

CHAPTER IV

ANALYSIS AND FINDINGS

4.1 Analysis

Coffee shop is a shop that serves coffee and various types of hot or cold drinks. The coffee shop is known as a cafe. There are twenty three cafes in Kota Probolinggo. The cafes are spread across three districts, namely Kanigaran, Mayangan, and Kademangan. This is because the city center is in Kanigaran and Mayangan Districts. There is only one cafe in Kademangan District, namely *Putri Lingga Coffee & Roustery*.

The visual appearance of cafes in the Kota Probolinggo is also different. Several cafes are buildings equipped with aesthetic photo spots. This is because visitors like to take their moments while enjoying coffee that has been ordered. In addition, cafe visitors are also social drinkers. Social drinkers are those who come to visit coffee shops because the cafe that they are visiting is currently viral or invited by friends. So, they come to some coffee shops not to enjoy coffee and they are not part of the coffee lovers.

The existence of coffee shops in Kota Probolinggo is increasing and growing. This is evidenced by the existence of new cafes in recent times, for example *Luwih Cafe* which is located at Dr. Sutomo Street No. 49 City of Probolinggo and *Pesenkopi* in Suroyo street. The design of cafes in the Kota Probolinggo is also aesthetically pleasing according to the theme carried by each cafe. One of the themes that were carried out was Spain, where the buildings were

white, namely *Colabora*. The other thing on coffee shop, signboard that is placed or written by cafe owner is also diverse. Every cafe in the Kota Probolinggo has a signboard.

4.1.1 Analysis Language Varieties

The use of language in the name of a coffee shop or cafe in Kota Probolinggo is varied. The diversity of languages that appear in the public space is called language varieties. Analysis of language varieties is an explanation of the languages used. The explanation includes search types of language (common reason or specific reason) and the factors of language used. In addition, the identity of a cafe is also explained including the cafe owner, location and time of the cafe was founded.

There are twenty three coffee shops in Kota Probolinggo as a data of this research:

1. *Colabora*

Colabora coffee and burger bar is open since January 20, 2022. This cafe is on Dr. Sutomo street, Tisnonegaran, Kecamatan Kanigaran. The cafe is opened everyday at 09.00-21.45 WIB on Sunday until Thursday, 13.00-22.45 WIB on Friday, and 09.00-22.45 WIB on Saturday. The owner of this cafe is Steve. He lives in Kota Probolinggo especially in the next to cafe. He is Chinese.

Colabora cafe has vision and mission. The vision is become the best cafe brand by prioritizing product service quality and a comfortable and clean with international standards. The mission is presenting and introducing quality domestic and foreign coffee that can be enjoyed by coffee lovers; become a cafe brand with the best special milk coffee tea; serving modern food and drinks that

are liked by customers; and become a cafe brand with the best coffee and burger bar concept in Probolinggo.

The cafe is born from two cafes namely PIC (Partner in Crime) cafe and *warung nikita*. The area of *Colabora* is *Warung Nikita* since 1994. The shop is ice corner and there is some food to. The logo of the cafe is milk cow. It is because milk as a material of third drinks. On the other hand, PIC is located in Hos cokroaminoto street Kecamatan Kanigaran that was sell coffee as a main menu. That cafe is closed now. Both cafe collaborate into one cafe namely *Colabora*. That is related to Creative team namely Kevin on statement below when interview in the cafe:

Iya dan memang juga kebetulan.. apa.. dikasi nama Colabora ini karena sebelumnya ada gabungan antara PIC yang ada di Cokro sama cafe kita ini jadi satu, namanya Colabora, jadi berkolaborasi (interview, February 22, 2023).

Yes, and it's also a coincidence.. what.. The name *Colabora* was given because previously there was a combination of the PIC in Cokro and this cafe into one, called *Colabora*, so they collaborated (interview, February 22, 2023).

The name of this cafe is from Spanish. There is picture of this cafe signboard:



Picture 4. 1 *Colabora* Signboard
(Source: Private Doc.)

The concept of cafe building is white color. The creative team assumes if Spanish being a country that identical with white color. On the other hand, Spanish is aesthetic than the other language with the same meaning. The analysis based on creative team of *Colabora*'s statement:

gak ada. Colabora sendiri itu dari Bahasa Spanyol. Colabora yang artinya berkolaborasi atau bekerja sama. Artinya itu. Terus dia juga ada slogannya sendiri Colabora itu "Ora et Labora".... Eeeee pakai bahasa Spanyol sendiri sih karena awalnya itu emang secara kebetulan aja sih, kebetulan juga mengusung kayak estetik, kata estetik lah, karena putih-putih gitu kan. Spanyol kan kayak kadang bangunan-bangunannya warna putih lah gitu (interview, February 22, 2023).

Nothing. *Colabora* itself is from Spanish. *Colabora* which is means collaboration or work together. That is the meaning. Then it also has its own catchphrase that is "*Ora et Labora*".... Eeeee, I used the Spanish language, because at first it was just a coincidence, it just happened to have something like aesthetics, the word aesthetic, because it's white, isn't it? Spanish sometimes has white buildings (interview, February 22, 2023).

The name is unique and generally different with the other cafe in Kota Probolinggo. According to Spanish-English dictionary *Colabora* means collaborates; collaborate and cooperate as verb (Eflasoft, 2016). Simply, *Colabora* is same like collaboration in English. The word is chosen because of the history of cafe which is collaboration of two cafes.

2. *Luwih* Cafe

Luwih cafe is located at Dr. Sutomo street No.49, Tisnonegaran, Kecamatan Kanigaran. This cafe is opened on December 12, 2022. The cafe is opened everyday at 11.00-21.00 WIB on Monday until Thursday and 11.00-22.00 WIB on Friday until Sunday. The owner is Chinese and they live in Kota Probolinggo too. This cafe is in the south of *Colabora* cafe. The building of this

cafe is old dutch building. The theme of this cafe is classic. The owner makes over the place, but the building structure is stay old mode (dutch home). That is same like supervisor's statement namely Wildan below:

biar kelihatan klasik aja.... inikan temanya juga jaman dulu kan, rumah belanda.... Kebetulan bekasnya.. tempat ini kan dulunya rumah Belanda jadi konsep nya rumah-rumah pas jaman.. jaman era-era kuno (interview, February 22, 2023).

Just it is look classic.... This is the old theme, right, Dutch house.... Coincidentally, this place used to be a Dutch house, so the concept was for houses in the old era... the old era (interview, February 22, 2023).

The facility is modern like the sofas, lamps, chairs, the place more comfort, and the menus are varied from some drink like coffee, appetizer, main course, and dessert with beautiful plating. It is because the owner has renovated but has not changed the shape of the building. The structure of building is dutch home but the facilities, decorations, and furniture is modern. That is make the building have high aesthetic value.

The name of this cafe is “*Luwih*”. The word is Javanese. There is picture of *Luwih* cafe signboard:



Picture 4. 2 *Luwih* Cafe Signboard
(Source: Private Doc.)

The language is chosen because the owner mother tongue is Javanese. According to Javanese-Indonesian dictionary, *Luwih* classified as *Ngoko* (Jasa Edukasi, 2018; Krisnanto, 2020). *Ngoko* is a dialect of Javanese that is used in speaking to inferiors or equal. *Luwih* is something more than usual which is similar like special. The message that is to be conveyed from the owner is the place more than cafe in general. This place has many special menu which is that is rarely found on the other. In addition, the menus found in other cafes but the way of serving is different. It known by the supervisor's statement below:

Jadi sama yang punya itu dinamai *Luwih* cafe intinya itu kan lebih. Lebih itu kan.. apa ya kan kalo kafe kan cuma jualan minuman sama snack makanan ringan kalo disini kan ada makan beratnya juga jadi lebih dari kafe lainnya (interview, February 22, 2023).

So the owner use words Luwih Cafe as the name of this cafe, in essence, it's more. It is more, isn't it... if the cafe only sells drinks and snacks and this cafe serve main course too in the menu, so it is more than other cafes (interview, February 22, 2023).

The word "cafe" is used to inform if the place is classified as cafe. It is because the menu variations are complete, the place is wide, and there are many facilities.

3. *Uyah Gulo* Coffee & Eatery

Uyah Gulo Coffee & Eatery is opened since January 9, 2020. This cafe is located at Teuku Umar street no.7 Mangunharjo, Kecamatan Mayangan. But, on April 2, 2021 this cafe move to Panglima Sudirman street No.42, Tisnonegaran, Kecamatan Kanigaran. The cafe is in the same place with Orchid Vape. The cafe is opened at 11.00-22.00 WIB on Tuesday until Sunday. This cafe is closed on Monday. The owner of this cafe is Ike Arista M. She is thirty four years old. She lives in Kota Probolinggo. The cafe design is simple but there is variation of

wallpaper as a background. The menu are coffee, signature beverage, steak, pasta, Korean grill & suki, dessert, snack, and home cooking like fried rice.

