

## Linguistic Landscape to Shape Citizens' Consumptive Behavior: A Case Study of the Pamulang Protocol Line

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### ABSTRACT

The paper's core issue is the domination of the commercial word on store and restaurant signboards created by corporate actors, which has repercussions for developing citizens' consumer behavior. This essay seeks to clarify how language presentation, language preferences, and language signs employed by business actors are the foundation for developing citizens' consumer behavior. This essay uses a sequential explanatory design and mixed approaches. Data were gathered through photography techniques, interviews, and the distribution of questionnaires via Google Forms. Both narrative analysis and data interpretation techniques were used to analyze the data. The findings of this study revealed that 66.34% of presentations were in Indonesian, and that preference was due to similar speech communities among business actors and consumers, as well as the language signs being understood by the majority of shoppers and diners. This study concluded that inhabitants understand the language signs offered and preferred by business actors along the Pamulang protocol line, which also contributes to the creation of residents' consumer behavior.

#### **Lanskap Linguistik untuk Membentuk Perilaku Konsumtif Warga: Studi Kasus Jalur Protokol Pamulang**

Masalah utama tulisan ini adalah terdapatnya dominasi kata yang mengarah pada ranah komersial di papan nama toko dan restoran yang dibuat oleh aktor perusahaan sehingga memiliki dampak pada pengembangan perilaku konsumtif warga. Tulisan ini berusaha mengklarifikasi bagaimana penyajian bahasa, preferensi bahasa, dan tanda-tanda bahasa yang digunakan oleh pelaku usaha adalah sebagai dasar untuk mengembangkan perilaku konsumtif warga. Tulisan ini menggunakan desain penelitian sekuensial dan pendekatan campuran. Data dikumpulkan melalui teknik fotografi, wawancara, dan penyebaran kuesioner melalui Google Forms. Dalam rangka menganalisis data, penelitian ini menggunakan analisis naratif dan teknik interpretasi data. Temuan penelitian ini menunjukkan bahwa 66,34% presentasi dalam bahasa Indonesia dan preferensi itu disebabkan oleh komunitas tutur yang serupa di antara pelaku usaha dan konsumen serta tanda-tanda bahasa yang dipahami oleh mayoritas pembeli dan pengunjung. Penelitian ini menyimpulkan bahwa warga memahami rambu-rambu bahasa yang ditawarkan dan disukai oleh pelaku usaha di sepanjang jalan protokol Pamulang, yang juga berkontribusi pada terbentuknya perilaku konsumtif warga.

#### Kata Kunci:

jalur protocol;

linguistic landscape;

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perilaku konsumtif

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## INTRODUCTION

Pamulang is the name of a sub-district in South Tangerang City, Banten, Indonesia, and a separate sub-district. East Pamulang and West Pamulang are the two regions that make up the village of Pamulang. Migrants from several Indonesian ethnic groups now reside and work in these two settlements (Kurniawan, 2021). Several housing complex locations prove that Pamulang is a popular place for foreigners. The existence of various educational institutions, shopping centers, culinary, offices, and shops indicates that Pamulang is a destination for immigrants as a place to work, study, and do business (Handayani, 2022; Nisa, 2021). Some societal facts impact how native people and immigrants interact, affecting how they color the letter LL in Pamulang. Because of this, LL in the Pamulang protocol line appears as both commercial and non-commercial domains.

So far, studies on LL have tended to look at linguistic dynamics from the point of view of the world of tourism and public markers. LL in an area experiences development based on the pluralistic situation of its citizens. Two trends from existing studies confirm the lack of attention to the LL dimension of an area's protocol path, which has implications for the formation of the consumptive behavior of citizens. First, many studies pay attention to LL concerning tourism (Abdullah & Wulung, 2021; da Silva et al., 2021; Ferenčík & Bariová, 2023; Lu et al., 2020; Yan, 2019) da Silva et al. show that the high use of specific languages to provide information to domestic and foreign migrants (da Silva et al., 2021). Second, studies pay attention to LL concerning public markers (Borba, 2019; Mauliddian, Nurhayani, & Hamamah, 2022; Mulyawan, 2020; Siebenhütter, 2023; Song, Yang, & Ma, 2022; Spolsky, 2020). Mauliddian, Nurhayani, & Hamamah (2022), show that public markers give meaning to expressing a region's identity (Mauliddian, Nurhayani, & Hamamah, 2022). From the trend of existing studies, it appears that the LL protocol path that affects the consumptive behavior of citizens has not been discussed, even though the plurality of a nation has implications for the existence of a dominating language that impacts the behavior of an ethnic group.

