

# THE INFLUENCE OF GLOBALIZATION ON THE LODGING IN YOGYAKARTA CITY

*ABS-ICOLLITE-23074*

Edi Setiyanto<sup>1</sup>, Riani<sup>2</sup>, Ratih Rahayu<sup>3</sup>, Erlinda Rosita<sup>4</sup>, Dian Susilastri<sup>5</sup>

Badan Riset dan Inovasi Nasional<sup>1, 2, 3, 4, 5</sup>



# INTRODUCTION

This study discusses the influence of globalization on the naming of accommodation in Yogyakarta, Indonesia. The scope of the discussion includes (1) the language used, (2) naming structures, (3) how to write, (3) naming referents, and (4) the nature of persuasion. The theory used is the lexicon theory to find out the origin of the language used; grammar for describing naming structures; spelling to describe how to write, Ogden Richards triangle to describe meaning/reference; and illocutionary acts to describe the nature of persuasion.



# LITERATURE REVIEW

Landscape linguistic studies (LL) in Yogyakarta are classified as frequently carried out, including by da Silva et al. (2022), Rahmawati (2022), Riani (2022), Erika (2018), Jayanti (2018), Setiyanto (2016). In general, the study discusses the language used (Javanese, Indonesian, foreign, or the nature of the combination thereof) based on the media in the form of placards or posters. There are restrictions on the scope based on certain location (Malioboro Street, Yogyakarta International Airport, schools, Rajamarga roads/roads within the Kraton Yogyakarta) or general. The aspects discussed include (1) the function of LL (naming, advertising, directions, procedures, regulations) and (2) implied illocutionary (identification, persuasion, revitalization). Based on this summary it is known that a landscape linguistic study in Yogyakarta specifically on lodging names with digital media has never been carried out. The gap needs attention considering the increasing number of guest houses and homestays in Yogyakarta with publications that prioritize digital media.



# METHOD

This study is descriptive qualitative in nature so that it is not assessing the results which also ignores the level of significance (Sugiyono, 2012). The study belongs to digital landscape linguistics. The study was carried out with the stages of (1) data screening, (b) classification, and (c) analysis. Data were obtained from <https://www.yogyes.com/id/yogyakarta-hotel/guest-house/> using the observation method, note/copy techniques. Triangulation was carried out by checking via Google Map, observing visitor reviews, and purposively interviewing the owner. The analysis was carried out using the “agih method”, insert technique (for compound words) and the equivalent method, that is language equivalent techniques, referent equivalents, orthographic equivalents, and pragmatic equivalents (Sudaryanto, 2015).

# FINDING AND DISCUSSION

- ❑ The naming of lodging in Yogyakarta uses many languages, both as a whole (*Omah Soklat*) or in combination (*Rumah Uti Family*). The language may be English, Indonesian, Javanese, Old Javanese/Sanskrit, Arabic, Dutch, Portuguese, or a combination.
- ❑ The lingual unit of the name of the inn can be a word (*Sawoo*), a simple phrase (*Rumah Ofa*), a complex phrase (*Villa Kamar Tamu Selomartani*). Based on the presence or absence of a core element, the phrase name of the inn is classified as an endocentric phrase with a sequential pattern in the form of DM (head-modifier) (*Terakota Malioboro*); MD (modifier-head) (*d'Uti House*); or a combination, namely DM pattern with M patterned as MD (*Rumah Uti Family*).
- ❑ Orthographically, writing the name of the inn can be conventional/standard (*Villa Omah Nongko*) or non-conventional/non-standard (*Roomah Maroon*, ***De Lis*** Guest House, *BringIn House*).

# FINDING AND DISCUSSION

- ❑ Diction reference of lodging in Yogyakarta (based on elements, usually, attributes as a differentiator) can be the name of the person/owner (*Omah'e **Mimod***), the name of the puppet character (*Homestay **Krisna***), location (*Grha **Timoho***), plant (***BrIngin** House*), color (*Omah **Soklat***), condition (***Rest & Relax** Homestay*), numeral (***Sewu** Bengi*), kinship (*Oemah **Oeti***).
- ❑ Illocutionary characteristics or persuasive aspects of lodging names in Yogyakarta (based on attributes as a differentiator) can be (a) nobility (*Homestay **Ndalem Beteng**, Omah **Ningrat***), (b) comfort (***Cozystop** Malioboro*), (c) conditions (***Guyub Rukun** Joglo*), (d) hope (*Homestay **Renes**, Sewu Bengi*), (e) invitation (***Ayolaa** Homestay, **Reneo** Homestay*), (f) character (***Brahmatisto** Guesthouse*), and (g) just naming (*Nitikan House*).