The name of this cafe is “*Uyah Gulo*”. The words are Javanese. There is picture of this coffee shop signboard:



Picture 4. 3 *Uyah Gulo* Coffee & Eatery Signboard
(Source: Private Doc.)

According to Javanese-Indonesian dictionary, *Uyah Gulo* classified as *Ngoko* (Jasa Edukasi, 2018; Krisnanto, 2020). *Uyah* is salt. *Gulo* is the way to pronounce *gula* in Javanese. *Gula* is sugar. The language is chosen because the owner and Kota Probolinggo society mother tongue is Javanese and they use language in daily life. So, the word is easy to read and remember. There is message that is to be conveyed from the owner which is the place serve some food that used salt and sugar and in daily life people cook use the both materials. Salt gives salty taste and sugar gives sweet taste, so the taste of food is balanced. The words “coffee & eatery” is used to inform if the place is in the middle of resto/ bistro and *warung*. The name is used to minimize tax bill.

4. *Benoa*

Benoa coffee and tea is located at Panglima Sudirman street No. 67, Tisnonegaran, Kecamatan Kanigaran. The cafe is opened since August 22, 2022. The rate price of coffee in this cafe is Rp 8.000,- until Rp 10.000,- for small size and Rp. 10.000,- until Rp. 13.000,- for medium size. The cafe is opened everyday at 07.00-21.00. This cafe offers take-away system for costumers. It is because there is no more chairs for consumer, there is just two chairs in front of the cart. The barista served coffee in the cart and the cafe used glass as a limitation with consumer. The consumer can press the bell than the barista swipe the glass. This coffee shop is also not available in several food delivery applications like *gojek* or *gofood*.

The name of this coffee shop is “*Benoa*”. The word is Indonesian. There is picture of this signboard:



Picture 4. 4 *Benoa* Signboard
(Source: Private Doc.)

The word *Benoa* is taken from *benua* in Indonesian. According to *Kamus Besar Bahasa Indonesia (KBBI)* *benua* is *bagian bumi yang berupa tanah atau daratan yang sangat luas* (Badan Bahasa & Kemendikbud, 2016). This meaning is not

message from the owner, but the word used because the location is beside of *Panca Benua* ATK which is old shop there. So, there is no other reason for word used.

5. *Belikopi*

Belikopi is a local Indonesian brand that sells a wide selection of coffee and non-coffee menus as the main menu. This cafe also offers a variety of toast with various types of toppings. On March 7 2023, this cafe has 120 outlets in Indonesia. In Kota Probolinggo, *Belikopi* is located at Basuki Rahmad street No.47, Mangunharjo, Kecamatan Kanigaran and Hos Cokroaminoto street No.56, Kebonsari Kulon, Kecamatan Kanigaran. The cafe is opened since February 25, 2023 in Mangunharjo. The cafe is opened everyday at 08.00-22.00 WIB. The interior design of this cafe is industrial minimalist in all outlets, giving it a comfortable and modern.

The brand name of this coffee shop is “*Belikopi*”. The word is Indonesian with two words but the written on signboard without space. It is because aesthetic goal. There is picture of this cafe signboard:



Picture 4. 5 *Belikopi* Signboard
(Source: Private Doc.)

According to *Kamus Besar Bahasa Indonesia (KBBI)* *beli* is *memperoleh sesuatu dengan membayar sejumlah uang atau menukar dengan benda lain*. It means *beli* is process of transaction to get something (Badan Bahasa & Kemendikbud, 2016). The words “*beli*” is tool as persuasive word to the target market. The word “*Kopi*” is used to inform of the main menu of this coffee shop. The language used because the target market is Indonesian teenagers around the place and not all of teenager knows English.

6. Sure Coffee & Toast

Sure cafe and toast is located at Hos Cokroaminoto street No.72, Kanigaran, Kecamatan Kanigaran. This cafe is opened since August 2, 2021. The cafe is opened everyday at 08.00-21.00 WIB. The cafe has two floors. The cafe design is simple but there is photobooth in the both floors which is displayed the name of this cafe as a background. The menu that familiar with this cafe is coffee and the other non-coffee drinks.

The brand name of this is “sure”. The word is English. There is picture of this cafe signboard:



Picture 4. 6 Sure Coffee & Toast Signboard
(Source: Private Doc.)

According to Oxford Dictionary, sure means confident that you know or that you are right; certain that you will receive (MobiSystems.com, 2013; Star Software Indonesia PT, 2019). The message is the owner want to convey if the place serve coffee & toast and the taste of menu are sure delicious. The cafe is confident with their menu. The language used because the language being a global especially to the teenager as target market. The words “coffee & toast” is used to inform of the main menu of this cafe.

7. *Bro* Cafee & More

Bro Cafee & More is located at Hos Cokroaminoto street No.8, Kanigaran, Kecamatan Kanigaran. This cafe is opened since January 1, 2022. The cafe is opened everyday at 13.00-22.00 WIB and special on Sunday at 10.00-22.00 WIB. The cafe has two floors. The cafe design is aesthetic and there is photobooth in the both floors. The menu of this cafe is varied, like French fries, *otak-otak*, *tahu walik* and the star menu is coffee with art coffee plating and chicken.

The name of this cafe is “*Bro*”. The word is Indonesian. There is picture of this cafe signboard:



Picture 4. 7 *Bro* Cafee & More Signboard
(Source: Private Doc.)

The word is not in *Kamus Besar Bahasa Indonesia (KBBI)*. It is because the word is same like slang in English. The word just used in informal. The word “*Bro*” is popular in Indonesia as one of greeting. It used to greet other people with equal age or equal degree. Then word “*cafee & more*” is used to inform if the place is more than cafe, but there is a worst written on the signboard because double e. There are many menus that can be enjoyed and the place is also very comfortable. The language is chosen because as a tool to greets the target market.

8. *Cactus Kofie*

Cactus Kofie is located at Suroyo street No.35, Tisnonegaran, Kecamatan Kanigaran. The owner of this cafe is chinese. The cafe is opened since May 20, 2021. The rate price of coffee in this cafe is Rp 13.000,- until Rp 24.000,-. The cafe is opened everyday at 07.00-21.00 WIB on Sunday until Friday and 10.00-22.00 WIB on Saturday. This cafe has glass walls on the west and north sides, so people who pass Imam Bonjol and Suroyo street will notice this cafe. This cafe provides two types of rooms, namely indoor and outdoor. The name of this cafe is “*Cactus*”. The word is English. There is picture of this signboard below:



Picture 4. 8 *Cactus Kofie* Signboard
(Source: Private Doc.)

According to Oxford Dictionary, cactus means plant that grows in hot dry regions (MobiSystems.com, 2013; Star Software Indonesia PT, 2019). Hopefully the cafe can survive and develop for a long time even there is a problem. The word “*Kofie*” is combination of coffee and cafe. The owner put two words together and they modify the word. The language used because the target market of this cafe is not just local community but the foreigner too.

9. *Omah Kopi & Pecel Blitar Buk Na*

Omah Kopi & Pecel Blitar Buk Na is located on Gang Sawung Galing, Tisnonegaran, Kecamatan Kanigaran. The cafe is opened everyday at 06.00-13.00 WIB. The majority of consumer is an adult who is finished their work like teacher, sales, and mother who is hasn't time to cooking. This coffee shop is in cart, but there are facilities for consumer who can enjoy the coffee in this cafe like chairs, table, photobooth, and wifi. This cafe offers semi-outdoor place. That is same with the main food namely *Pecel Blitar*, the cart in the side of coffee cart.

The name brand of this coffee shop is “*Omah Kopi Buk Na*”. The words are Indonesian-Javanese. There is picture of this cafe signboard in public space:



Picture 4. 9 *Omah Kopi & Pecel Blitar Buk Na* Signboard
(Source: Private Doc.)

According to Javanese-Indonesian dictionary, *Omah* is *rumah* (home in English) and that is classified as *Ngoko* (Jasa Edukasi, 2018; Krisnanto, 2020). According to *Kamus Besar Bahasa Indonesia (KBBI)* *Kopi* is *minuman yang bahannya serbuk Kopi* (Badan Bahasa & Kemendikbud, 2016). *Buk* is taken from *embok* in Javanese. The word used because the owner wants customer enjoy with the menu same like in the home with mother's food and drink. The third words are *ngoko* dialect. *Na* is the name of owner. The language is chosen because the owner and Kota Probolinggo society mother tongue is Javanese. The words "Pecel Blitar" is used to inform if the place serve Pecel Blitar too as a main course.

