

**THE PRIDE OF USING ENGLISH FOR SHOP NAMES IN
ACEH: AN ANALYSIS FROM THE POSTCOLONIAL
SEMIOTIC READING PERSPECTIVE**

THESIS

Submitted by

NURUL FARIDAH
NIM. 231324403

Student of *Fakultas Tarbiyah dan Keguruan*

Department of English Language Education



FAKULTAS TARBIYAH DAN KEGURUAN
UNIVERSITAS ISLAM NEGERI AR-RANIRY BANDA ACEH
2019M / 1440 H

THESIS

Submitted to *Fakultas Tarbiyah dan Keguruan*
Universitas Islam Negeri Ar-Raniry Banda Aceh
in Partial Fulfillment of the Requirements for The Degree
Bachelor of Education in English Language Teaching

by:


NURUL FARIDAH
NIM. 231324403


Student of *Fakultas Tarbiyah dan Keguruan*
Department of English Language Education

Approved by:

Main Supervisor,

Co-Supervisor,


Dr. Jarjani, S.Ag., S.Si., M.Sc., MA


Mulia, M.Ed

Date: July / 08th / 2019

Date : July / 8th / 2019

It has been defended in Sidang Munaqasyah
in front of the board of the Examination for the working paper
and has been accepted in partial fulfillment of the requirements
for Bachelor of Education Degree in English Language Teaching

On:

Thursday,

18 July 2019

15 Dzulkaidah, 1440 H

In Darussalam, Banda Aceh


Board of Examiner,

Chairperson,



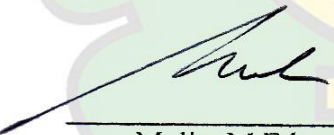
Dr. Jarjani, S.Ag., S.Si., M.Sc., MA

Secretary,




Yuliar Masna, M. TESOL

Member,



Mulia, M.Ed

Member,



Fera Busfina Zalha, MA

Certified by:

The Dean of Fakultas Tarbiyah dan Keguruan
Universitas Islam Negeri Ar-Raniry Banda Aceh



Dr. Muslim Razali, S.H., M.Ag.
NIP. 195907091989031001



DECLARATION OF ORIGINALITY



KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI AR-RANIRY
FAKULTAS TARBIYAH DAN KEGURUAN
PRODI PENDIDIKAN BAHASA INGGRIS
JlnSyeikhAbdur Rauf Kopelma Darussalam Banda Aceh
Email:pbi.ftk@ar-raniry.ac.id, Website: http://pbi.ar-raniry.ac.id/

SURAT PERNYATAAN TIDAK MELAKUKAN PLAGIASI

Saya yang bertanda tangan dibawah ini :

Nama : Nurul Faridah
NIM : 231324403
Tempat/Tgl. Lahir : Lhokseumawe / 18 Agustus 1995
Alamat : Lr. Akasia Barat, No.8A, Peurada, Banda Aceh
Judul Skripsi : The Pride of Using English for Shop Names in Aceh: An Analysis from
The Postcolonial Semiotic Reading Perspective

Menyatakan bahwa sesungguhnya skripsi tersebut adalah benar karya asli saya, kecuali lampiran yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan di dalamnya akan menjadi sepenuhnya tanggung jawab saya.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya.

Banda Aceh, 8 Juli 2019

Saya yang membuat surat pernyataan,




Nurul Faridah

ABSTRACT

Name : Nurul Faridah
Reg. No : 231324403
Faculty : *Fakultas Tarbiyah dan Keguruan*
Major : Department of English Language Education
Thesis working : The Pride of Using English for Shop Names in Aceh:
An Analysis from The Postcolonial Perspective
Main Supervisor : Dr.Jarjani, S.Ag.,S.Si.,M.Sc.,MA
Co- Supervisor : Mulia, M.Ed
Keywords : *Postcolonial theory, semiotic, mimicry, pride, shop names*

This study was carried out to analyze the phenomenon of privileging English names for shop names in Aceh in recent years. Using postcolonial theory of Bhaba, mimicry theory, thus this study attempted to uncover the reasons behind the westernized shop names as represented of English preference to local languages, even though their customers are mostly local people. Data was collected through taking pictures and interviews of 20 shops 'owners, 4 females and 16 males. It was found that 120 shop names in Banda Aceh and Aceh Besar are in English. The shop names can be categorized into several forms of linguistic mimicry, included modified English + Indonesian ordering, modified English + English ordering, full English + Indonesian ordering, full Indonesian + English ordering, full English + English ordering, mixing English with Pakistan language + English ordering, mixing Acehnese language with English + English ordering and mixing owner names with English + English ordering. From the interviews, several reasons behind the use of English language instead of local languages for their shop names were uncovered, including their beliefs of superiority of English for marketing purpose over local languages, unawareness of their beliefs and practices, and lacking confidence of using local language due to not modern for their shop names. All this can be a measure of how much Acehnese society has been westernized. It can be concluded that many shop owners' beliefs have been subjugated by the Western hegemony that they feel inferior to their own languages.

ACKNOWLEDGEMENT



First, all praises to Allah swt, the Almighty, the Most Gracious, the Most Merciful who always gives me faith, health, strength, blessing, and knowledge in running life. Peace and blessings on Prophet Muhammad saw, together with his family and companions who struggled to bring us to the right path.

Ultimately, this thesis is successfully completed by the help from many parties. Thus, the appreciation goes to both of my supervisors Dr. Jarjani, S.Ag.,S.Si.,M.Sc.,MA_and Mulia, M.Ed for guiding, encouraging and giving feedback during this writing process. My respect is also addressed to all English Language Education lecturers and staffs who have given me abundant knowledge, experience and helped me during my study in this department which I believe would be a great asset for my future development.