This study is founded on the claim that the diversity of passing route users and the variety of Pamulang residents are directly related to the LL of the Pamulang protocol. Due to the diversity of inhabitants who utilize the Pamulang protocol route, LL which falls within the commercial category presents a business potential. The Pamulang protocol line's language markings have become a location for citizen presentations, preferences, and perceptions in both the commercial and non-commercial sectors of LL. Language presentation in the business world reveals language markers used by business actors. In contrast, language presentation in the non-commercial world shows language markers used by public organizations and for-profit businesses. Language preference takes the shape of the sign type used to communicate information and identity to the audience as a process of shaping citizens' consumer behavior. As a result, LL is classified as commercial and non-commercial on the protocol line in response to the large number of Pamulang residents.

The purpose of this study is to provide a new perspective on the LL of the Pamulang protocol as a forerunner to the formation of the consumptive behavior of citizens. The dominance of language that follows the identity of the speech community becomes the basis for the construction of wasteful behavior. In line with this, this paper is questioned: How are the presentation and language preferences along the Pamulang protocol? How do presentation dominance and language

preferences influence the formation of citizens' consumptive behavior? Likewise, how do the language signs on the shop and culinary signboards used by business actors affect the consumptive behavior of residents? At the same time, shop and culinary signage also have language signs in the form of monolingual, bilingual, and multilingual, which need to be questioned whether these three are the strategies chosen by business actors to shape the consumptive behavior of citizens. The answers to these questions provide a new perspective on the relationship between language signs and citizens' consumptive behavior.

Landry and Bourhis introduced the linguistic landscape in 1997 to refer to language in public spaces (Strandberg, 2020). The study of linguistic landscapes conducted by Landry and Bourhis emphasized three things: road signs, advertisements, and commercial store signs (Landry & Bourhis, 1997; Strandberg, 2020). This explanation confirms that languages found in public spaces are included in the LL. Iwana and Sudawati emphasized that LL's study only focuses on written language found in public spaces (Iwana & Sudarwati, 2021). The public space in question is a location, such as a protocol line in a city (Gorter, 2013; Motschenbacher, 2020). On the protocol path, there are language signs in the form of lane signs, names of places, lane names, shop signboards, billboards, and the names of government buildings (Landry & Bourhis, 1997; Al-Jarf, 2021; Mauliddian, Nurhayani, & Hamamah, 2022; al-Qenaie & Naser, 2023). Many language signs are mapped into commercial and non-commercial domains. Thus, several facts that lead to this LL confirm the general picture of the use of language in daily life, which is always surrounded by written language in public spaces (Rowland, 2013; Gorter, 2018; Artawa et al., 2023).

The use of language in public spaces has been regulated in Law Number 24 of 2009 concerning the Flag, Language, and National Emblem, as well as the National Anthem (UU No. 24 Tahun 2009). This Law regulates the use of Indonesian is mandatory for use in public spaces, as contained in Article 36 paragraph (3) reads, "Indonesian must be used or buildings, lanes, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities" (UU No. 24 Tahun 2009). In paragraph (4), it is explained that it can use regional or foreign languages with the provisions as stated in it, "Naming as referred to in paragraph (1) and paragraph (3) can use regional languages or foreign languages if they have historical, cultural, customary, and religious values" (UU No. 24 Tahun 2009). For this reason, LL on the protocol path is language presentation, while language preference is a fact of language in public spaces in the form of monolingual, bilingual, and multilingual (Sartini, 2021; Savitri, 2021).