# CONCLUSION

In general, LL strategy as a naming for lodging in Yogyakarta has accommodated the phenomenon of globalization which is increasingly being felt in various fields, including the need for accommodation as a global mobility infrastructure. Because of that, the naming of lodging in Yogyakarta utilizes various languages: Javanese, Indonesian, English, Arabic, Old Javanese/Sanskrit, Portuguese, and Dutch, either as a whole or in combination with different productivity. In general, names are dominated using English, namely *homestay* or *guesthouse* as the core. Javanese or Indonesian are used in their entirety (*Omahku Dhewe*, *Omah Soklat*), but generally as an modifier/explanation (*Homestay Ndalem Beteng*, *Putra Pandawa Homestay*). Another attraction is seen in writing that combines English and Indonesian ways of writing or deviates from spelling conventions (*Omah'e Mimod*, *Homestay D.O.A.*). The existence of a complete naming using Javanese/Indonesian or a combination with foreign languages implies the function of (1) maintaining identity, (2) highlighting regional uniqueness, and (3) increasing attractiveness.

# REFERENCES

- Alkhaldi, A.A., Rababah, M.A., Al-Saidat, E.M., Rakhieh, B.M., & Rababah, K.A. (2023). A lexical study of coffee shop signs in Jordan. *International journal of English language and literature studies*, 12(1), 33-44. DOI: 10.55493/5019.v12i1.4703.
- Albaglo, E. & Afful, J.B.A. (2023). Sociolinguistics of Names of Hotels in Accra: A Linguistic Landscape Perspective. *Linguistics Initiative*, 3(1), 1-16. <https://doi.org/10.53696/27753719.3153>.
- da Silva, A.M., Tjung, Y.N., Wijayanti, S.H., & Suwartono, C. (2022). Language use and tourism in Yogyakarta; the linguistic landscape of Malioboro. *Wacana, Journal of the Humanities of Indonesia*, 22(2), 295-318. DOI: 10.17510/wacana.v22i2.721.
- Erika, F. (2018). Konsep lanskap linguistik pada papan nama jalan kerajaan (râjamârga): studi kasus kota Yogyakarta. *Konsep Lanskap Linguistik pada Papan Nama Jalan*, 8(1), 38-52. DOI: 10.17510/paradigma.v8i1.231
- Jayanti, A. (2018). Variasi lanskap bahasa ruang publik di Yogyakarta. In Maryanto (Eds.). *Prosiding seminar dan lokakarya pengutamaan bahasa negara "lanskap bahasa ruang publik: dimensi sejarah, bahasa, dan hukum* (pp. 266-278). Badan Pengembangan dan Pembinaan Bahasa.
- Rahmawati, A. (2022). Kontestasi bahasa indonesia dan bahasa asing di Bandara Internasional Yogyakarta: kajian lanskap linguistic. *Prosiding Seminar Nasional Linguistik dan Sastra*, Vol 4 (pp. 75-81). <https://jurnal.uns.ac.id/prosidingsemantiks>.
- Riani, Khotimah, T.K., Sumarsih, & N. (2022). Revitalization of javanese in school environment: linguistics landscape perspective. *Retorika*, 15(1), 12-22. DOI: 10.26858/retorika.v15i1.23822.
- Setiyanto, E. (2016). Bahasa Jawa dalam nama usaha jasa boga di kota Yogyakarta. In Pranowo, Sudarayanto, & Nursatwiko (Eds.), *Prosiding kongres bahasa jawa (KBJ) VI Buku 2* (pp. 95-101). Dinas Kebudayaan DIY.
- Sudaryanto. (2015). *Metode dan aneka teknik analisis bahasa*. Sanata Dharma University Press.
- Sugiyono. (2012). *Metode penelitian kuantitatif, kualitatif, dan R&D* (17<sup>th</sup> ed.). Penerbit Alfabeta.
- Yendra & Ketut Artawa. (2020). *Lanskap Linguistik: Pengenalan, Pemaparan, dan Aplikasi*. Penerbit Depublish.



# THANK YOU!

setiyantoedi1@gmail.com