Besides, this struggle would not be accomplished without the support from my family especially the positive energy delivered from both of my beloved parents, my awesome father, Mr. Ayub Abdullah and my amazing and multitalented mother, Madam Sularsih. I thank them for being patient, persistent, supportive and optimistic that I am able to finish my study and motivate me to chase my good willing.

My appreciation is also extended to four of my lovely siblings, Nurmala, A.Md.T, Naufal, Nadziiful Qulub and Nisrina Ayuby who contribute in supporting and putting trust on me to finish my work.

I would also give special credits for my inspiring friend Robinson Sinurat who be the role model for youth to pass LPDP scholarship and a non-fiction character in “Illegal Alien” novel, based on truly story which is a gifted novel from my amazing friend, Iqbal January Pratama, S.T who both always encourage my big desire to continue my master degree overseas.

Abundant thanks are also delivered to my working mates over with the place in Aplus Course Learning Center Banda Aceh which the facilities get me enjoy to type my thesis. Then, my program mates in Camp Epic, Youth4Dev, Bali Democracy Student Conference, my ISC (International School Community) friends and my Hazakinuril friends, Hayatun Nufus, S.T, Nurhaliza Umri, Rezeky Ayunda and Riana Maya Sari, S.Ked for reminding me to not give up in finishing my thesis and be one of place where I get my confidence from.

My recognition is also for all of my research participants who helped me in conducting this research and all the people who pray and do good things for me throughout my effort to finish this thesis.

Finally, this thesis is dedicated for my parents, myself and public especially English Education students who enthusiast in sociolinguistic famous issue and intend to know the reason behind the predominantly using of English for shop names phenomenon in Banda Aceh and Aceh Besar based on postcolonial

analysis. I hope this thesis could help the reader to enhance the information and give abundant valuable knowledge.

Banda Aceh, June 16th, 2018

Nurul Faridah

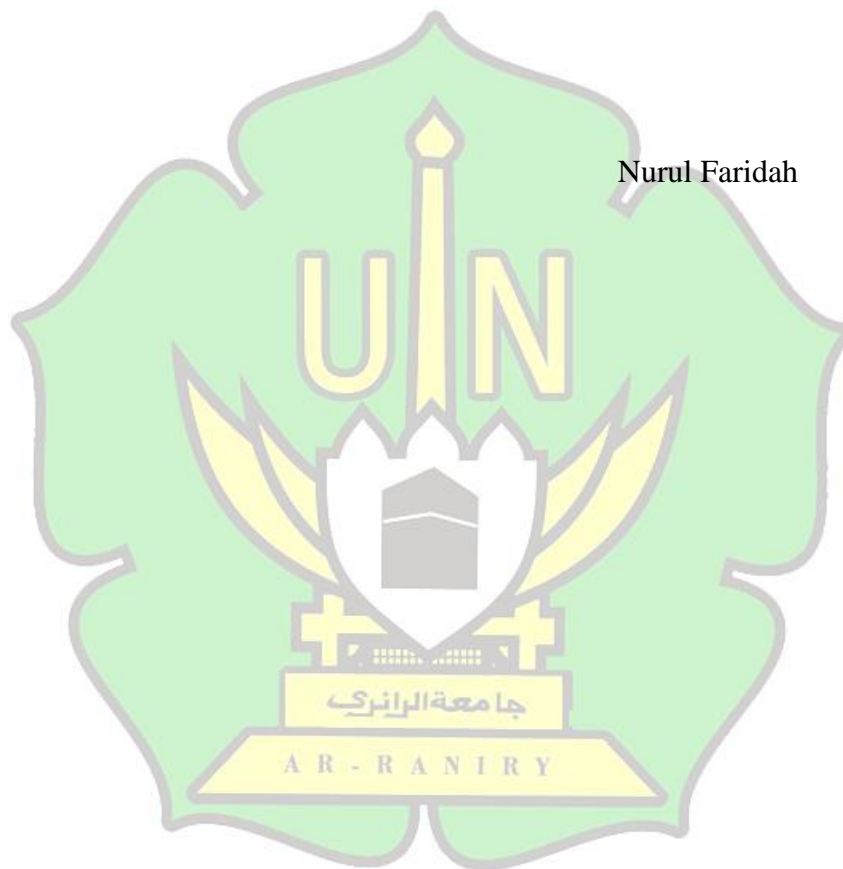


TABLE OF CONTENTS

COVER	
APPROVAL LETTER	
EXAMINERS SHEET	
DECLARATION OF ORIGINALITY	
ABSTRACT	v
ACKNOWLEDDMENT	vi
TABLE OF CONTENTS	ix
LIST OF FIGURE	x
LIST OF DIAGRAM	xi
LIST OF TABLE	xii
LIST OF APPENDICES	xiii
CHAPTER I : INTRODUCTION	
A. Backgrounds of The Study	1
B. Research Questions	4
C. Research Aims	5
D. Research Scope	5
E. Significance of The Study	5
F. Terminologies	6
CHAPTER II : LITERATURE REVIEW	
A. The Origin of Postcolonial Theory	11
B. Postcolonial Analysis in Studies	14
C. The History of Linguistic Situation in Aceh	19
CHAPTER III : RESEARCH METHOD	
A. Research Design	23
B. Research Participants and Setting	26
C. Method of Data Collection	33
D. Method of Data Analysis	35
CHAPTER IV : FINDINGS AND DISCUSSION	
A. Research Findings	36
B. Discussion	66
CHAPTER V : CONCLUSIONS AND SUGGESTIONS	
A. Conclusions	72
B. Suggestions	74
C. Reflections	74
REFERENCES	76
APPENDICES	
AUTOBIBLIOGRAPHY	