## METHOD

The Linguistic landscape (LL) of the Pamulang protocol line in South Tangerang City, Banten Province, Indonesia is the focus of this research location. The research implementation period was carried out in five months, from January to May 2024. The protocol line was chosen because, along this route, there are citizen activities of a commercial and non-commercial nature. Citizen activity markers are known through signboards on each unit that explain the identity of a business unit (Campbell et al., 2019; Dumitrica, 2019; Skey, 2015). Commercial activities include names banks, culinary, malls, hospitals, shops, driving courses, and gas

stations. Meanwhile, activities in the non-commercial realm include names of: schools, campuses, government offices, law offices, notary offices, mosques, churches, path names, path directions, tutoring, and language courses. By examining LL in the commercial and non-commercial domains, a model of the phenomenon of language signs can be built in the Pamulang protocol line.

This study used a combination research method (mixed methods) with a sequential explanatory design (Sugiyono, 2017). Sequential descriptive design requires cause as an independent variable and effect as a dependent variable (causal) (Sugiyono, 2017). This study used three primary data: First, language presentation in the protocol path. Second, language preference is the tendency of the language used by citizens on the protocol line. Third, citizens' understanding of LL in the Pamulang protocol line is a forerunner to the formation of wasteful behavior. Language presentation and preference are directly related to the domain of language use by citizens engaged in commercial and non-commercial environments along the protocol line. At the same time, the understanding of citizens is a result of language facts contained in the protocol line. Thus, LL is well mapped in the Pamulang protocol line area through these three data.

Several signboards, banners, and residents who move along the Pamulang protocol route are data sources in this study. The collected data sources were then divided into commercial and non-commercial domains. The selection of protocol lines does not necessarily focus on signboards. Still, behind it, there are language signs that dominate so that they reflect the behavior of residents according to their domain. Data categorization in the commercial realm includes names: banks, culinary, malls, hospitals, shops, driving courses, and gas stations. Meanwhile, the categorization of data in the non-commercial domain includes the names: schools, campuses, government offices, lawyers' offices, notary offices, mosques, churches, path names, path directions, tutoring, and language courses. For this reason, this data source becomes a kind of compass for compiling research arguments.

**Table 1. LL Pamulang Protocol Line in Commercial and Non-commercial Domains**

LL Protocol Line	Sum	%
Commercial Realm		
Bank	10	2,99
Culinary	91	27,24
Mall	6	1,79
Hospital	17	5,08
Shops	139	41,61
Driving courses	3	0,89
Gas station	3	0,89
Non-commercial Realm		
School	21	6,28
Campus	1	0,29
Government offices	1	0,29
Law offices	3	0,89
Notary office	4	1,19
Mosque	4	1,19
Church	1	0,29
Path name	14	4,19
Lane direction	11	3,29
Tutoring	4	1,19
Language courses	1	0,29
Sum	334	100%

The data in this study were collected through photo technique, questionnaire distribution through Google Forms, and interviews in the period of February- June 2023. The photo technique was chosen to visualize the language markings along the Pamulang protocol line. Meanwhile, questionnaire distribution techniques are selected to determine residents' understanding of language signs along the protocol line. The interview technique was selected as a triangulation of the questionnaire technique and simultaneously, knowing the direct response of active residents in the protocol path. The photo technique emphasized that the researchers first mapped the protocol path in Pamulang based on information from the South Tangerang City Transportation Office.

Furthermore, researchers photographed several objects along the Pamulang protocol line that contained language facts in the form of commercial and non-commercial signs. The questionnaire technique is routed through the distribution of Google form links through WhatsApp groups and individual WhatsApp to search for residents who have passed and moved along the protocol path. The interview technique is conducted through researchers meeting directly with residents who shop and culinary on the Pamulang protocol line. This kind of data collection ensures the validity of LL data and that it can be accounted for procedurally in data collection.