10. *J'bing Cafe & Resto*

J'bing Cafe & Resto is located at Basuki Rahmad street No.9, Mangunharjo, Kecamatan Mayangan. The owner of this cafe is Madurese. The cafe is opened since May 2, 2020. The rate price of coffee in this cafe is Rp 10.000,- until Rp 18.000,-. There are others menu of this cafe include appetizer, main course, and dessert. The cafe is opened everyday at 09.00-23.00 WIB. This cafe has two floors. This cafe provides two types of rooms, namely indoor as VIP room and semi-outdoor.

The name of this cafe is "*J'bing*". The word is Madurese. *J'bing* is calling for niece in madurese. Niece means for girls. The word is chosen because the owners have some daughter, there is no son. The language used is because the owner is from Madura. On the other hand, the owner assumes if majority the name of cafe is English language, so *J'bing* being a something different than the other cafe.

There is picture of signboard:



Picture 4. 10 *J'bing* Cafe & Resto Signboard
(Source: Private Doc.)

The words “cafe & resto” is used because the place assumed as cafe and restaurant. It is because the consumer dominant group of tourist because the place have collaboration with travel agent. So, the majority of consumer is a group who is tour in Probolinggo or past this cafe by bus. On the other hand, there are local people as a target market too.

11. *Quatro* Coffee & Eatery

Quatro Coffee & Eatery is opened since September 15, 2021. The address of this cafe is at Panglima Sudirman street No.237, Jati, Kecamatan Mayangan. The cafe is opened everyday at 09.00-22.00 WIB. The owner of this cafe is Prayoga Hardian as the owner of the holding company PO Akas IV. The cafe is comfort place to do some work, sharing with friend or just enjoy the day with some food and drink especially coffee. The menu of coffee is varied and served in hot or iced. In the indoor area is no smoking. So, the consumer feels safe because there is no cigarette smoke. There is a special outdoor area for consumers who smoke.

The location of this cafe is in the west of PO Akas IV's garage and next to it is a hotel. The name of this coffee shop is “*Quatro*”. The word is Portuguese. There is picture of *quatro* coffee shop signboard in public space:



Picture 4. 11 *Quatro* Coffee & Eatery Signboard
(Source: Private Doc.)

According to Oxford Essential Portuguesia *Quatro* means four (Star Software Indonesia PT, 2019). It is because the location of cafe is in the west of fourth Bus Akaz parking area. The analysis is based on Barista’s statement below:

Eh empat, iya empat.... Iya, empat artinya.... Karena memang lokasinya ada disebelah parkir bus Akas yang keempat, ini disebelah sini ini mbak.... Iya, sebelah timur sini lokasinya, ya makanya kafe ini dikasi nama Quatro, artinya empat (interview, February 19, 2023).

Eh four, yes four.... Yes, the meaning is four.... Because the location is next to the fourth Akas bus parking, it's right here, sis.... Yes, in the east of here is the location, so that's why this cafe is called *Quatro*, which means four (interview, February 19, 2023)

The “coffee & eatery” written in the signboard as information media if the cafe sell coffee and some food.

12. Barrel Coffee Garage

The cafe use truck on October 2019. The coffee is served by barista in food truck. Then on May 2020, Barrel coffee garage have a building. Barrel coffee garage is located at Mt. Haryono street No.10, Jati, Kecamatan Mayangan. The cafe is opened everyday at 11.00-23.00 WIB. The rate price of coffee is Rp. 8.000,- until Rp. 17.000,-. The owner of this cafe is in twenty seven years old. The name is Dani. He lives in the same address with this cafe.

The name of this coffee shop is Barrel. The word is English. There is barrel coffee garage signboard in public space:



Picture 4. 12 Barrel Coffee Garage Signboard
(Source: Private Doc.)

According to oxford dictionary, barrel is round container for liquids (MobiSystems.com, 2013). The used of the word because the owner thinks if the function of barrel is similar to this cafe because this cafe produces semi-finished ingredients to the ready for consumption. The product of it has high value than before process. It is the same as the barrel used as a place for fermentation in the manufacture of whiskey and wine. That is related to the owner statement below:

Dia itu tempat yang dimana disitu untuk memproses seperti whiskey, wine.... Karena filosofi nya itu kita diambil sebuah proses dari barang setengah jadi, menjadi barang siap konsumsi karena value nya jauh lebih tinggi, itu saja filosofinya (interview, February 23, 2023).

It is a place where is there to process such as whiskey, wine.... Because of the philosophy, we take a process from semi-finished materials to ready-to-consume because the value is higher, that's all the philosophy (interview, February 23, 2023).

The ornaments in this cafe tend to use a lot of wood which is the material of barrel is wood too. There is the owner statement that is contained the topic:

Tong kan banyak jenis nya juga ada yang dari plastik, ada yang dari besi, drem itu ya, kalo barel itu cenderung dengan kayu yang untuk fermentasi dan juga dari sisi konsep tempatnya karna nama barel itu indentik dengan bahannya ya kayu. Makanya juga ornamennya, konsep tempatnya ada kayu, rumput (interview, February 23, 2023).

There are many types of barrels, some are made of plastic, some are made of iron, something like *drem*, yes, the barrels tend to be wood for fermentation and also from a concept point of view, the place is because the name of the barrel is identical with the material, yes, wood. That's why the ornaments, the concept of the place is wood also, grass (interview, February 23, 2023).

The words “coffee garage” is used because at the first menu is just coffee.

Then the place is a backyard that used as garage of some car because of his father’s hobby to collect some cars for example jeep. So, the messages that want to convey by the owner is history of the place. The owner emphasize his statement which is repeat his statement. It can be known by owner of this cafe statement below:

eeee sebelumnya konsepnya memang Kopi. Terus garage itu karena disini tempat ini sebelumnya garasi rumah. Garasi rumah, ada mobil-mobil jeep, kebetulan ayah juga hobi.... iya, jadi ya seperti bengkel sudah disini, ditempati mobil-mobil, makanya kenapa ada kata coffee garage (interview, February 23, 2023).

eee previously the concept was indeed coffee. Then the garage is because this place was previously a house garage. Home garage, there are jeep cars, coincidentally that is my father's hobby.... yes, so it is look like the machine shop, occupied by cars, that's why there is the word coffee garage (interview, February 23, 2023).

13. *Pinuskopi*

Pinuskopi is opened since December, 2018. This cafe is one of oldest cafe in Kota Probolinggo. The address of this cafe is at Wr. Supratman street No. 28A, Jati, Kecamatan Mayangan. The cafe is opened everyday at 11.00-22.00 WIB. The consumers can enjoy their snack and drink especially coffee. The menu of coffee is varied and served in hot or iced. The cafe has three type of area namely indoor, semi-outdoor and outdoor with classic concept because of old building. In the indoor area is no smoking. So, they can smoke in semi-outdoor and outdoor area which is in the side and in front of the room. The coffee beans also placed in front of cashier table on glass jar with the name of each coffee.

The name or brand of the coffee is "*pinus*". The word is Indonesian. There is picture of *Pinuskopi* signboard in a public space:



Picture 4. 13 *Pinuskopi* Signboard
(Source: Private Doc.)

The word was chosen as the brand name because *pinus* is included in the fast growing species category (Lindungihutan.com, 2022). This is expected to be a prayer for the brand itself to develop quickly. Meanwhile, the word "*Kopi*" gives an identity that the area is a place that sells coffee. But the two words do not have space in the middle. That is doing because of aesthetic interest.

14. Point Coffee

Point Coffee is opened since December, 2022. The address of this cafe is at Ahmad Yani street No.136, Mangunharjo, Kecamatan Mayangan. The location of this coffee shop is in same place with *Indomaret* which is the one of famous minimarket in Indonesia and spread throughout Indonesia. The cafe is opened everyday at 07.00-23.00 WIB. This coffee shop just has outdoor area for consumers. They can enjoy the coffee in front of *Indomaret*. They can sharing with friend or just enjoy the day with some drink especially coffee, but the place is not comfort enough to do some work because the place is side on street.

The name of this coffee shop is "point". The word is English. There is a point coffee shop signboard in public space:



Picture 4. 14 Point Coffee Signboard
(Source: Private Doc.)

According to Oxford Dictionary, point is thing that says or writes giving their opinion or stating a fact (MobiSystems.com, 2013; Star Software Indonesia PT, 2019). The facts by the owner are the place sell coffee and the taste is always on point. The language used because English is international, have aesthetic feels as the brand name and more suitable than the other language to convey information. The word “coffee” is used because the place is sell coffee as a main menu.