LIST OF FIGURE

Figure 3.1 : The map of route in Banda Aceh and Aceh Besar
areas under investigation of study28



LIST OF DIAGRAMS

Diagram 3.1 : Comparative number of English employment	27
Diagram 3.2 : Categories of linguistic mimicry in percentage	31
Diagram 4.1 : The reasons of employing English for shop names in percentage	68



LIST OF TABLES

Table 3.1	: Categories of linguistic mimicry	29
Table 3.2	: Classification of shop name or business specifications Investigated	32
Table 4.1	: The reason of employing English for shop or business names.....	67



LIST OF APPENDICES

Appendix I : Transcription

Appendix II : Documentation



CHAPTER I

INTRODUCTION

This first chapter explains the urgent of why this thesis is conducted by formerly describing the background of the study which is then followed by the research questions, research aims then as to avoid the study from out of context, thus, it is limited by the research scope. The significance of the study is also within as to emphasize the significance of the work to party levels and lastly covered with the terminologies used to guide the readers with crystal understanding.

A. Background of The Study

In recent days, there are variety of store names in Aceh mainly in the capital city of Aceh province, Banda Aceh and Aceh Besar regency that are predominantly written in English rather than Indonesian or in local language which are not only found in the main streets but also small streets. Surprisingly, even though some shop names are found in Indonesian and Acehnese yet they are mixed with English and the word ordering used is based on English writing principle.

Regarding to this phenomenon, thus, this study is a postcolonial semiotic reading of shop names to discuss their relationship with a major postcolonial term, mimicry, which is first introduced by Bhabha as cited in Ghandeharion (2018).

Since its publication, postcolonial study has been impact-able and work significantly to various fields through the significance of the spread of neo-liberalism (Ghandeharion, 2018). It is relevance of neo imperialism and the issues that involve post-colonized societies in a global show the usefulness of postcolonial analysis. According to Ashcroft (2007), this subject has expanded and diversified both in its impact and significance, in fields as varied as globalization, environmentalism, transnationalism, the sacred, and even economics, through the significance of the spread of neo-liberalism. He continues by saying there have been many issues deals with globalization such as the place of the glocal which as the function of local agency under the pressure of global forces, the role of imperialism in globalization, the connection between imperialism and neoliberal economics were coped and continued to be solved by postcolonial analysis. Thus, it proves that postcolonial has provided useful strategies for a wider of global analysis.

One of the most persistent and controversial topics of employing postcolonial analysis in contemporary politics is the issue of the environment in which global warming has demonstrated the devastating effects of the industrial revolution and the unfettered pursuit of capital expansion (Plumwood, 2002 as cited in Ashcroft, 2007). The environment and related topics such as ecofeminism, ecological imperialism, environmentalism, and speciesism have all taken an increasingly prominent place in postcolonial thought because it has become clear that there is a direct connection between colonialist treatment of indigenous flora and fauna and treatment of colonized and others dominated subjects and societies.

Another issue that has become more prominent is the issue of the sacred. Religion as the impact of missions and the nature and function of a postcolonial sacred are becoming increasingly prevalent in what some refer to as a post-secular age. There is no doubt that the aggressive articulation of religious dogma, the failure of dialogue and the increasingly polarized globe have offered unprecedented global dangers. But these realities also offer opportunities for an analysis of the kinds of complex hybridized developments of the sacred that have been revealed by postcolonial analysis (Ashcroft, 2007).

Besides uses postcolonial, this paper also integrates with semiotic analysis. Different experts have applied semiotics towards advertisement planning and analysis, because it shows how specific words, images, and colors form the vocabulary of persuasion in advertising (Beasley, 2002). Hence, this can be a reasonable justification why shop names could be benefit from semiotic.

In spite of many researches in the realm of postcolonial studies, however, analyzing shop names have remained a marginal area of inquiry, especially in the realm of Acehnese studies. The study investigates Aceh shop names have not been extensively analyzed and there is a dearth of literature related to the postcolonial reading of contemporary Aceh shop names. This main fact, thus becomes the writer's consideration to conduct this paper.

Furthermore, this study is brought to surface since the facts show the targeted customer and majority of consumers are the Acehnese itself who are still speak Acehnese or Indonesian in conversation but the language used for shop names contrary the native language.

In addition, this phenomenon reminds us that Aceh province applies the Law of Syariat Islam to regulate society life and governance marks it is close relationship to Islamic teaching and expect for the predominantly using of Arabic language for the shop names but the reality does not show so leads the presumptive thought whether Acehnese community trapped into imperialism by imitating those of a more dominant culture consciously or not or this is normal to be occurred. Those highlights consequently produce single question whether the Acehnese people have been truly free from colonization both mentally and physically or still haunted by Western mentality.

Thus, as to avoid those biases, the writer carries out this study in order to know the motives and the awareness of the owner shops in Banda Aceh and Aceh Besar use English both the script and ordering rule for naming their store names by using postcolonial semiotic analysis.

B. Research Questions

Regarding to the study conducted, thus this study attempts to find out the answer chronologically based on the following research questions:

1. Why do the shop owners use English rather than Indonesian or local languages?
2. Are they aware of the Western influence on their mind in creating shops names?

