomenon stated, thus this research aims to identify the languages present in restaurant menu names within the Pererenan district and Canggu and to explain the linguistic patterns and trends in restaurant menu names, including using single or multiple languages. The present research has opted to concentrate exclusively on the linguistic aspects of the names of establishments situated in the Pererenan and Canggu districts of Bali, Indonesia. This restricted focus provides an opportunity to scrutinize in detail how proprietors of establishments in this locality employ language in order to communicate with their intended demographic. Nevertheless, it is critical to recognize that this emphasis also possesses certain constraints. The research's focus on restaurant menu names may inadvertently overlook alternative modes of language expression within the district. For example, signage affixed to storefronts, menus in restaurants, or even ad hoc chalkboards featuring daily specials may all contribute to the linguistic environment of Pererenan as a whole.

METHODS

The research uses a descriptive qualitative method. The research describes or represents objective and accurate data based on facts about the data, its characteristics, and its relationship to the study. (Arikunto, 2017) defines qualitative descriptive research as research that investigates situations, conditions, events, and activities; the results are in the form of reports. Then, the researcher uses Landry and Bourhis' theory to analyze the type of language code, which will discuss the use of language varieties such as monolingual, bilingual, and multilingual forms. Then, also find the function of the linguistic landscape both as information and symbolic.

The linguistic landscape categorizes textual information found in public areas into two distinct types: top-down, which encompasses official signage, and bottom-up, which includes unofficial signage (Backhaus, 2008). Data concentrate on a bottom-up approach, particularly examining the menu signboards of restaurants, cafes, bistros, and similar establishments, which are predominantly operated by individuals or private enterprises. Considerable emphasis is given to comprehending the ways in which tourism, globalization, and multilingualism impact the linguistic preferences and personas projected by businesses in Pererenan. The research analyzes the linguistic landscape of restaurant menus in Parerenan and Canggu.

The linguistic landscape (LL) of restaurant menus in Pererenan and Canggu districts, Bali, is investigated using a mixed-methods approach, encompassing both primary and secondary data collection methods (Bergman, 2019). The research involves thorough fieldwork and direct observation in Bali's Pererenan and Canggu districts, with a comprehensive survey covering all restaurant establishments. By closely examining every aspect of the menus, the research provides a detailed understanding of the language choices used in the restaurant menus across these districts.

RESULTS AND DISCUSSIONS

In getting the data of the research, the researchers do observation. She visits some restaurants in Parerenan and Canggu and then looks at the menus. After that, she takes a picture of menus that use mixed languages. A detailed breakdown is provided in Table 1 for a more comprehensive understanding of these findings, offering insights into the specific translation methods and their implications.

Table 1 The Restaurant Menu Name at Parerenan and Canggu Districts

No	Location	Menu Name
1	Parerenan District	Kunyit Asam Tonic
		Letuuce Bakar
		Sate Platter
		Ice Roti
		Beef Rendang
		Tempe Lodeh
		King Kelapa
		Coconut Sagu Mutiara
2	Canggu District	Madu Iced Teas
		Teas Manis
		Nelayan Energy
		Samurai Soba Salad
		Nasi Goreng Pork Belly
		Ayam Padi Cryspy
		Vegan Nasi Campur
		Vegetarian Nasi Goreng
		Ayam Burger
		Indonesian Pepes Ikan

Table 1 The Restaurant Menu Name at Parerenan and
Canggu Districts (Continued)

No	Location	Menu Name
		Kampung Fried Rice
		Arak Berries
		Arak Mojito
		Arak Madu
		Arak Illusion
		Arak Blackcurrant
		Arak Flashmint
		Nasi Goreng Smile
		Mimpi Smooth Bowl

Based on Table 1, it can be seen that there are 27 total restaurant menu names found at Parerenan and Canggu Bali.

Figure 1 Indonesian and English Name 'Sate Platter'

Figure 1 shows a bilingual name between Indonesian (Bahasa) and English. This name is from Home by Chef Wayan Restaurant, especially for the lunch menu. The menu 'Sate Platter' is from Indonesian and English, where the word *sate* means satay in English. This dish consists of marinated meat that is skewered and grilled, accompanied by a sauce. The initial forms of satay can be traced back to Java, Indonesia, but it has since proliferated throughout the country, becoming a beloved national dish. Typically, Indonesian satay is presented with peanut and sweet soy sauce. Then, the word 'platter' means a large plate or tray that is usually used to serve various dishes in one place. Therefore, in this case, 'Sate Platter' means the food for lunch that consists of chicken, pork, and beef skewers, a trio of sauces.