15. *Kopi Siipp* Toast

Kopi Siipp Toast is open since March 21, 2021. The address is at Diponegoro street No.1, Sukabumi, Kecamatan Mayangan. The cafe is opened everyday at 09.00-22.00 WIB. The owner of this cafe is Susan Handayani. This cafe was established because the owner was invited by her friend from Bondowoso (Hartini, 2022). She was interested because it tastes good and the price is affordable. The cafe facilities are comfortable room and outdoor area with an industrial design which makes it a cool place to gather with friends over coffee, a selection of float and sandwich with toppings and sauces.

The name of this coffee shop is “*Siipp*”. There is a signboard picture:



Picture 4. 15 *Kopi Siipp* Toast Signboard
(Source: Private Doc.)

The word is taken by *sip* in Indonesian. There is different way to write the word include use double (i) and triple (p). It is because the owner wants to create a tone in the pronunciation. It related to senior barista's statement:

Oh itu ya kak, menurut saya sih karena itu lebih ke nadanya kak, kan kalo itu satu saja jadi cuma sip, jadi gak enak kan kak. kalo hurufnya ada dua kan.. ada nadanya, Siippp gitu.... eeee iya artinya Siippp itu enak gitu mbak (interview, February 23, 2023).

Oh that's it, I think it's because it's more to the tone *Siippp* if there's only one it's just *sip*, the sound is not good if there are two letters.. there's a tone, *Siippp* like that, right.... eeee, that means *Siippp* is delicious, sis (interview, February 23, 2023).

According to *Kamus Besar Bahasa Indonesia (KBBI)* *sip* means *bebas atau terlindung dari bahaya; aman: dengan kawalan detektif: bebas dari kemungkinan menderita kerugian, kehilangan, kerusakan, dan sebagainya; terjamin: bebas dari ketidakpastian: and mantap; elok; baik; sempurna* (Badan Bahasa & Kemendikbud, 2016). *Sip* is free from uncertainty, safe, good, or even perfect. From the meanings of *Sip*, simply this cafe served delicious drinks and food. The conclusion is the owners want to convey if the product is delicious, which is the word is generally used in Indonesian as expression when they get delicious food or good news. The language used because the word is simple and generally the word is used by society. The word “*Kopi*” and “*toast*” is used because the main menu of the place is coffee and toast.

16. *Kawansociety*

Kawansociety is opened since March 26, 2020. The address of this cafe is at Dr. Moch Saleh street No.9, Sukabumi, Kecamatan Mayangan. The cafe is opened everyday at 10.00-22.00 WIB. The rate price of coffee in this place is Rp.

15.000,- until Rp. 18.000,-. The owner of this cafe is Galung Yudhamara. He is twenty seven years old. He lives in Perumahan Pondok Pabean Indah, Probolinggo. The concept of this cafe follows the current trend as conveyed by the owner during the interview:

Kalo itu gak ada kepikiran sendiri, emang karena diluar-luar sana konsepnya memang seperti ini. Jadi, saya tertariknya ngikutin konsep-konsep yang sudah ada.... Iyo, yang trend, happening, bener bener (interview, March 6, 2023).

I don't have my own thoughts, it's because out there the concept is like this. So, I'm interested in following the existing concepts.... Yes, what's trending, happening, is true (interview, March 6, 2023).

The cafe is comfort place to sharing with friend or just enjoy the day with some food and drink especially coffee. The menu of coffee is varied and served in hot or iced. This cafe is semi-outdoor with cactus as a decoration and the other green plants.

The name of this cafe is “*Kawan*”. The words are Indonesian and English language. It means bilingual type. There is picture of this coffee shop signboard in public space:



Picture 4. 16 *Kawansociety* Signboard
(Source: Private Doc.)

According to *Kamus Besar Bahasa Indonesia (KBBI)*, *kawan* is orang yang sudah lama dikenal dan sering berhubungan dalam hal tertentu (Badan Bahasa & Kemendikbud, 2016). Simply, *kawan* is same like friend in English. According to Oxford Dictionary, society is people in general, living together in communities; particular community of people; organization of people with a common interest; the group of people in a country (MobiSystems.com, 2013). Simply, society is people who loved coffee especially consumers.

The word is chosen to convey if the place is a friend of society. It related to the written language on their window which is stated “come on society”. Then it same with owner statement on interview:

Sebenarnya kalo pemilihan bahasanya ini kan penggabungan antara ini mbak. Jadi kawan sendiri memang dari bahasa Indonesia. yang dalam artinya itu ya berkawan, karena kita ini dibentuk oleh empat orang kebetulan karena memang kawan, jadi nanti artinya berempat ini dibahasa jawa kan itu sekawan, jadi makanya kita ambil namanya itu nama kawan aja.... Nah disini itu buat menampung. Istilahnya itu buat konsumen itu yang kita sebut masyarakat. Dari masyarakat itu kita ambil nama society yang artinya juga masyarakat. Akhirnya dari penggabungan Indonesia ke Inggris sebenarnya rodok memaksakan, cuma memang kawan ini nggak bisa di.. keInggriskan. Maksudnya nggak bisa diIngriskan juga karena kawan itu memang bentukan nama awalnya sudah kawan, kawan society. Jadi istilahnya dari masyarakat yang.. eeee yang konsumen kita itu harapannya juga berkawan kita, sama kita.... (interview, March 6, 2023).

Actually, the language choose, it's a combination of these, Miss. So, *kawan* is in Indonesian, which in its meaning is friends, because we were formed by four people coincidentally because we are friends, so later the meaning of us in Javanese is *sekawan*, so that's why we took the name is just *kawan*.... So here it is for relocation. The term for consumers is what we call society. From that consumer we take the name *kawan* which also means society. In the end, the merger between Indonesia and English language actually a bit forced, but the word *kawan* can't be in English. That means you can't translate it into English either because *kawan* is the

first brand name is *kawan*, kawan society. So the term is from the people who.. eeee our consumers hope they are also our friends, with us.... (interview, March 6, 2023).

The sentence is greets people use diction “society” which is they are target market is more than one person and can call “society”. The language used because the name is nice and the name has high value as the brand name. So, the language used is a part of way to increase the selling price of the product. That is same with owner statement below:

Nah, ya itu. Sesuai konsep, dimana kafe itu harus terlihat keren.... harus terlihat bagus, maka dari itu, kita mengambil bahasa Inggris. Yang dimana sampe sejauh ini budaya kita itu menganggap kalo segala yang berbau Inggris itu masih baik, juga... Nilainya, ke nilainya juga. Betul betul betul, itu maksud saya. Kalo ditarohlah kata selain Inggris, Jepang, Cina, orang gak ada yang tau, gak sebagian orang. Maksudnya kita memahami meskipun seabodoh-bodohnya orang pasti tau bahasa kedua kita biasanya yang paham Bahasa Inggris sih, gak mungkin bahasa Jepang dan Bahasa Cina seperti itu (interview, March 6, 2023).

Well, yes it is. According to the concept, where the cafe should look cool.... must look nice, therefore, we take English. So far, our culture has assumed that everything that smells English is good.... It's value, It is for value too. That's right, that's what I mean. If you put words other than English, Japanese, Chinese, nobody knows, it is not just some people know. It means we understand, even though people are stupid, they know our second language, usually those who understand English, it's impossible for Japanese and Chinese to be like that. (interview, March 6, 2023).

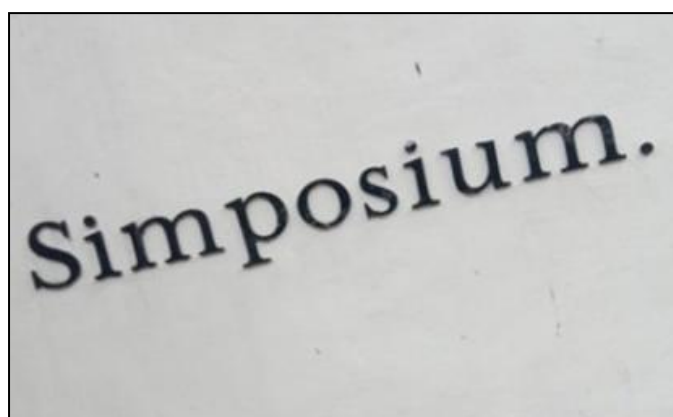
The combination between Indonesian and English language is because the word “kawan” is already born before this cafe was founded. Then English is chosen because the language has high value than Indonesian. So, the owner not change the brand name, he is chosen to combine language namely Indonesian and English.

17. *Simposium*

Simposium is located at Dr. Moch Saleh street No.12, Sukabumi, Kecamatan Mayangan. The soft opening of this cafe is on July 14, 2019. The grand opening this cafe is on August 4, 2019. So, we can conclude if the cafe born on August. This cafe is chosen the august because in this month there is history around the place. So, the cafe hopes can be a part of our history. The cafe is opened everyday at 09.00-22.00 WIB.