Data collected through photos, questionnaires, and interview techniques were analyzed using their respective approaches. The data taken through the photo technique was then analyzed using a data interpretation approach. Data collected through questionnaire dissemination and interview techniques were analyzed using a narrative analysis approach. The purpose of choosing a data interpretation approach is so that data categorized as commercial and non-commercial are mapped monolingual, bilingual, and multilingual. Meanwhile, the selection of the narrative analysis approach aims to give meaning to the narrative data contained along the Pamulang protocol line. The data interpretation approach is carried out by selecting and sorting data in the commercial and non-commercial domains into tables, which are then interpreted on percentage trends in each domain, especially in the commercial domain. At the same time, the narrative analysis approach is analyzed through researchers stringing together meanings for data obtained from questionnaires and interviews. Thus, these three types of data analysis confirm the tendency of language domain dominance that reflects the behavior of citizens.

## RESULT AND DISCUSSION

### *Language Presentation*

The LL Pamulang protocol line consists of commercial and non-commercial domains. Commercial and non-commercial environments are known through language signs on shop signboards, culinary banners, government buildings, and so on, found in the Pamulang protocol line. Table 1 informs that commercial LL includes banks, culinary, malls, hospitals, shops, driving courses, and gas stations. Non-commercial LLs include schools, colleges, government offices, law offices, notary offices, mosques, churches, path names, lane directions, tutoring, and language courses. Likewise, Table 1 informs that the most dominating commercial LL is shopping, with a percentage of 41.61%, followed by culinary, with a percentage of 27.24%. As for other realms, it is still below the 5% mark. In line with this, non-commercial LL is dominated by school names, with a percentage of



6.28%, followed by track names, with a figure of 4.19%. At the same time, other domains are still below the average of 3%. For this reason, commercial LL dominates more than non-commercial LL, especially in the commercial aspects of shops and culinary.

**Table 2. Language Presentation from the Monolingual Side**

LL	Monolingual						Total
	Indonesian (%)	Japanese (%)	English (%)	Korean (%)	Chinese (%)	America (%)	
Commercial	138 (66,34)	1 (0,48)	66 (31,73)	1 (0,48)	1 (0,48)	1 (0,48)	208
Non-commercial	46 (90,19)	0 (0)	5 (9,80)	0 (0,48)	0 (0,48)	0 (0,48)	51
Sum	185	1	71	1	1	1	259

Commercial and non-commercial LL are divided into monolingual, bilingual, and multilingual language signs. These three language facts indicate the plurality of residents who cross the Pamulang protocol line and live in Pamulang. Tables 2, 3, and 4 inform us that LL in the Pamulang protocol line is not just Indonesian but also other foreign languages such as Japanese, English, Korean, Chinese, and American. Likewise, shop signboards and banners use two and three languages to give identity to a business unit. At the monolingual level, the percentage of Indonesian use still dominates, at 66.34%. This is followed by English, as much as 31.73%. As for other foreign languages, the average is below 1%. While at the bilingual level, the percentage of Indonesian-UK still dominates at 74.57%. The combination of Indonesian with other foreign languages is still below the 5% mark. The rate tends to be the same at the multilingual level, namely 33.33%, although the data obtained is minimal. Thus, the monolingual and bilingual groups are an effort to identify the identity of a business unit and attract residents to culinary and shop for basic daily necessities.



**Figure 2. LL is Monolingual (Indonesian). (Author collection)**



**Figure 2. LL is Bilingual (Indonesian-English). (Author collection)**



**Figure 3. LL in the form of Multilingual (Indonesian-English-Javanese). (Author collection)**

Indonesian presentations still dominate language presentations on signboards and banners. Domination is seen in the LL commercial realm consisting of shops and culinary. Shops and culinary are two elements of citizen activity in the economic sector. Shops are a place for residents to shop for basic daily necessities. The culinary is a place for Pamulang and non-Pamulang residents to shop for everyday food and drinks. The high percentage of language presentation in the shopping and culinary aspects also indicates a citizen's consumption level. The banners contained in culinary places are not only in the form of language signs but are accompanied by visuals of food being traded so that residents, as consumers, are interested in trying and buying it. Figure 2 is concrete evidence of a language sign accompanied by visuals. Thus, the dominance of commercial LL indicates the crowd of active residents along the Pamulang protocol line in meeting their daily clothing and food needs.