Given the rapid and competitive growth of the culinary industry, it is essential for restaurant professionals to develop appealing menus that will draw in customers. Setyaningsih (2020) states that from the outset, menus serve as the initial introduction to a restaurant's culinary offerings for customers. The menu is the first element that patrons encounter upon entering a restaurant or when contemplating their dining options. Consequently, the naming of dishes on a menu holds significant importance for any culinary establishment (Liu & Buckingham, 2022). Engaging language, characterized by using descriptive terms that elicit favorable responses and capture interest, serves as a marketing strategy that has been shown to affect consumer decisions. Such terminology can fulfill various linguistic roles, functioning not merely to convey information but also to entice and convince potential readers or customers (Nasution & Ayuningtyas, 2020). The practice of blending, predominantly observed among Indonesians in their daily lives, encompasses various aspects, including the names of individuals as well as the names of food and beverages.
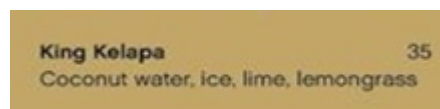

Figure 2 Indonesian and English Name 'King Kelapa'

Figure 2 shows a bilingual resto named 'King Kelapa'. It is the combination of the Indonesian language (Bahasa) with English. Literally, the word 'king' means supreme ruler of a kingdom (usually obtained as an inheritance); the person who heads and rules a nation or country: the kingdom state is ruled while '*kelapa*' in Indonesia means a palm plant that has round fruit containing fiber, shell, fruit flesh, and water. The resto name does not need grammatical rules where the words 'king' and '*kelapa*' should not be translated literally but just characterize or describe this type of food.

Concerning the methods of menu translation, three of the most commonly utilized approaches are transliteration, loan translation (also known as calque), and descriptive translation. Menu 'King Kelapa' is a type of descriptive translation. According to Artawa et al. (2023b), descriptive language involves the utilization of various general terms to express the meaning found in the source language. For instance, the term 'pecel' is translated as a traditional Javanese salad, which comprises a combination of vegetables dressed in peanut sauce, typically accompanied by steamed rice and compressed rice cake. This example illustrates the inclusion of ingredients and the visual characteristics of the dish, featuring general terms like salad, vegetable, and peanut sauce (Anggara, Supatmiwati, & Hadi, 2023). Same as the data in Figure 2 shows that 'King Kelapa' is a menu name from The Hula restaurant in Parerenan District, especially for the juice menu consisting of coconut water, ice, lime, and lemongrass.

Figure 3 Indonesian and English Name
'Kunyit Asam Tonic'

Figure 3 shows that there is a bilingual name of a traditional drink from Warung Local in Parerenan district, Bali. The word '*kunyit*' in Bahasa means *Turmeric* in English. This plant belongs to the flowering category within the ginger family, Zingiberaceae.

Annually, it is harvested for its rhizomes, with a portion reserved for propagation in the subsequent season and another portion designated for consumption. Then, the word 'asam' in Bahasa means *sour*. It is an electrolyte solution known for its characteristic properties, such as acids that have a sour taste. Meanwhile, the word 'tonic' is basically from English, meaning tonic water is a carbonated beverage containing dissolved quinine. Initially utilized as a preventive measure against malaria, contemporary tonic water typically features a considerably reduced level of quinine and is often sweetened. It is appreciated for its unique bitter taste and is commonly incorporated into mixed beverages, especially in the classic gin and tonic. In this name, 'tonic' refers to a drink made of turmeric, ginger, citrus, and honey.

A notable attitude among customers is their preference for selecting foods and beverages based on the distinct brand or name associated with the products. Pratama and Putri (2022) state that by developing engaging informational media, such platforms will attract significant attention, encouraging visitors to engage with and read the content. Although names may seem like mere language fragments, they hold substantial significance within the culinary industry. By assigning distinctive names to menu items, curiosity is piqued, prompting individuals to purchase and sample the dishes (Farahsani, Harmanto, & Nimashita, 2023). The uniqueness of a food's name and presentation significantly enhances consumer interest in purchasing it. Experts in restaurant menu design have discovered that applying principles of consumer psychology in menu creation directly influences customer buying behavior and overall revenue (Arfiawati & Nabilah, 2020). Experts have observed that naming a menu item can significantly affect a guest's perception of the dish.
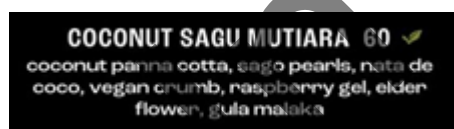