This place is built as a container in the form of a coffee shop which is accompanied by literacy activities which is on the grand opening of this cafe program is held. This program is an activity to exchange books for coffee by Simsi. Simsi is the nickname for *Simposium* cafe consumers. This cafe wants to contribute to the rapid flow of information. This forum can be used as a place to explore various perspectives on various issues. Simply, the coffee shop hopes their place being a vessel to do anything with others as simple as having fun.

The name of this coffee shop is “*Simposium*”. There is picture of *Simposium* signboard in public space:



Picture 4. 17 *Simposium* Signboard
(Source: Private Doc.)

The word is taken by *συμπόσιο* [Symposio] in Greek. According to English Greek Dictionary, *συμπόσιο* means Symposium, feast, and banquet as noun (Innovative Apps, 2016). *Simposium* is part of a banquet that occurs after a meal, especially drinking for pleasure accompanied by music, dancing, recitals, or conversation. *Simposium* be a forum for all people to debate, conspire, or just have fun with others. That is an activity that many people did in ancient Greece.

18. *Sumber Rejeki* Coffee & Eatery

Sumber Rejeki Coffee & Eatery is located at Dr. Moch Saleh street No.61, Sukabumi, Kecamatan Mayangan. The cafe is opened since March 3, 2021. The rate price of coffee in this cafe is Rp 10.000,- until Rp 18.000,-. There are others menu of this cafe include appetizer, main course, dessert, and the other drinks like mocktails. The cafe is opened everyday at 14.00-21.00 WIB. This cafe provides two types of rooms, namely indoor with three different themes, semi-outdoor on the rear and in front of the building, and outdoor on the side building and next to semi-outdoor which is on the rear.

The name of this coffee shop is “*Sumber Rejeki*”. The word is Indonesian. According to *Kamus Besar bahasa Indonesia (KBBI)*, *sumber* is *asal*. *Sumber* is same like source in English and “*rejeki*” on *Kamus Besar bahasa Indonesia (KBBI)* means *segala sesuatu yang dipakai untuk memelihara kehidupan; makanan; nafkah: penghidupan; pendapatan (uang dan sebagainya untuk memelihara kehidupan); keuntungan; kesempatan mendapat makan* (Badan Bahasa & Kemendikbud, 2016). *Rejeki* is everything that is used to maintain life

(given by God) for example like food, livelihood, or income (money and so on to maintain life). There is a picture of this coffee shop signboard in a public space:



Picture 4. 18 *Sumber Rejeki* Coffee & Eatery Signboard
(Source: Private Doc.)

The name is chosen because the owner wants to convey if the place is a source of fortune obtained by the owner and all of the employees/baristas. The language used because Indonesian is national language and common language than the others. The words “coffee & eatery” is used to inform if the place sell coffee and some food.

19. *Latar*

Latar is oldest cafe in Kota Probolinggo. The cafe is opened since January 31, 2019. *Latar* is located at AIS Nasution street No.2, Sukabumi, Kecamatan Mayangan. The owner of this cafe is Aldwi Syahfirry. He live in Malang and then he get married with Probolinggo person. Nowadays they live in Malang, but sometimes he go to Probolinggo for a while. He is thirty years old. At the first time, this cafe is just *rombong* 3m x 1m that haven't canopy as a protector of customers, but now the cafe in aesthetic building with three floors include two

indoors and the third floor is outdoor. The cafe is opened everyday at 09.00-21.00 WIB.

The name of this coffee shop is “*Latar*”. The word is Indonesian. There is a picture of this coffee shop signboard in a public space:



Picture 4. 19 *Latar* Signboard
(Source: Private Doc.)

According to *Kamus Besar bahasa Indonesia (KBBI)*, *Latar* is *halaman* (Badan Bahasa & Kemendikbud, 2016). It means if *Latar* is same like yard in English. This Indonesian word choose because easy to understand by society. When the name is Indonesian, there is no translation process by society and message is received easier. The second reason is cafe location is in Indonesia. The majority of Kota Probolinggo used Indonesian as national language, except the area is many tourists who are travelling like Bali, Jogja, etc. Different with that, Kota Probolinggo haven't many tourist. On the other hand, the word is chosen because of the history and simple. That is related to owner's statement below:

bahasa indonesia.... pertama, menurutku jauh lebih mudah dipahami. Karena aku Bukan mengunder estimate bahwa orang disini tidak paham ya, aku nggak mengarah kesana ya. Cuma mereka daripada dua kali mentranslate akhirnya baca itu kan mentranslate dua kali itu kan males. Akhirnya aku memilih, yaudah

bahasa Indonesia aja, toh ya kita di Indonesia, kita masih di kota yang Bukan banyak bulenya, kecuali sorry to say Bali misalkan ya. Kita Buka kedai Kopi di Bali, cenderung komposisinya banyak orang luar negeri yang sedangkan di Probolinggo meskipun ada pariwisata dan datang bule tapi segmennya lebih banyakan yang orang Indonesia gitu loh, lokalannya gitu, yaudah (interview, February 22, 2023).

Indonesian... First, I think it's much easier to understand. Because I'm not underestimating that people here don't understand, you got it? I'm not going that way. It's just that instead of translating twice, they end up reading it, translating twice, it's lazy. In the end I chose, well Indonesian, anyway we're in Indonesia, we're still in a city where there aren't many tourists, except for example, sorry to say Bali. We open a coffee shop in Bali, tend to have a lot of foreign people as a customer, while in Probolinggo even though there is tourism and foreigners come, the segment is mostly Indonesian, you know, locals like that, as simple as that (interview, February 22, 2023).

On the beginning especially 2019, this coffee shop is just cart with a size 3x1 M which is in the *Latar* or in the side of street and top of sidewalk.

itu saat, jadi kita bahas sejarah sedikit tentang Latar ya. Sejarahnya Latar itu hanya berdiri di rombongan 3m × 1m yang rombongan itu tidak punya kanopi akhirnya kita ngambil filosofi, sok2 an filosofi dengan ada matahari karena mereka kalo beli dengan kepanasan dan matahari pasti temennya awan dan kalo mbak nya bisa ngelihat, ada kayak balok. Balok itu sebenarnya menggambarkan trotoar, itu ada garis2nya (interview, February 22, 2023).

That was the time, so let's discuss a little bit history about *Latar*, okay? Historically, the background was only standing in a 3m × 1m cart. The cart didn't have a canopy. In the end, we took philosophy, pretending to be a philosophy with the sun because if they buy it with the heat and the sun, the clouds are friends, and if you can see it, it's like a block. The beam actually represents the sidewalk, it has lines (interview, February 22, 2023).

The main drink of this cafe is coffee. But the menu is more than that, there is jus, pastry, and snack, and main course. There is no word cafe, coffee, eatery or something like that on the name because the owners want to give simple and short

brand name. The owner assume if simple name is easy to remember, memorable to the customer, but the message that is want to be convey can reveal by the name even the name just simple.

20. *Alibi* Cafe

Alibi Cafe is opened since March 26, 2020. The cafe is located at R.A. Kartini street No.88, Sukabumi, Kecamatan Mayangan. The cafe is opened everyday at 11.00-22.00 WIB. The rate price of coffee in this place is Rp. 6.000,- until Rp. 22.000,- for hot coffee and Rp. 17.000,- until Rp. 25.000,- for iced coffee. There are others menu in this cafe which is start from appetizer, main course, dessert, snack, and the other drinks. The cafe has two floors which is first floor as a cafe area and second floor as gym area. The cafe is modern because of some aspect like how to order and how to pay the bill.

The name of this cafe is “*Alibi*”. The word is Indonesian. There is a picture of this coffee shop signboard in a public space:



Picture 4. 20 *Alibi* Cafe Signboard
(Source: Private Doc.)

The language used because the national language and Probolinggo society majority common with Indonesian language. According to *Kamus Besar bahasa*

Indonesia (KBBI), Alibi is penolakan terhadap kebenaran (Badan Bahasa & Kemendikbud, 2016). The word “café” is used because the place is served many food and drinks, offer some facility like *wifi*, gym and the large place.

21. Dailydose Coffee & Satay

Dailydose Coffee & Satay is opened since December 19, 2021. The owner is Chinese. They give Lunar New Year Gift to the customer. This cafe is located at Panjaitan, No.90, Sukabumi, Kecamatan Mayangan. This cafe building is aesthetic which is in the view from the front is glass so that people who pass by can see the condition of the cafe easily. The building is white color. The building is minimalist but look elegant and simple accompanied by green plants and a little artificial flower decoration. The rate price of coffee in this cafe is Rp. 10.000,- until Rp. 18.000,- . There are the other menu in this place which is non-coffee drinks and meals. The cafe is opened everyday at 10.00-21.00 WIB.