### ***Language Preferences***

Language preference focuses on the language mark chosen by businesses when delivering messages to public spaces. Based on the information presented in Table 2 LL along the Pamulang protocol line, there are six languages: Indonesian, Japanese, English, Korean, Chinese, and American. These six languages are distributed on banners and signage in commercial and non-commercial domains. Of the six languages, Indonesian is still the preferred language businesses and the government use to introduce their identity. Although business actors also choose to use English and other foreign languages, it's just that Indonesian preferences are still high in percentage. Figure 4 and Figure 5 inform about Indonesian and English

preferences in the Pamulang protocol pathway. Thus, Indonesian becomes a preference on the LL path of the Pamulang protocol.

**Table 3. Language Presentation from the Bilingual Side**

LL	Bilingual										To tal
	Kore an- Engl ish (%)	Engl sh- Japa nese (%)	Engl ish- Arab ic (%)	Indon esia- Korea (%)	Indon esia- Japan (%)	Indone sian- Padan g (%)	Indone sian- Java (%)	Indones ian- English (%)	Indone sian- Arabic (%)	Chin ese- Engl ish (%)	
Comm ercial	1 (0,0 2)	1 (0,02 )	1 (0,0 2)	1 (0,02)	2 (3,38)	2 (3,38)	3 (5,08)	44 (74,57)	2 (3,38)	2 (3,38 )	59
Non- comme rcial	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	6 (42,85)	8 (57,14 )	0 (0)	14
Sum	1	1	1	1	2	2	3	50	10	2	73

Tables 2, 3, and 4 show the justification for language preference along the Pamulang protocol line. Regarding language preference, these three tables show three priority patterns of preferred languages used by business actors: Indonesian, English, and combined Indonesian-English. On the signboard, businesses actors tend to provide the identity of their business units using Indonesian, as shown in Figure 1 and Figure 4. Even business actors also use English to convey the essence of their business units to the public, as shown in Figure 5. In addition, there is a tendency for business actors to introduce their business to audiences who prioritize using two languages on signage: Indonesian and English, as shown in Figure 2. For this reason, some language signs further emphasize the preference for specific wording used by business actors to introduce the identity of their business units.

**Table 4. Language Presentation from a Multilingual Side**

LL	Multilingual			Total
	Japanese-English- Indonesian (%)	English-Chinese- Indonesian (%)	Indonesia-Inggris-Jawa Indonesian-English-Javaa (%)	
Commercial	1 (33,33)	1 (33,33)	1 (33,33)	3
Non-commercial	0 (0)	0 (0)	0 (0)	0
Sum	1	1	1	3

Business actors choose language preferences with monolingual, bilingual, and multilingual patterns along the Pamulang protocol line to introduce their business units to the public. Monolingual practices such as preferences for Indonesians chosen by business actors are certainly with consideration of the background of Indonesian speakers who dominate activities in the protocol path. Bilingual designs are determined, of course, with the review of foreign languages such as English which has more prestige. The multilingual pattern is the consideration that business actors target residents who are not only able to master Indonesian and English but also residents with regional language backgrounds. The multilingual pattern shown in Figure 3 combines three languages: Indonesian, English, and Javanese. Thus, language preference is a priority for language



selection in public spaces that cannot be separated from the the language background of citizens.