C. Research Aims

Based on the above-mentioned research questions, hence, the aims of study are as follow:

1. To find out the reasons of shop owners use English instead of Indonesian and Aceh language.
2. To find out the awareness of shop owners on their minds towards the Western influence in creating shop names.

D. Research Scope

This study explores the motives of 20 shop owners from diverse specification businesses in Banda Aceh and Aceh Besar who use English both script and word ordering for their shop or business names which are addressed in some locations and reveals the awareness of the owners of the Western influence on their mind in creating shop or business names by using postcolonial semiotic reading analysis.

E. Significance of The Study

This study attempted to uncover the reasons behind the Westernized shop names as represented of English preference to local languages, even though their customers are mostly local people. In addition, it is expected to help many parties to understand the phenomenon of predominantly English for shop names has many reasons, not as the business purpose or common behavior merely.

Mainly, it is also expected could contribute to the English Education Department students who also learn linguistic subject in college to see broadly and read writings critically. In this case is as to know the reasons behind of the very frequent use of English instead of Indonesian or Acehnese not only as normatively but also critically read the idea that Acehnese mindsets has been rooted of the Western superiority consciously or unconsciously.

F. Terminologies

In writing this study, the writer uses some terms which help to guide the readers to crystal comprehension of the essence of each word as explained below.

1. Postcolonial theory

Postcolonial theory (or often postcolonialism) deals with the effects of colonization on cultures and societies. It is originally used by historians after the Second World War in terms such as the postcolonial state, postcolonial had a clearly chronological meaning, designating the post-independence period. In the late 1970s, the term has been used by literary critics to discuss the various cultural effects of colonization (Ashcroft, 2007).

Slemon (1994) has argued postcolonialism is now used in its various fields to describe a remarkably heterogeneous set of subject positions, professional fields, and critical enterprises. Thus, the controversies circulating around the term postcolonial/postcolonial itself continue unabated, however, according to Lye (1998) postcolonial theory is a literary theory or critical approach that deals with literature produced in countries that were once, or are now, colonized by other countries. It deals with the reading and writing of literature written in previously or currently colonized countries, or literature written in colonizing countries which deals with colonization or colonized peoples.

However, postcolonial theory is not applied solely to the literary works of formerly colonized countries. It also deals to the countries which have not been colonized in the past, but, the traces of postcolonialism issues can be followed in

their literature. In addition, postcolonial has wider scope and theoreticians may not always agree on a common set of definitions (Young, 2016)

Ultimately, regarding to the previous researchers, postcolonial in this study refers to the influence of Western which can be found in the writing style of shops names in Banda Aceh and Aceh Besar in English both within script and the word ordering used even though the society has never been experienced colonized by the British yet the issue of mimicry which regards to Bhabha's idea can be traced in its literature.

2. Semiotic

According to Ghandeharion (2018), a semiotic analysis is a systematic approach towards the investigation of different signs to discover whether they are culturally significant or they just imitate those of a more dominant culture. Semiotics also embraces not only written language, but also television programs, films, photographs, and fashion. Thus, shop or business name which includes into written language also deals with semiotic.

3. Mimicry

Mimicry can be defined as the desire for a renewed, identifiable "other", as a subject of alteration that is nearly the same, but not quite, leading to a noticeable similarity between the colonized and the colonizer (Huddart, 2006).

According to Bhabha (1994) under colonialism, mimicry is seen as an opportunistic pattern of behavior, means one copies the person in power, in the hope of having access to the same power. In other words, mimicry is defined as the imitation of the values of a colonial society. In addition, Bhabha (1984)

analysis mimicry as camouflage resulting in colonial ambivalence. He sees the colonizer as a snake in the grass who, speaks in a tongue that is forked. Meanwhile, the significant point about Aceh is that although it is not colonized directly, there is attitude shows high belief to the Western powers. Hence, in this paper case, it is not shocking that Aceh shop or business names are somehow an imitation of Western ones both the language and word ordering.

4. Pride

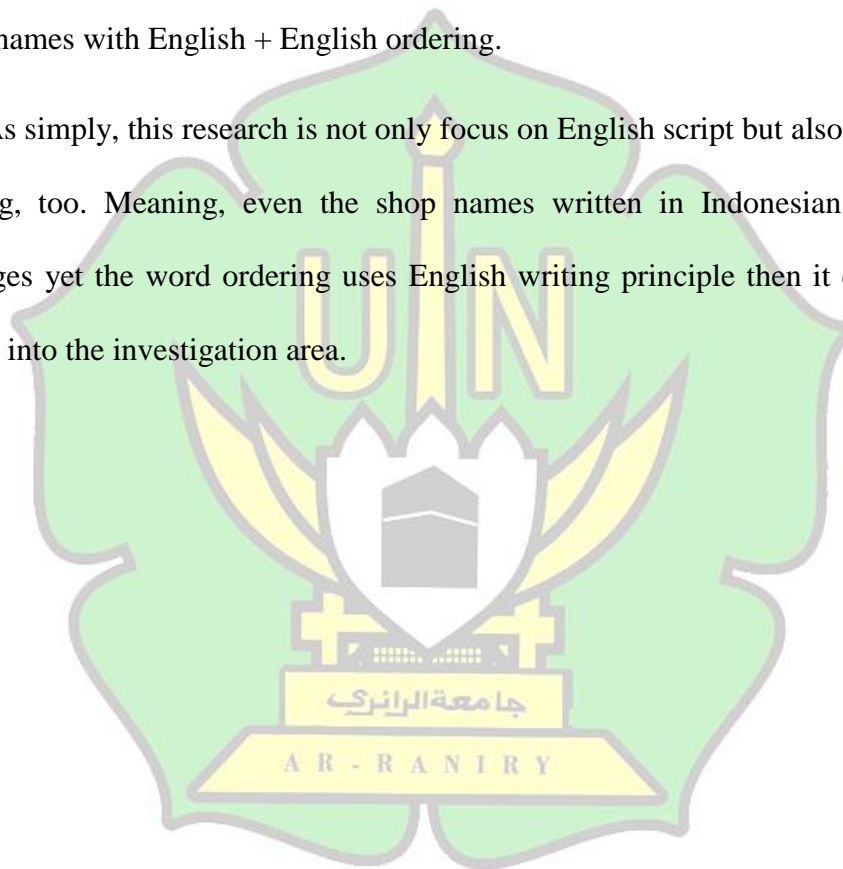
Most psychologists agree that pride is a positive, self-conscious emotion arising from achievements that can be attributed to one's abilities or efforts (Lewis, 1997; Tangney, 1999; Tracy & Robins, 2004a, 2004b). Mascolo and Fischer (1995) concisely define pride as an emotion generated by appraisals that one is responsible for a socially valued outcome or for being a socially valued person. Consistent with the view that pride involves public evaluations of the self, Webster (et al. , 2003) demonstrate that pride is most strongly evoke in situations of publicly praise accomplishment.