Figure 4 Indonesian and English Name 'Coconut Sagu Mutiara'

Figure 4 shows the use of the bilingual restaurant name 'Coconut Sagu Mutiara'. There are three words which consist of two languages: Indonesian and English. The name is taken from the Root Restaurant, especially for the kind of sweets menu. The word 'coconut' is in English, meaning a palm plant with round fruit containing fiber, shell, fruit flesh, and water. Then, the word 'sagu' is from Bahasa, which means a starch derived from the pith, or the softcore tissue, of several tropical palm stems, particularly those belonging to Metroxylon sagu. This starch serves as a primary dietary staple for the indigenous populations of New Guinea and the Maluku Islands, where it is referred to as *saksak, rabia*, and *sagu*. After that, the word 'Mutiara' is from Bahasa, which means

'pearl' in English. The literal definition of 'mutiara' is the pearl, but in this case, 'mutiara' is not the real pearl from oysters because it refers to sago. Sago is a starch extracted from the pith of sago palm trees. Sago is used in various traditional dishes and sago-based desserts. When cooked, sago has a chewy texture and is often used as a thickening agent in soups, sauces, or puddings. It looks white and clean, so it can be described as 'mutiara'. The menu 'Coconut Sagu Mutiara' refers to a sweet beverage consisting of coconut panna cotta, sago pearls, nata de coco, vegan crumb, raspberry gel, elderflower, and Malaka sugar.

The data in Figure 4 is the combination of ingredients and personal names. The ingredients are 'coconut' and 'sagu' while the personal name made by the restaurant was 'mutiara'. According to Putra, Subanti, and Riadi (2024), food can be designated in various manners, primarily influenced by two key factors: the identification of their principal ingredients and the methods of preparation employed. Subsequently, additional descriptors, including geographical or personal names, may be included. The menu serves as a medium for facilitating direct interaction between customers and staff (Chemah et al., 2019). By engaging directly with customers, they can create a favorable impression that encourages repeat visits. The menu serves as a reflection of the restaurant's character. Additionally, it encompasses communication, offers concrete proof, and facilitates sales. The menu is available in multiple languages, including a translated version, to cater to a broader audience.

Figure 5 Indonesian and English Name 'Ice Roti'

Figure 5 shows bilingual language from the restaurant menu 'Ice Roti'. The word 'ice' means frozen water or rock water, which has been frozen into a solid form. Then, the word 'roti' means a fundamental food item made from a mixture of flour and water, typically cooked through the baking process. This is the dinner menu from Home Restaurant in the Parerenan district. It is a kind of literal translation. A literal translation, also known as a direct or word-for-word translation, involves translating a text by converting each individual word without considering the contextual usage of those words within phrases or sentences. This approach lets the customer comprehend the menu through a straightforward translation, minimizing potential confusion.

Globalization is changing the world, including the business world, along with the rapid advancement of technology. The English language heavily influences the modern corporate market. English is widely used for international business, marketing, and trade. By utilizing English on menus, for example,

businesses can increase the value of the information they provide to customers. Businesses can also benefit from globalization by choosing a larger or more universal market. According to Huang (2023), English has 1.2 billion users worldwide, making it the most widely spoken language globally. As a result, English automatically overtakes other languages as the language of business. From the discussion of language, the topic can be expanded to translation. Because language and translation are intertwined, a good understanding of language is the key to accurate and effective translation (Riecher, 2019). Translation involves the process of transforming written or spoken language from one format to another, usually from one language to a different one. The translation method pertains to the particular techniques employed to convert terms from the source language into the target language (Bing & Hlavac, 2023).

Figure 6 Indonesian and English Name 'Nasi Goreng Smile'

Figure 6 shows a bilingual name between Indonesian (Bahasa) and English. The word' nasi goreng' is from Indonesian (Bahasa), and 'smile' is from the English sign language, meaning joy and happiness. This is a good combination of languages to reach target consumers from abroad and Indonesia who come to Bali, especially Canggu. The word' nasi goreng' is very familiar to Indonesians; they will definitely know without seeing the picture, but this restaurant still shows a picture of 'nasi goreng' because they will also reach target consumers abroad, so there is the word 'smile' to attract consumers. The menu also explains what is in the nasi goreng dish, namely, using English so that tourists will understand even though they do not understand the meaning of 'nasi goreng'. The menu explains that 'Nasi Goreng Smile' is a food that contains stir-fried rice with vegetables, squid, and shrimp, served with pickles, fried eggs, fried chicken, and crackers.