The name of this cafe is “Dailydose”. The word is English, but the written of both words without space. There is a picture of this coffee shop signboard in a public space:



Picture 4. 21 Dailydose Coffee & Satay Signboard
(Source: Private Doc.)

According to Oxford Dictionary, daily is happening or appearing every day or every weekday. Dose is amount of medicine to be taken at one time (Star Software Indonesia PT, 2019). On this case, dose means food and drink that is sells in this cafe. So, the menu of this cafe is being daily dose by consumers. The written on signboard without spaces because it will look more elegant.

The word is chosen because the owner want to convey if the place is sell daily dose with many variant menu include drink and food. The main drink of this cafe is coffee and the main food is *satay*. So, the owner writes “coffee & satay” on the signboard. But the menu is more than that. The language used because English is aesthetic as the brand name of this cafe. On the other hand, the target market is society from with a medium class until high class. So, the name was used international language.

22. *Putri Lingga* Coffee & Roustery

Putri Lingga Coffee & Roustery is opened since 2016. The cafe is located at *Bromo* street No. 181, Triwung Kidul, Kecamatan Kademangan. The cafe is opened on Tuesday until Sunday at 16.00-00.00 WIB. The rate price of coffee in this place is Rp. 6.000,- until Rp. 15.000,-. There are two method that used to serve coffee in this cafe namely *tubruk* and cold brew. The cafe is simple and there are wooden chairs and table for costumer enjoy the coffee. The coffee beans is roasted using the traditional method, namely on a stove using a clay pan. So, the traditional taste of coffee in this cafe still awake.

The name of this cafe is “*Putri Lingga*”. The name is Javanese because the words are taken by the place which is Probolinggo. The name “Probolinggo” is

taken by *Prabu Lingga* in *Sanskerta* language. There is a picture of this coffee shop signboard in a public space:



Picture 4. 22 *Putri Lingga* Coffee & Roustery Signboard
(Source: Private Doc.)

According to Javanese Dictionary, *Putri* means daughter and *Lingga* means sign that symbolizes power (Krisnanto, 2020). The name is chosen because the owner want to elevate the potential of the city, but the owner change *prabu* to *putri* because their family is majority woman. On the other hand, the best coffee is made by woman. Person who served coffee in home usually is woman. The owner think if local is global. So, they choose its name and its language. The words “coffee & roustery” is used as information if the place sell coffee and some toast.

23. *Pesenkopi*

Pesenkopi is opened since March 17, 2023. The cafe is located at Suroyo street No. 6, Tisnonegaran, Kecamatan Kanigaran. This cafe is the fourth branch of four outlets. The cafe is opened everyday at 07.00-23.00 WIB. The cafe is wide with many facility namely toilet, mosque, semi outdoor, indoor, and outdoor place to enjoy the menu. The cafe design is dominant white color.

The name of this cafe is “*Pesenkopi*”. The word is Indonesian-Javanese.

There is a picture of *Pesenkopi* signboard in public space:



Picture 4. 23 *Pesenkopi* Signboard
(Source: Private Doc.)

The name is two words but the written on signboard without spaces. *Pesen* is from Javanese (Jasa Edukasi, 2018). *Kopi* is from Indonesian (Badan Bahasa & Kemendikbud, 2016). The use of word *pesen* is part of promotion. It is because nowadays, coffee is more than drink. Coffee is being habit, lifestyle, and part of urban life. So, the coffee being menu that is wants to buy by consumer.

4.1.2 Analysis Informational Function of Coffee Shop Signboard

Coffee shop signboards are divided into three types, namely signboards that are attached to the wall of the building, neon boxes that are attached to the building, and neon boxes that are put in beside the road. Generally writing names on signboards uses simple fonts and is equipped with lights. It aims to increase the level of readability. If that is good, then the important informational and symbolic function of the coffee shop signboard will be conveyed. This research is focus on

informational function of each signboard. There is analysis of the informational function of the coffee shop signboard in Kota Probolinggo below:

1. *Colabora*

Colabora uses two signboards. The first is a board with the initials of the cafe's core values, C (character) and A (attitude). This signboard is written on the fence wall at the entrance. The both aspect (C and A) is a part that must be balanced on each person there like owner, employee, and all team of this cafe. The first signboard writing is simple and introducing core values of the cafe. The writing of the first signboard does not come from the name itself even though both signs are different. It is because two letters, namely C and A, are shortened forms of *Colabora*. The second signboard is in the form of a series of letters from the name of this cafe on the cafe wall, specifically above the place to order and take orders. This signboard clarifies the initials of the two letters on the first sign. There is a picture of this cafe signboard:



Picture 4.24 *Colabora* Signboard
(Source: Private Doc.)

The function of the signboard is to introduce the identity of the cafe.

It is related to Creative team namely Kevin on statement below when interview in the cafe:

Ituu iya untuk memperkenalkan, juga nanti biar temen-temen tau kalo ada core value nya lah. Core value nya itu ya C sama A, itu core value nya. Soalnya kan C sama A ini kan sebenarnya dari huruf C sama belakang ini sebenarnya sama (interview, February 22, 2023).

That's right to introduce, also later let my friends know if there is a core value. The core values are C and A, those are the core values. In fact, C and A are actually same letters on *Colabora* namely C and the last letter is same (interview, February 22, 2023).

2. *Luwih* Cafe

The *Luwih* Cafe signboard is placed on the wall of the cafe. The signboard is a maroon neon box with lights. The neon box is placed on the front wall of the cafe specifically to the right of the cafe entrance. The use of signboards used as the cafe's identity and marks the location of the cafe's facilities for consumers. Therefore the signboard is attached to the wall of the building, not on the side of the parking area. This is in related to the supervisor statement namely Wildan in the interview which was held on January 22, 2023:

Ya sebagai identitas terus kalo cuma sebagai apa ya ya batas wilayah lah disana kan kafe tu Bukan untuk orang nongkrong dalem sini ya buat nongkrong kalo di depan sana cuma buat orang duduk-duduk yang gak beli lah kasarannya cuma hanya sekedar parkir gitu aja.... sama itu juga kalo ini batas nya ini kafe juga pajak itu sama inikan satu rumah sama kafe ini sama sebelah jadinya diatas sana kan mepet sama ini kan jadi pembatas wilayah aja (interview, February 22, 2023).

Yes, as an identity then if it's just what it is, the boundaries of the area there. The cafe isn't for people to hang out except in here, yes, to hang out. If in front of the cafe is just for sit without buy on this cafe for example they just park there.... this is the limit, the cafe and the tax are the same, it's the same house with this cafe, it's the same next door, so it's right up there, it's cramped with this, it's just an area boundaries (interview, February 22, 2023).

There is picture of *Luwih* cafe signboard:



Picture 4.25 *Luwih* Cafe Signboard
(Source: Private Doc.)

3. *Uyah Gulo* Coffee & Eatery

Uyah Gulo coffee & eatery signboard is a series of letters attached to the glass of the cafe with a large font so that it is easily visible to the public. In addition, the font used is also simple in black and white so it is easy to read. Coffee & eatery is written in smaller letters on a black background. There is a picture of the house above the name of *Uyah Gulo*. The patch is used as an accessory to add to the aesthetics. There is picture of this cafe signboard:



Picture 4.26 *Uyah Gulo* Coffee & Eatery Signboard
(Source: Private Doc.)

The function of giving the signboard makes it easier for the community to mark the area. Patch the series of letter as signboard on the glass of the cafe is to find this cafe easily and unambiguously by consumers.

4. *Benoa*

Benoa coffee and tea signboard is a round white neon box with white lights inside. This coffee shop signboard is attached on top of the cart wall. The signboard uses a simple letter but still pays attention to aesthetics by modifying the letter O with a picture of coffee beans. So, the product of its cart is very visible by looking at the signboard. The function of using this signboard is to attract the attention of people who pass by this coffee shop. There is picture of this coffee shop signboard:



Picture 4.27 *Benoa* Signboard
(Source: Private Doc.)

5. *Belikopi*

Belikopi signboard is a triangular prism white neon box with a white light inside. The use of letters on the cafe's signboard is very simple without modification, it's just that there is a dot at the end and written in lowercase. The function of the signboard is to attract the attention of society and to mark the area

of the cafe. People who pass by the cafe will pay attention to the cafe, especially at night because it is equipped with lights. There is picture of this cafe signboard:



Picture 4.28 *Belikopi* Signboard
(Source: Private Doc.)

6. Sure Coffee & Toast

The sure coffee & toast signboard is a beam white neon box with light inside. The use of letters on the cafe's signboard is simple without any modifications to the letters and the font size is larger than the word “coffee & toast” which is smaller font below. There are images of coffee beans and curved lines resembling mountains framed in a round. There is picture of this signboard:



Picture 4.29 Sure Coffee & Toast Signboard
(Source: Private Doc.)