However, the word pride in this study stands for feeling of proud and confident for using English language. In addition, the shop owner feels honor and proud since English language shows such as more modern, marks their shops one step more forward than others and as the way to claim the product sold is branded, superior, representative youth which closes to modernity, and more qualified than goods in stores that names written in Indonesian or local language.

5. Shop Names

The shop names in this study refer to the shop names which are written in such categories of modified English + Indonesian ordering, modified English + English ordering, full English + Indonesian ordering, full Indonesian + English ordering, full English + English ordering, mixing English with Pakistan language + English ordering, mixing Acehnese with English + English ordering and Mixing owner names with English + English ordering.

As simply, this research is not only focus on English script but also the word ordering, too. Meaning, even the shop names written in Indonesian or local languages yet the word ordering uses English writing principle then it does also include into the investigation area.



CHAPTER II

LITERATURE REVIEW

This chapter shows the previous studies which relate to the present study that begins with the origin of postcolonial theory by three post-colonial theoreticians' different point of view, there are Edward Said, Gayatri Spivak and Homi K. Bhabha Bhabha's most significance theories, mimicry, as the most important source for this study. Then, followed by the employment of postcolonial perspective by earlier studies in variety realms and lastly is the history of linguistic situation in Banda Aceh and Aceh Besar at past and recently which are discussed chronologically below.

A. The origin of Postcolonial Theory

The origin of postcolonial literature is initially come from Britain's former colonies countries such as Caribbean, Africa and India which focus on common things such as literature, art, music, linguistics, slavery, migration, discrimination, historiography and discusses different kinds of subjugation like racism, gender, nationalism and identity (Lye, 1998).

Other critics such as Chakrabarty (1992), Mohanty (1991) and Spivak (1990 as cited in in Kumar, 2000) argue that the prefix post in postcolonial signifies a change in power structure after the official regime of colonialism. The prefix also signifies the continuing aftermath of such change in discursive practices.

However, postcolonial theory is not applied solely to the literary works of formerly colonized countries. It also deals to the countries which have not been colonized in the past, but, the traces of postcolonialism issues can be followed in their literature. In addition, postcolonial has wider scope and theoreticians may not always agree on a common set of definitions (Young, 2016)

Relating to this, the previous study by Ghandeharioon (2018) whose study is about postcolonial semiotic reading in Iranian advertisements is one of the example since Iran has not been colonized by British yet the country deals with the issue of mimicry that regards to Bhabhas's idea (1994) in its literature which applies to all national literary traditions in recently.

On a deeper level, postcolonial examines an ideological response to colonialist thought or system rather than simply describe a system that comes after colonialism or in other word examine the effect of colonial rule on some practices and such as feminism and literature. Sharma (2015) in her research about the impact of colonization to the third world said that one assumption regarding the usage of the term postcolonial refers to the colonial societies which were once colonized was not appropriate assumption since it has differences regarding its implications on certain countries.

Meanwhile, according to Young (2016) the postcolonial seems to have become ubiquitous. He continues that the definition of postcolonial that comes after the colonial cannot be taken for granted.

Thus, regarding to the previous researchers' ideas, postcolonial also deals to Acehnese literary even though the society has never been experienced colonized by the British yet the issue of mimicry which regards to Bhabha's idea (1994) can be traced in its literature.

However, the discussion about postcolonial theory firstly appeared after the book *Orientalism* of Edward Said's work published in 1977 (Wang, 2018). In Said's (2003 as cited in Wang, 2018) analysis, the term *orientalism* is the concept as a Western style for dominating, restructuring, and having authority over the Orient and claims that the presentation of the Orient by the Western world is used to justify the colonial ambitions of these powers. In addition, he defines *Orientalism* as a discourse which is produced with various kinds of power including power political, power intellectual, power cultural and power moral.

In addition, Said (2003 as cited in Wang, 2018) points out that *Orientalism* actually occupies three overlapping domains. It designated first the 4000 year history of and cultural relations between Europe and Asia, secondly the scientific discipline producing specialists in Oriental languages and culture from the early nineteenth century, and thirdly the long-term images, stereotypes and general ideology about the Orient as the Other (Selden, et al., 2004).

Ultimately, the ideas of Said have strongly influenced the other writers in the field and all of these scholars point out that the main feature of postcolonial theory is the examination of the continued heritage of colonialism.

