

## ABSTRACT

**Prihartini, Nur Dini.** 2023. *Linguistic Landscape Analysis On Coffee Shop Signboard In Kota Probolinggo*. Thesis, English Language Department, Faculty of Letters and Philosophy of Panca Marga University. The advisors are (1) Sri Andayani S.S., M.Hum. and (2) Indra Tjahyadi S.S., M.Hum.

This research is about linguistic landscape in Coffee Shop Signboard in Kota Probolinggo. The objective of this study is to describe the language varieties that are used at coffee shop signboard in Kota Probolinggo and the function of the Coffee Shop Signboards in Kota Probolinggo. This research uses Linguistic Landscape theory by Landry and Bourhis (1997) to analyze. The function of this analysis of the study is informational function.

This research is included in qualitative method. The design of this research is descriptive qualitative. It is chosen because relevant with objective to the study. The data of this research is cafe's name. The data source of this research is the name of coffee shop in Kota Probolinggo, utterance from the informant, and library study from any literature especially dictionary. The data collection methods that used in this research is observation to the cafe, then analyze based on library study (include book, article, and dictionary), and validate the analysis by interview (some of coffee shop owners). The data analysis method that uses is identity method which is method that use tools analyze from outside of language part.

This research finds that Indonesian is dominant as cafe's name. It is because Indonesian is easier to understand than foreign language and local language in spoken and written. English is the second language that is used. The mother tongue of Kota Probolinggo society that is Madurese is rarely used. Javanese that is used in cafe's name is in two type includes monolingual and bilingual (Indonesian-Javanese). On the other hand, there is foreign language namely Portuguese, Spanish, Greek and there is bilingual Indonesian and English. The function of signboard is as identity, promotion media, and area marker of coffee shop.

**Key words:** Linguistic Landscape, Coffee Shop, Signboard, Kota Probolinggo