The function of the signboard is to attract the attention of the public and mark the area of the cafe. People who pass by the cafe will pay attention to the cafe with a signboard, especially at night because it is equipped with lights.

7. *Bro Cafee & More*

Bro cafee and more signboard is a series of letters patch to the building, specifically the fence on the second floor of the cafe. However, the name *Bro* itself used a black large font which is written on a parallelogram board and then arranged right above the series of letters for the name cafee and more. This is an effort to make it easier for the public to find this cafe and can be used as the identity of the building itself so that buyers are not in the wrong place. There is picture of this cafe signboard:



Picture 4.30 *Bro* Cafee & More Signboard
(Source: Private Doc.)

8. *Cactus Kofie*

Cactus Kofie signboard is a white round neon box that is put in the entrance of the cafe. This neon box is equipped with lights so that it will still be visible and readable by the public at night. The use of letters in writing the name uses a large green font resembling a cactus stem and is written curved, the word

cactus above and *Kofie* below. In the middle there is a beautiful cactus image according to the logo of this cafe brand. There is picture of this signboard below:



Picture 4.31 Cactus *Kofie* Signboard
(Source: Private Doc.)

The function of this signboard is to attract the attention of the public and area markers because the location is also next to the restaurant.

9. *Omah Kopi & Pecel Blitar Buk Na*

Omah Kopi & Pecel Blitar Buk Na signboard is a beam banner that is framed with wood. The signboard is hanging with black iron in front of this cafe. The use of color in the name is different, namely red, black, and white. *Omah Kopi* is written in red with a large font size and a simple font type. The other menu namely *pecel*, is written in black with the same font size and type. *Buk Na* is written in white with a small font. The three types of writing explain that the large font size is the main menu, while the small font is the identity. This research is focus of the name of coffee shop namely *Omah Kopi Buk Na*. It is because the cart of both product is different even the signboard is same. The function of this coffee shop signboard is attracting people's attention.

There is picture of this cafe signboard in public space:



Picture 4.32 *Omah Kopi & Pecel Blitar Buk Na* Signboard
(Source: Private Doc.)

10. *J'bing* Cafe & Resto

J'bing cafe & resto signboard is a series of letters attached to the front of the cafe building specifically on the fence on the second floor of the cafe. The series of letters is using a cursive font. The font of signboard is three dimension and the size is big. The color of it is orange which is equipped with light inside, so the signboard will still be visible and easily read by the public at night. The light of one alphabet is off, but still legible. There is picture of signboard:



Picture 4.33 *J'bing* Cafe & Resto Signboard
(Source: Private Doc.)

The function of signboard is as area marker and identity of cafe. The consumers find it easily by looking for signboard.

11. *Quatro* Coffee & Eatery

Quatro coffee & eatery signboard is a beam green neon box and equipped with lights inside. The name of the cafe writes using white capital letters and simple fonts. The writing of the name is very clearly visible because the background is dark green. The word “coffee & eatery” is written in smaller green font size below the cafe name. There is a cup of hot coffee picture decorated with four coffee beans framed in a round and put it above the name of this cafe. The size of the image is quite large, almost the size of the name of the cafe. The image is part of the branding of this cafe. The function of the signboard is as an area marker of this cafe because the place is flanked by bus parking lots and hotels. The signboard is attached to the wall so that it is not ambiguous and consumers find this cafe easily. There is picture of *quatro* coffee shop signboard in public space:



Picture 4.34 *Quatro* Coffee & Eatery Signboard
(Source: Private Doc.)

12. Barrel Coffee Garage

Barrel coffee garage signboard is a black neon box with octagonal shape and equipped with lights inside. The name of the cafe writes using white capital letters with shaded fonts. The writing of the name is written curved on top of barrel image. In addition, below the image is written the word "coffee garage" in white color and smaller font and then decorated with quotation marks on the right and left. The signboard put on the side road and attached to the cafe's gate. There is barrel coffee garage signboard in public space:



Picture 4.35 Barrel Coffee Garage Signboard
(Source: Private Doc.)

The function of the signboard is to attract the attention of people who pass by the cafe. This is related to the owner's statement namely Dani on the interview below:

Jadi ya sebagai apa ya eee neon box yang di depan itu kan? Ya biar ada orang lewat itu melihat ada lampu-lampunya.... Iya karena salah satunya tempatnya mungkin agak masuk gang ya, jalannya kecil, ada yang nyari barel ancer-ancernya mana, kalo gak ada plang nya kan susah caranya. Jadi penanda ya (interview, February 23, 2023).

So, what is the eee neon box in front of it, right? Yes, so there are people passing by can see the lights.... Yes, because one of the places might be a bit in the alley, right, the road is small, there are people who are looking for where is barrels cafe, if there's no

signboard it's hard to find. So it's a marker (interview, February 23, 2023).

13. *Pinuskopi*

Pinuskopi signboard is a beam black neon box and equipped with lights inside. The name of the cafe is written in white color with simple fonts. The writing of the name is very clearly visible because the background is black. There is a pine picture with curved lines depicting hills and framed in an oval. The picture is part of the cafe branding. It is attached to the coffee shop building. The function of the signboard is as identity and boundaries of the cafe area. It is because the location of the cafe is next to other cafes. So, the signboard is attached on the wall of the cafe building and consumers don't enter the wrong cafe. There is picture of *Pinuskopi* signboard in a public space:



Picture 4.36 *Pinuskopi* Signboard
(Source: Private Doc.)

14. Point Coffee

Point coffee signboard is a round green neon box and equipped with lights inside. The design of the signboard is simple. There is an image of a modified coffee bean like a dot and the brand name of the coffee itself, namely point coffee.

Images and names are written in white simple fonts which is the size of coffee is smaller than point. The neon box attached to the coffee shop building. The function of the signboard is as an area marker of this cafe because the place is in the same place as Indomaret. There is a point coffee shop signboard in public space:



Picture 4.37 Point Coffee Signboard
(Source: Private Doc.)

15. *Kopi Siipp* Toast

Kopi Siipp Toast signboard is a round white neon box and equipped with lights inside. The design of the signboard is just some writing of the name cafe, there is no picture. There are 2 main menus in this cafe and this affects the writing of the name on the signboard. There are two phrases namely *Kopi Siipp* with cursive letters. There is a horizontal straight line as a barrier below it. After that, the second phrase is *Siipp* Toast with a simple font and two different font sizes. However, this research only focuses on the brand name of coffee, namely coffee siiiipp. The name is written in black and clearly legible against a white background on the signboard itself. The signboard is put in next to the highway so it's easy to find. The function of the signboard is attracting people's attention. So,

the signboard can make people want to come and try coffee at this cafe because of the aesthetics of it. There is a *Kopi Siipp* signboard in public space:



Picture 4.38 *Kopi Siipp* Toast Signboard
(Source: Private Doc.)

16. *Kawansociety*

Kawansociety signboard is a series of letters attach to the front wall of the cafe and equipped with lights. The design of the signboard is simple, there are no pictures or symbols. It's just some small decoration, namely the curved line above the letter O and dot at the end of the word. The wall is white and attached by black letters with capital letters on sentence case. So, it is make easily to read. The function of the signboard is as identity of the cafe and adds an elegant impression to the cafe compared to using a neon box. This is related to the owner's statement on the interview below:

Menurut saya gak ada yang.. penjelasan lebih iki yo, soalnya ya bisa jadi disebut papan nama juga bisa juga.... Sebagai identitas bisa, terus juga mengikuti konsep kafe-kafe yang lain kebanyakan sekarang diatas, mungkin biar terlihat.. gatau yo, mungkin terlihatnya biar elegan aja diatas, ada lampu-lampu gitu (interview, March 6, 2023).

I don't think there's any explanation. It can be an identity, and also follow the concept of most of the other cafes, above, maybe so that

it's visible... I don't know, maybe it just makes it look elegant above, there are lights too like that (interview, March 6, 2023).

There is a community signboard in public space:



Picture 4.39 *Kawansociety* Signboard
(Source: Private Doc.)

17. *Simposium*

The *Simposium* signboard is a series of letters attached to the cafe wall specifically in the outdoor room. The design of the signboard is very simple.

There is picture of *Simposium* signboard in public space:



Picture 4.40 *Simposium* Signboard
(Source: Private Doc.)

There are no pictures or symbols around the text. It's just a small decoration, namely a period at the end of a word. White walls with black letters attached with

capital letters on sentence case make the signboard easy to read by people who pass through the cafe. The function of the signboard is as area marker of cafe.