These selected writers include Gayatri Spivak, an Indian literary critic and theorist, whose essay *Can the Subaltern Speak?* (1983) and the book *In Other Worlds* (1987) are her best representative works (Wang, 2018). The term she used frequently in her writings such as subaltern, meaning of inferior rank, is a term adopted by Gramsci (1971) referred to those groups in society who are lowest class, or the lowest strata of the urban sub-proletariat, being ignored seriously by the capital society.

Meanwhile, in Spivak's (1983) opinion, the term subaltern is a synonym of proletariat when applied to postcolonial theory. It implies that subaltern has a broad and specific meaning, there are the poor, the oppressed and the exploited who has no right to speak out what are in their minds, not to mention getting their voice heard.

While, lastly is Bhabha (1994) uses terms such as, hybridity, mimicry, difference, ambivalence, and stereotype. In the context of postcolonial, he defines mimicry as the imitation of the values of a colonial society. In another book, Bhabha's (1984), analysis of mimicry is largely based on the Lacanian vision of mimicry as camouflage resulting in colonial ambivalence. He sees the colonizer as a snake in the grass who spoke in a tongue that is forked, and produces a mimetic representation that emerge as one of the most elusive and effective strategies of colonial power and knowledge (Bhabha, 1994).

Those three earlier post-colonial theoreticians which each works on orientalism, subaltern and mimicry have a great role in promoting the development of the postcolonial theory research and a profound impact on the

development of the postmodern literature and cultural studies especially in literature studies as stated by Young (2016) who argued that the popularity of post colonialism theory has been increased and considered to play an important role especially in literature studies.

B. Postcolonial Analysis in Studies

As the prove towards the contribution of postcolonial analysis pioneered by early three pioneers discussed above, below are others multiple previous studies which have been carried out using postcolonial perspective from different backgrounds issues. There are such as conducted on novel (Malik and Umrani, 2015), African poetry (Emezue, 2004), vernacular and postcolonial planning interactions in Dakar city (Bigon, 2017), postcolonial in Commonwealth (Craggs, 2018) and identity experiences of transnational Kenyan teachers in U.S. Universities (Nduati, 2016) which the result showed resistance to colonization.

The finding of short story of Muneeza Shamsie by Malik & Umrani (2015) described the female characters origin the Muslim nobility in the colonial India were dilemma both to the colonial culture and the patriarchy system in their land country. Though doubly colonized, yet they continued with their struggled against the patriarchy and at the same time tried to preserve their native culture.

Meanwhile Emezue (2004) in study of stylizing contemporary postcolonial African poetry identified new areas of linguistic resistance through the conscious attempt of the colonized to create a hybrid language. The poets used their owns made up patterns to create both new meaning and interpretation which caused the frontiers of Nigerian English was wider. While, boasts and curses served as

linguistic deviations that contemporary African poets deliberately explored in order to subvert the authoritarian status of the colonial language.

In other sides, Bigon (2017) uncovered how were the indigenous people in Dakar city and Western planning culture in dynamism of spatial interactions which demonstrated that the indigenous and colonial planning cultures become intimately entangled and hybridized changed their character across time, moved from attempting of erasure to competition and creative cohabitation. It revealed that ancient spatial practices have remarkably still survived in Dakar's very city centre as a gridded area that since its creation has been considered in both academic and popular discourses as the most Western site in West Africa.

Meanwhile, the study carried out by Craggs (2018) about Subaltern geopolitics and the postcolonial Commonwealth explored the construction of a new subaltern geopolitics in the Commonwealth after 1965. It told that the political institutions of the Commonwealth acted as a site for subaltern geopolitics. The finding argued the Commonwealth, overlapping political and ideological networks brought together anticolonialism with other alternative and regional political projects including non-alignment and anti-apartheid.

Lastly, postcolonial analysis which deals in racism in education issue (Nduati, 2016) uncovered that the participants' African languages and identities were marginalized in both the Kenyan context and the United States contexts. In Kenya, participants reported being silenced by the ways that these languages and identities were suppressed in their schools. There was a hierarchy of languages,

with English at the top of the hierarchy and African languages at the bottom. However, in various ways, participants resisted this marginalization.

Besides the above studies which show the negotiation towards the Western however, there also have been carried out studies using postcolonial which uncovered that they most likely negotiated to colonization which are on Iranian advertisements (Ghandeharion, 2018), Scottish literature (Connel, 2003), and Cameroon community forestry (Movuh, 2012).

Ghandeharion (2018) with study on Iranian advertisements took place in Iran used postcolonial semiotic reading approach. It supposed to discover the influence of Western hegemony on the design of Iranian advertisements and uncover the hidden meanings within different advertisements, brand names, and logos as the paragons of the products' identity and image. The finding showed that by applying postcolonial semiotics it could be known that the Iranian advertisements of different brands and logos (food, cosmetics, clothing, airline, and bank) negotiate with and resist the Western hegemony. However, negotiation was highly showed than resistance through performing mimicry which imitated standard principles in the West.

Meanwhile, Connel (2003) employed postcolonial view in Scottish literature to analyze the political domination as to elucidate the Scottish writing nature. It found that the study of English literature played in the maintenance of colonial governance and as an aggressive assertion of the cultural domination of marginal social groups by Anglocentric elite.

The domination of colonization also stated in Movuh's (2012) study which exposed the continuity of colonial policies in community forestry and the mindset of foreign organizations fundamentally rooted in European values and confirms strong colonial heritage of the Postcolonial state of Cameroon's community forestry model.