**Figure 4. Preference Indonesian in the Pamulang Protocol Line in the Commercial Realm. (Author collection)**

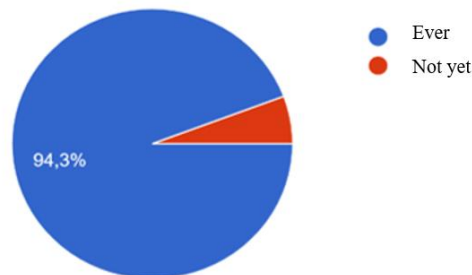


**Figure 5. English Language Preferences in the Commercial Realm of the Pamulang Protocol Line. (Author collection)**

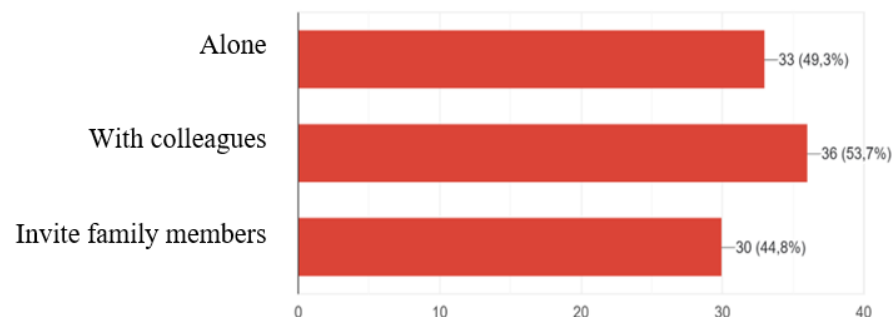
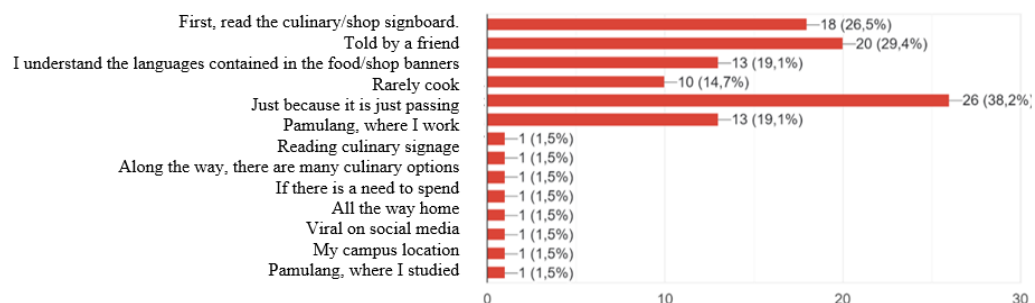
### *Signs of Languages and Consumptive Behavior of Citizens*

Language signs along the Pamulang protocol have influenced the consumptive behavior of residents. The formation of consumptive behavior is shown in Figure 6. 94.3% of respondents claimed to have shopped and culinary in the Pamulang protocol line. At the same time, 5.7% of respondents stated that they had never shopped and culinary along the Pamulang protocol line. Likewise, when asked about the reason for shopping and culinary, respondents chose four causes, as shown in Figure 7, namely: because it was just passing by (38.2%), told by friends (29.4%), first reading the culinary and shop signage (26.5%), and I understood the language contained in the culinary and shop banners (19.1%). The shopping pattern is not only for alone but also for groups. Figure 8 also informs that shopping activities are divided into three ways, namely, with coworkers (53.7%), alone (49.3%), and inviting family members (44.8%). The percentage of data obtained from questionnaires and interviews is equally dominated by shopping and culinary along the Pamulang protocol line. Even from 34 people interviewed, 100% stated they had shopped and culinary on the Pamulang protocol line. Therefore, these three

images and the results of confirmed interviews in the field become a pattern of the consumptive behavior of Pamulang and non-Pamulang residents who live and cross the Pamulang protocol line.