18. *Sumber Rejeki* Coffee & Eatery

Sumber Rejeki coffee & eatery signboard is a round white neon box with lights inside. The signboard put in the side of the road with a black iron pole. There are symbol and name of this cafe. The symbol is in the form of letters S and R that connect with the font in the form of lines. The name of this cafe is black with a simple font but still looks aesthetic. There is "coffee & eatery" that is written below the coffee shop name. The function of the signboard is as an area marker and media to attract public attention. The existence of a signboard can give a sense of interest and enjoy the menu. There is a picture of this coffee shop signboard in a public space:



Picture 4.41 *Sumber Rejeki* Coffee & Eatery Signboard
(Source: Private Doc.)

19. *Latar*

The signboard background is round white neon box with lights inside. The signboard attached in the front wall of the cafe. There are symbol and name of this cafe. The symbol is an image of the sun, clouds and bricks. The name of this cafe

is black with capital letters and simple font in the middle of the line of adobe bricks. The function of the signboard is as the identity of this cafe. The existence of a signboard can convey identity in the form of a name. On the other hand, the cafe name be a brand name of our product there especially coffee. It is related to owner statement below:

Sebenarnya aku niatan awalnya ya mencari kata yang gampang diingat. Gak sampe mikir ke arah sana.... Sempel, udah itu aja sebenarnya, gak neko-neko.... Kalo itu sih untuk pengenalan bagi masyarakat yang lewat depan kedai dan sebagai identitas atau nama brand ini aja (interview, February 22, 2023).

Actually, my first intention was to find a word that was easy to remember. I didn't even think that way.... Simple, that's all, actually, not adventurous.... If that's the case, it's for identifiers for people who pass in front of the shop and just as an identity or brand name (interview, February 22, 2023).

There is a picture of this coffee shop signboard in a public space:



Picture 4.42 *Latar* Signboard
(Source: Private Doc.)

20. *Alibi* Cafe

Alibi cafe signboard is a label that attached to along the glass of the cafe.

There are symbol and name of this cafe. The symbol is the hallmark of this cafe.

The name of this cafe is black with capital letters and simple font. The function of the signboard is as area marker of this cafe. So, signboard put in the glass of the cafe. The existence of a signboard can convey that the building is a cafe area. There is a picture of this coffee shop signboard in a public space:



Picture 4.43 *Alibi* Cafe Signboard
(Source: Private Doc.)

21. Dailydose Coffee & Satay

Dailydose coffee & satay signboard is round white neon box with lights inside. There are symbol and name of this cafe. The symbol is a picture of a coffee cup. There is a picture of this coffee shop signboard in a public space:



Picture 4.44 Dailydose Coffee & Satay Signboard
(Source: Private Doc.)

The name of this cafe is black, without spaces and simple font. There is "coffee & satay" in black color use small font below the name. The function of the signboard is as area marker of this cafe. This is because the cafe is next to the other cafe and the neon box is attached to the building.

22. *Putri Lingga* Coffee & Roustery

Putri Lingga Coffee & Roustery signboard is a beam white neon box with lights inside. There are symbol and name of this cafe. The symbol is a picture of a Javanese woman. The name of this cafe is written in black with a font like *aksara jawa*. There is "coffee & roastery" in red color use different font than the name. There is social media account name too in signboard. The function of the signboard is as a media to attract the attention of customers. So, there are lights at night so that the signboard is still legible. There is a picture of this coffee shop signboard in a public space:



Picture 4.45 *Putri Lingga* Coffee & Roustery Signboard
(Source: Private Doc.)

23. *Pesenkopi*

Pesenkopi signboard is a series of letters that are attached to the building, especially on the wall at the front of the cafe. The design of the signboard is

simple. There are symbols around the text which is plus symbol. The name of this cafe is in black color with simple font and the size is medium, there is a dot at the end of the word. That is being small decoration of signboard beside symbol. The function of the signboard is as an area marker of cafe and adds a more elegant look. There is a picture of *Pesenkopi* signboard in public space:



Picture 4.46 *Pesenkopi* Signboard
(Source: Private Doc.)

4.2 Findings

4.2.1 Findings of The Language Varieties that is Used at Coffee Shop Signboards in Kota Probolinggo

LANGUAGE TYPE	LANGUAGE	TOTAL
Monolingual	Indonesian	8
Monolingual	English	5
Monolingual	Javanese	3
Monolingual	Madurese	1
Monolingual	Portuguese	1
Monolingual	Spanish	1
Monolingual	Greek	1
Bilingual	Indonesian - English	1
Bilingual	Indonesian - Javanese	2
Total		23

Based on analysis, the language type used on the coffee shop signboard in Kota Probolinggo is monolingual and bilingual. There is no trilingual used. It is because the owners of coffee shops in Kota Probolinggo assume if the use of two languages on the brand name is too imposing. On the other hand, the consumer understands easily with one kind of language.

There are nine languages that are used in name of coffee shop. The dominant language is Indonesian. It is because Indonesian is national language and being common language for Kota Probolinggo society. It makes the owner choose the language for simple easy to say, and easy to remember by consumers.

English is being second language that is often used for the cafes name. It is because the culture of society which is think English has high value. The English used as a brand name can increase the selling value of the product. Then the local language is considered otherwise. The mother tongue of Kota Probolinggo namely Javanese is in third position. There are bilingual namely Indonesian – Javanaese and Indonesian – English too. On the other hand, Madurese used is just one. It is because the majority of Kota Probolinggo society is used Javanese. Madurese is not well known by the people of Kota Probolinggo. Comparison of mother tongue and Indonesian as national language, the one of mother tongue namely Madurese is rarely used.

There are two foreign languages except English language namely Portuguese and Spanish language. The used of both languages have different reason. Portuguese used because the background of owner. Spanish language used because the owners want to show that this cafe is different from the others. They

want to be unique and Spanish building is identical with white color as the building concept of this cafe namely *Colabora*.

There is Greek used on coffee shop signboard in Kota Probolinggo. Greek is the oldest Indo-European language in the world and has roots in Crete and Cyprus. This language, which has been in use since the 16th century BC, is the root of many words in modern languages. The language used because the word of coffee shop is a banquet in ancient Greece. The relationship between the use of words and the products offered is the current development of the coffee industry and being a witness during the discussion and the birth of ideas on an existing issue.

4.2.2 Findings of The Informational Function of The Coffee Shop Signboards in Kota Probolinggo

The signboard is a board which is displayed the name of cafe that is placed beside the road. The function is to attract the attention of society and easy to find. On the other hand, signboard is series of letters which is the name of the cafe and that is placed on the front wall or glass of the cafe. There is example of signboard that is in wall building and it just a series of letters namely *Colabora*, *Uyah Gulo Coffee & Eatery*, *Bro Cafe & More*, *J'bing Cafe & Resto*, *Kawan*, *Simposium*, *Alibi Cafe*, and *Pesenkopi*.

The place of signboard is varied and visually different. The sign put on the wall or on the glass, some alphabetically arranged by name being a new phenomenon of signboard. The sample above is an example of signboard because

the function of it is same with signboard function in general. So, the signboard definition is developing.

The existence of signboard has varied of informational function. Generally, the informational function of coffee shop signboard is accordance as Landry and Bourhis theory. The informational function is the basic function of each sign. Generally, the function is just about the information from the author or owner that is wants to convey. It related to the coffee shop signboard in Kota Probolinggo which is there is no specific goal from all of informational function. The function is similar like in the theory like area boundaries, area marker, and identity. There are three informational function of coffee shop signboard in Kota Probolinggo:

1. As Identity of Cafe

The signboard is used to convey identity of the brand, cafe, or coffee shop. Identity will show what cafe or who is that. This is as primary function of coffee shop because society can know and distinguish one coffee shop and others based on the name. If the coffee brand is not well known by many people, the marketing process will be difficult.

The majority identity of cafe does not think much about the identity of a social group. This can be seen from one of the cafes that gives the name to the cafe only as an identity. Identity means name of each cafe or brand name of coffee in cafe itself. It just name, there is no special purpose of identity. It is because the owner is chosen their brand name which is simple and clear.

2. As Promotion Media

Signboards can be used as advertising media for road users passing around the area. People will get to know the cafe and the products offered by reading the signboard. Therefore, the existence of a signboard is very helpful in introducing this cafe in public spaces. People who pass by the cafe will know the existence of this cafe and remember each name as written on the signboard. Then it ways (put signboard) also contributed to the achievement of popularity. This function also causes the owner not to oversimplify signboard design issues. The design of a unique signboard can also attract people's attention to come. In addition, signboard being first thing that can be seen by society.

3. As Area Marker

The signboard is used to mark the cafe area. Marker is object or sign that show the existence. So, the consumers know the area and limit of each cafe by their signboard. The signboard that put by the owner is a tool to make a limitation between cafe and other area beside that.