By those comparing studies result, it could be known that the reason behind resisting to colonization/double colonization are done by maintaining local language, forming a hybrid language, bringing together anticolonialism with other alternative and regional political projects and keeping ancient spatial practices. However, there are also found the reason of using English as form of negotiation is for business purpose and since English literature plays in the maintenance of colonial governance and as an aggressive assertion of the cultural domination of marginal social groups. Meanwhile, the reason of negotiating to colonization/double colonization is because indigenous inhabitants' ways of thinking that have been fundamentally rooted in European values.

Ultimately, out of previous studies above have proven that postcolonial theory are widely used in diverse fields and are capable to solve the question of both the negotiating and resisting attitude towards colonization in different version result.

Meanwhile, previous studies which has similarity to the writer's study is found in Ghandeharion's (2018) study on Iranian advertisements since it also uses postcolonial semiotic reading in linguistic landscape in form of advertisement which analyzes the Westernization level by Homi K. Bhabha's definition of

mimicry which signifies imitating some famous Western brands (iconic mimicry), using English language (linguistic mimicry), utilizing Western-looking models or celebrities, and displaying female bodies (visual mimicry).

However, the writer's present study has a gap in the postcolonial semiotic approach towards previous study by Ghandeharion (2018) which analyzed the advertisement through four forms of mimicry in advertisement with negotiation was highly showed than resistance through performing mimicry which imitated standard principles in the West. In contrast, in this study, writer only takes linguistic mimicry (English script and ordering) to measure the imitation of shop or business names in Banda Aceh and Aceh Besar.

Another gap is found in McFarlane- Alvarez's (2007) study which focused on the postcolonial reading of Caribbean advertisements and their resistance to Western hegemony which admitted that television advertising functioned as a space of hybridity and played a dominant role in the establishment of resistive identity. Besides, study by Dutta-Bergman (2005) scrutinized the production of advertisements by Bengali migrants from East India and exhibited the hybrid existences of diasporic groups, placing themselves at the intersections of international and national aspects. Furthermore, study conducted by Varman, Cayla, & Hari (2011) in mimicry and postcolonial advertising proposed a comprehensive study of emulation as an ambivalent act and interpreted it as postcolonial mimicry. Both studies by Bati (2007) and Lawlor (1992) in semiotic of advertisements explained the sign system relations. They revealed the current

product representations and its match or mismatch with the links that the receiver related to the advertisements.

In spite of much research in the realm of postcolonial studies from the above-mentioned earlier studies, linguistic landscape in shop names have remained a marginal area of inquiry and scarce in the realm of Indonesian studies, especially in Aceh. Literature related to Indonesian shop names is scarce yet there are found previous studies toward the use of English in billboard and print advertisements such as Da-Silva (2014) and Mutiara (2014).

Silva (2014) discussed the reasons of the very frequent use of English in advertisements against the issue of preserving the Indonesian language and the role of English in Indonesian context. It exemplified that a foreign culture was apparently more valued by Indonesians, a condition which has been taken advantage of by producers and advertisers which the main purpose was to make a very profitable business.

Furthermore, study carried out by Mutiara (2014) concluded that English ads were appreciated better and was viewed more sophisticated than Indonesian and participants considered the use of Indonesian was not suitable to advertise English language center.

However, the last two studies investigate merely in billboard and print advertisements of English language centers in Indonesia by not employing postcolonial approach. It implies if there has not been extensively analyzed and there is a dearth of literature related to the postcolonial reading of contemporary

Aceh shop names, especially in Banda Aceh and Aceh Besar area. Hence, this study is trying to compensate for the gap.

C. The History of Linguistic Situation in Aceh

Acehnese is one of the local languages that lives, develops, and is mostly used by Acehnese groups of people as a tool of communication and interaction in Aceh. It is located at the north-Western tip of Sumatra Island, Indonesia, with the Strait of Malacca to the east, the Indian Ocean to the west and the sea of Bengal to the north (Al-Auwal, 2017). Besides Acehnese, there are still several other local languages spoken in Aceh such as Alas, Gayo, Tamiang, Aneuk Jamèe, Kluet, Singkil, Simeulu and Haloban (Yusuf, 2013).

Aceh is a multilingual society where most Acehnese people are able to speak more than two languages. Diglossia regularly occurs in bilingual and multilingual societies where there is an assumption that a minority language is frequently victimized by the dominant one (Canagarajah, 2008). In addition, Durie (1996) states that Acehnese is a diglossia since it is used only in the villages, in family life and in the poetic traditions, whereas Indonesian is used dominantly as a lingua franca in public and high-class domains due to its higher prestige as a national and official language. In general, a child born in a bilingual or multilingual society will linguistically become a bilingual speaker but it is plausible for him or her to be not literate in the minority language. This is because

the language mostly used in the neighbourhood will be the dominant one (Durie, 1996).

Returning to the Acehnese, based on the finding from Al-Auwal (2017) stated that most of Acehnese youth were likely to stop using Acehnese both in public and private domains. Besides those factors, many Acehnese youth are not Acehnese literate nowadays which it is simply because many young Acehnese parents have abruptly stopped using Acehnese as a mother tongue with their children. It causes many children do not acquire Acehnese anymore though they are growing up with parents and grandparents who are native Acehnese speakers.