**Figure 6. Response of Residents Who Have Shopped and Culinary on the Pamulang Protocol Line**



**Figure 7. Why Residents Are Complicated and Culinary to be on the Pamulang Protocol Line**

Figures 6 and 7 show the three sides of the dominance of community activities along the Pamulang protocol line. Each picture describes the domination side according to the activity carried out by citizens. Figure 6 shows the dominating side of residents who have shopped and culinary on the Pamulang protocol line. Figure 7 shows the dominating side of shopping and culinary reasons in the Pamulang protocol line. Residents who shop and culinary in groups because they are captivated by language signs become a kind of message contained in these three images. Even when it is confirmed directly in the field, residents who shop tend to be in groups. Thus, these three images and the results of confirmation in the field became the forerunners of the formation of consumptive behavior among Pamulang and non-Pamulang residents.

Language signs and consumptive behavior of citizens in the context of LL have an interrelated relationship. Consumptive behavior is formed because of the strength of language signs expressed by business actors. Business actors choose straightforward language signs because, without going through it, consumptive behavior can't be formed personally and in groups. Based on the close relationship between the two, these three images inform residents who shop along the Pamulang protocol route because of the strength of messages in language signs found on the shop and culinary signs. Figure 7 is concrete evidence that residents who shop and eat along the Pamulang protocol line because they first read the language signs and understand the language. Even the influence to shop and culinary not only independently but also collectively. Figure 8 further reinforces that shopping and culinary along the Pamulang protocol line does not only occur personally but also collectively. Thus, language signs have magnets to influence citizens in choosing a product.

Based on the findings, The high percentage of Indonesian presentations along the Pamulang protocol is a sign of the strengthening of the social identity of business actors expressed through language (Amini, 2020; Brady & Van Bavel, 2021; Ding, Kim, & Kang, 2020; Iwashita, 2022; Yildirim, 2020). The dominance of Indonesian presentation becomes a message conveyed by business actors to consumers about the identity of their business units (Qahtan et al., 2023; Yusuf et al., 2022; Riès et al., 2020). Language presentation that residents easily understand is a strategy business actors choose to attract consumers. Indeed, the power of language signs in public spaces has influenced people (consumers) to act and make choices on a product (Kartajaya, 2022). This is in line with what was conveyed by Rohullah et al. that language has a psychomotor and mental influence on acting and talking to the surrounding environment (Rohullah, 2017; Hadjichristidis, Geipel, & Keysar, 2019; Tavits & Pérez, 2019). Thus, the presentation of Indonesians in the protocol line becomes a strategy for business actors to win the business competition and to be the forerunner of the formation of the consumptive behavior of citizens.

The presentation of language dominated by Indonesians in the commercial realm becomes a kind of formulation of the consumptive behavior of citizens. Based on LL, citizens' consumptive behavior is shaped by the language factor that is most dominant in the use of a region. The use of the Indonesian language along the Pamulang protocol line is reasonable because residents who cross and move are Indonesian-speaking citizens. Therefore, language signs adjust based on contextual factors that occur in the field. Bonvillain et al. explained that the language signs used in public spaces are highly dependent on the language of citizens (Bonvillain, 2019; Hou & Kusters, 2019; Rahman et al., 2019). Even the power of words expressed on shopping banners and culinary names becomes a magnet to attract citizens to make their choices. The dominating Indonesian factor and the power of diction presented in the commercial sphere have become the opening path for the formation of the consumptive behavior of citizens.

The preference of Indonesians for the Pamulang protocol is a sign of the formation of widespread consumptive behavior among citizens. Consumptive behavior occurs through Indonesian preferences contained on the business unit signboard. In the context of LL, the Indonesian used by business actors is an attraction for consumers to make choices through the identity of business units that are described using straightforward and compelling language. This is in line with what Wilujeng et al. affirmed that choosing the correct and specific language can

influence a person's choice of something (Wilujeng, 2013; Artha, 2018; Ningtyas et al., 2019; da Silva et al., 2021). Meanwhile, in addition to Indonesian, English is a language preference in public spaces. English language preference is a sign of invitation to consumptive citizens devoted to specific segments. The specific segments include millennials and the upper middle socioeconomic class. Similarly, Wildan asserted that a person's choice of language is related to the social class of citizens (Wildan, 2020, 2023). The preference for Indonesian and English is a kind of strategy chosen by business actors to win business competition along the Pamulang protocol line.