The integration of multiple languages to stimulate audience curiosity is a compelling approach. This intrigue can motivate individuals to explore the essence of the business and gain insights into the local language. The menu also indirectly introduces the local language to tourists that one of Indonesia's typical foods is nasi goreng. As stated by Sari, Martiwi, and Nisa (2021), the combination of Indonesian and English is very good for attracting foreign and local consumers, so it will be very profitable for sellers.

With the combination of languages, it will be easy for consumers to clearly know the menu at the restaurant.
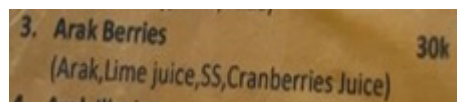

Figure 7 Balinese and English Name 'Arak Berries'

Figure 7 shows bilingual sign language between Balinese and English. The word 'arak' is familiar to people who live in Bali, even though Indonesians also know it. The word '*berries*' is from English, meaning the berry fruit. *Arak* is made from fermented coconut sap, sugar cane, grains, or fruit, depending on the country or region of origin. *Arak* is quite popular in Indonesia. In fact, one type, namely Balinese *arak*, is considered legal and can be used as a typical Balinese souvenir. Balinese *arak* is a type of drink that is very typical of Balinese culture. Its existence is not only as a drink to warm the body but also as part of a means of religious ceremonies. In addition, Balinese *arak* is also known as one of the interesting souvenirs. Combining these two types of languages will make local Balinese people feel prouder and can introduce the name '*arak*' to tourists; even though tourists are very familiar with alcoholic drinks, but the name '*arak*' is a new name for alcohol for them. Meanwhile, 'berries' are fruits in various colors, both purple and red, with an average size that is small and slightly chewy.

A language style that combines local identity with English is beneficial for sales in the restaurant business. It is supported by Susianti and Ni Wayan (2023) that Bali is a place where many foreigners from various countries visit. Therefore, the language used in the food or drink menu must characterize the menu. With a combination of local languages, Balinese people will be proud to introduce the name to tourists.

Figure 8 Indonesian and English Name 'Kampung Fried Rice'

Figure 8 shows the bilingual sign that one of the restaurant menu names from Rice Republic Restaurant is 'Kampung Fried Rice'. The word '*kampung*' is Indonesian, which means a place of residence since birth, and 'fried rice' is English, which means 'nasi goreng'. This restaurant has many Fried Rice menus, but all use only one language. Combining the local language with English makes consumers feel closer and know the culture, like the '*kampung*' language, which will make local residents remember their childhood or even love their hometown very much.

The word 'Kampung Fried Rice', which literally means 'Nasi Goreng Kampung', will be interesting to display because it will make consumers interested in trying it. It is in line with research from Purnanto et al. (2021) that combining foreign languages with local languages will make consumers interested in trying the food menu. Furthermore, the combination of languages on the menu in the restaurant is one of the language styles that can be a learning experience for both tourists and Indonesians because they will understand both languages. Integrating the local language alongside the international language in restaurant menus appears to be a strategic approach to both promote and sustain the presence of the local language (Pratiwi, Susilawati, & Sukmawan, 2021). Placing the local language in the adjectival position will enable them to assume a primary and central role in capturing the attention of public audiences (Suprastayasa & Rastitiati, 2023). The introduction and preservation of the local language can be effectively achieved by ensuring it receives the appropriate level of exposure.
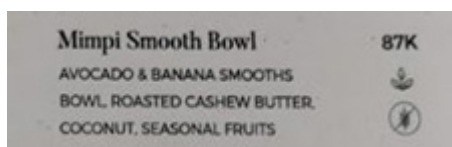

Figure 9 Indonesian and English Name
'Mimpi Smooth Bowl'

Figure 9 shows a restaurant menu, '*Mimpi* Smooth Bowl'. It is a combination of Bahasa and English. The word 'mimpi' is in Indonesian, which means a subconscious experience involving sight, hearing, thoughts, feelings, or senses during sleep. 'Smooth' in this menu means the thick, blended beverages made from a combination of ingredients, typically including fruits, vegetables, yogurt, milk, juice, or plant-based alternatives, while 'bowl' in English means a semicircular shaped tool made of porcelain, stone, plastic, metal, or glass. Therefore, the combination of two languages as a language style attracts consumers to try the menu at the restaurant, which is a food placed in a bowl containing avocado and banana mixed with butter, coconut, and seasonal fruits.