The dominance of active Indonesian speakers along the protocol line is a factor of Indonesian preferences chosen by business actors, in line with what Dewi, Neviyarni, & Irdamurni explained that the choice of language use is closely related to the background of speakers and the surrounding environment (Dewi, Neviyarni, & Irdamurni, 2020; Isna, 2019; Anggraini, 2021). Even Mauliddian, Nurhayani, & Hamamah (2022), believe there is a tendency to use language signs in public spaces to follow local traditions that apply in an area (Mauliddian, Nurhayani, & Hamamah, 2022). Furthermore, Mauliddian, Nurhayani, & Hamamah, (2022), gave an pointed out that in Probolinggo City, "the name of the city, alleys, inns, shops, cooperatives, health places, places of education, public transportation stops, sports venues, terminal names, mottos, building names, and military names" as public markers using the Kawi language (Mauliddian, Nurhayani, & Hamamah, 2022). Kawi words cannot be separated from the background of Probolinggo, East Java residents. For this reason, the Indonesian preference in the LL Pamulang protocol is closely related to the background of Pamulang and non-Pamulang residents, Indonesian as a lingua franca.

The dominance of residents who shop and culinary is a sign of the formation of patterns of consumptive behavior of residents (see also al-Qenaie & Naser, 2023). Language can influence the wasteful behavior of citizens. Kizgin et al. assert that language stimulates consumers in making product choices (Kizgin et al., 2020). Kizgin et al. added that the choice of language that suits consumer identity is a surefire strategy for winning competition in the world of trade (Kizgin et al., 2020). This is undoubtedly very based when combined with the views expressed by Ali and Anwar, language in public spaces represents the speaker's mind to the interlocutor to be interested in a product offered (Ali & Anwar, 2021). For this reason, language signs become a magnet for consumers when making choices.

The consumptive behavior of citizens is formed not only because of its attractive product but also because of the involvement of the power of language signs (Yao et al., 2022). The participation of language signs is a trigger factor for the formation of consumptive behavior of citizens (see also Cuny et al., 2021; Koohi Rostamkalae, Jafari, & Gorji, 2022). In influencing citizens' wasteful behavior, language signs play an advertising function, such as bargaining and persuading consumers to buy a particular product (Mahmood & Abdulla, 2020; Herdian & Supri, 2020). Herdian and Supri emphasized that the variety of advertising language can influence, convince, captivate, and shape the mood of readers and listeners so that they are interested in immediately deciding on a particular product (Herdian & Supri, 2020). For this reason, consumptive behavior is formed through language signs used by business actors on store signboards and culinary banners loaded with expressions of various advertising languages.



## CONCLUSION

It turns out that based on a case study on the Pamulang protocol line, South Tangerang, Indonesia, LL shapes the consumptive behavior of residents. The consumptive behavior of residents' is formed through language signs that influence and persuade residents to shop and culinary. For LL, language sign on store signboards and culinary banners appeal to everyone who passes by and stays to try and become a customer. Residents shop at restaurants not only because they see the quality of a product but also because Indonesians dominate the factors of language presentation and language preference. Likewise, presentation and language preference are not only categorized in monolingual aspects but also occur in bilingual and multilingual areas as strategies businesses choose to attract consumers. Thus, the citizen's consumptive behavior is formed due to the presentation and language preferences that are understood very well by citizens. This paper has limitations in data sources, namely in the Pamulang protocol path. In addition, the author realizes that in addition to protocol pathways, LL data are more attractive to be studied further so that presentation slots and language preferences can be carried out in comparative studies between protocol and non-protocol paths. Meanwhile, this paper has limitations on three data collection techniques: photos, questionnaires, and interviews. Actually, in LL it is highly recommended to use in-depth and structured observation techniques among citizens for a long time so that data that leads to the formation of the consumptive behavior of citizens is categorized based on various aspects. Thus, this paper is limited to data sources, comparison, and retrieval techniques, so it becomes an opportunity for future researchers.

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