The word '*mimpi*' is rarely used for types of food or drinks because the word is not used to describe food or drink. However, when a restaurant uses the word '*mimpi*', it will attract consumers to try the type of drink. In this case, the 'Mimpi Smooth Bowl' menu is a type of brunch food at a restaurant in Canggu, Bali. Combining these words will make people interested because the word '*mimpi*' will make foreign tourists wonder what type of food they will order. Research from Budiasningrum et al. (2023) states that trying any language style is not a problem as long as the language used still makes sense because this can attract consumers to be more curious to try the menu.

Furthermore, the culinary industry has experienced rapid and competitive growth, necessitating targeted strategies to draw in customers (Ningsih et al., 2021). The names of dishes that patrons encounter directly in restaurants or cafes ought to be appealing and compelling, as they serve as a form of indirect marketing (Pratama et al., 2023).
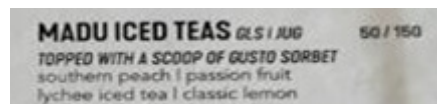

Figure 10 Indonesian and English Name 'Madu Iced Teas'

Figure 10 shows the restaurant name menu 'Madu Iced Teas' from Canggu district, Bali. It is a combination of Bahasa and English language. The word '*madu*', usually called 'honey' in English, means a thick and sweet substance produced by various species of bees, with honey bees being the most recognized among them. This substance is created and stored to provide sustenance for bee colonies. The process involves bees collecting and subsequently processing the sugary excretions from plants, mainly floral nectar, as well as the secretions from other insects, such as the honeydew produced by aphids. Then, the word 'iced' in English means frozen water, which refers to water that has transitioned into a solid state due to low temperatures. Meanwhile, the word 'teas' means a fragrant drink created by infusing cured or fresh leaves of Camellia sinensis with hot or boiling water.

Table 2 The Total Restaurant Menu Name
at Parerenan and Canggu Districts

No	Location	Total
1	Parerenan District	8
2	Canggu District	19
Total		**27**

Food naming is fundamentally derived from a specific element of the linguistic unit that constitutes the food's name without considering other linguistic units. In this case, the restaurant menu name is the owner's decision without considering any linguistic rules. The name of the restaurant menu is free to be created as long as it still characterizes the food or drink itself. As stated by Liu (2017), giving a name to a restaurant's menu is free as long as it does not use harsh words or offend other cultures. As long as the name characterizes the type of food or drink provided, then it will not be a problem. Liu (2017) has also said that customers usually use translation methods to recognize and understand the meaning of textual content on cafe menus published in English to prevent customer confusion. Food and beverages have different

language display approaches, even if translating them is challenging. As a result of translation, there is a growing convergence of cultural interactions. The data was taken from observation. It is clearly displayed in Table 2.

CONCLUSIONS

Based on the research results, 27 restaurant menu names exist in the Parerenan and Canggu districts. These restaurant menu names use a mixture of local and international languages, namely Indonesian and English. A restaurant menu also uses a mixture of the local languages (Balinese) and English. Combining these languages is a good strategy for a restaurant to attract customers. Naming must represent something. Some restaurant menu names have their own language usage characteristics. Restaurant menu names in Parerenan and Canggu are influenced by globalization; for example, naming restaurant menus in English reflects universality and modernity. Combining foreign and local languages will interest consumers in trying the food menu. Moreover, the combination of languages on the menu in the restaurant is one of the language styles that can be a learning experience for both tourists and Indonesians because they will understand both languages. Integrating the local language alongside the international language in restaurant menus appears to be a strategic approach to both promote and sustain the presence of the local language. Placing the local language in the adjectival position will enable them to assume a primary and central role in capturing the attention of public audiences.

A limitation of this research is that it concentrates solely on the language used in restaurant menus, potentially overlooking other important linguistic elements in the broader linguistic landscape, such as signage, advertisements, or digital media within the same area. This narrow focus may limit the understanding of language use in the community as a whole. While the research examines language choices, it may not sufficiently account for various sociolinguistic factors, such as the backgrounds of restaurant owners, staff, and customers or the influence of tourists versus locals. These factors could significantly affect language use but may not be fully addressed in the current research.

It is advisable for future research to delve deeper into the analysis of linguistic landscapes across a variety of contexts, expanding beyond traditional literary perspectives. This could involve exploring different types of environments and objects, such as public spaces, commercial settings, digital platforms, or other social domains where language is used. By examining diverse contexts, researchers can gain a more comprehensive understanding of how language functions in different settings, the factors influencing language choice, and the sociocultural implications of linguistic practices. This broader approach could help uncover patterns and variations in language use that are not apparent when focusing solely on literary or singular perspectives.

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