The same experience found in many parents living in Banda Aceh, the capital city of Aceh, who are feel more comfortable using Indonesian and assume it is easier and more communicative compared to Acehnese even Acehnese is still used in Banda Aceh and it is around at low percentage. This idea is supported by Arka (2008) who said Acehnese was still spoken by approximately 2.4 million speakers yet it cannot be guaranteed to continue to remain strong since nowadays members of a typical Acehnese family preferred to speak Indonesian Indonesia rather than Acehnese at home (Alamsyah, et. al., 2011). The findings of Alamsyah, Taib, Azwardi, and Idham (2011) on the language choices of Acehnese families shows an alarming trend for the Acehnese whereby many Acehnese parents nowadays choose Indonesian as the first language in their family due to several reasons.

The mass campaign of the New Order government of the Republic of Indonesia urges that the people use good Indonesian Indonesia to promote

national unity including in Aceh (Arka, 2013), has caused the national language to be used in virtually all aspects of public life, and consequently the use of local languages has declined greatly (Zulfadli, 2014).

Furthermore, negative attitudes towards a mother tongue can also be found in many other communities around the world. For instance, Clyne and Kipp (1997) who examined the language of immigrants coming in contact with English such as Spanish, Arabic, Cantonese, and Mandarin speakers in Australia. They found that the younger groups preferred to speak in English and to avoid their mother tongue in many domains, whereas the older people loved using their native languages in their daily interactions. This is followed by the study on Maltese speakers in Ontario that found most of the young generation speakers were reluctant to use their own vernacular in many circumstances (Slavik, 2001).

Surprisingly, the same experience of predominantly English also found in Aceh. English has recently become more popular and widespread within Aceh, especially after the post colonialism. According to Zulfadli (2014) many people in Aceh speak English well and the Acehnese has continued to borrow English words via Indonesian Indonesia.

Hence, this can be a reasonable justification why majority shop or businesses names in Aceh, especially in Banda Aceh and Aceh Besar are also employed English language. However, Zulfadli (2014) does not clarify clearly how about the influence of English that existed in linguistic landscape of Acehnese after the colonization is ended by using postcolonial semiotic reading

analysis and clarifies whether the Acehnese realize or not that their minds have been entrenched to the Western, thus this present study would fill the gap.



CHAPTER III

RESEARCH METHOD

This chapter outlines how the present study is conducted which is revealed in the research design, research participants and setting which inform about who and how the participations are selected and show the investigation areas, method of data collection and analysis as to explain the method used to collect and analysis the data which all those would be a measure to find out the answering of the two focused research questions of this present study.

A. Research Design

The study adopts postcolonial approach as a conceptual framework as to understand social phenomena as it is experienced by people. This idea is consistent to Racine and Petrucka's (2011) idea that postcolonial gives a voice to the silence and provides an analytical lens in which to examine how historical and or social relations has positioned people. In addition, as the outline by Young (2016) who clarified the popularity of post colonialism theory has been increased and considered to play an important role especially in literature studies. It implies that shop or business names are also included. As supporting idea it is also stated by Lou (2010), Manan et al., (2015), and O'Rourke (2015) that shop names are another piece of evidence explored in the field of linguistic landscape as they not only serve the function of identifying the shops but the language used in the shop names

themselves also represent language trends and the language situation in a particular area.

Besides benefit from postcolonial analysis, this study also integrates with semiotics approach towards shop or business names planning and analysis since it shows how specific words, images, and colors form the vocabulary of persuasion in advertising (Beasley & Danesi, 2002). In view of Ghandeharion (2018), semiotic analysis also takes a systematic approach towards the investigation of different signs, thus it could discover whether they just imitate those of a more dominant culture or not.

As a line with those ideas and since this study takes words in shop or business names as the investigated area, thus this paper has selected a postcolonial semiotic approach to find out the answer of research questions.

Meanwhile, in order to measure the extent to which the Western cultural influence has been visible in Acehnese shop or business names, this study is analyzed according to Bhabha's (1994) definition of mimicry signifies using English language (linguistic mimicry) involves the shop or business names and ordering to see if they resist or negotiate with Western hegemony. The utilizing of Homi Bhabha's theory of mimicry also is used in previous study by Ghandeharion (2018) yet it employs three categories of mimicry, there are iconic mimicry, linguistic mimicry, and visual mimicry.

In addition, as to reach the aims of this present study, qualitative method is employed. This is because the researcher analyzed the data descriptively and the presentation of the results are in a form of explanation of words which would be

supported by data presented in the form of script. Furthermore, Denzin and Lincoln (2005) describe qualitative research as involving an interpretive naturalistic approach to the world. This means that qualitative research method emphasis on their natural settings and the points of views of the research participants.

In relation to this, descriptive narrative research design is used in this study because it attempts to analyse the phenomenon based on the view of participants by asking them several question in order to gather the data and then present the analysed data (result) into form of transcription and recording. This idea is supported by Suryana (2010) who affirms that descriptive research focuses to make a description sistematically and accurately based on facts about a certain object.

In addition, Preissle (2008) defines qualitative research as a loosely defined category of research design or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives like field notes, recording, or other transcriptions from radio, videotapes and other written records and pictures or films.

Additionally, the present research uses descriptive method which involves collecting data in order to answer the questions concerning the subject of the research. According to Fraenkel and Wallen (1993) descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaires, observation, and text.

In relation to this, the following variables are used to analyze the data, there are categories of linguistic mimicry (language and word ordering used), classification of business sector investigated, and owners' educational background.

B. Research Participants and Setting

As to access the research participants, convenient sampling is employed for practicality reasons. According to Dornyei (2007) convenience sampling, which also known as Haphazard Sampling or Accidental Sampling, is a type of nonprobability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. It is also referred to the researching subjects of the population that are easily accessible to the researcher (Given, 2008). Thus, convenient sampling is a method in collecting data from groups of population which can be gained easier and able to provide the information needed. Thus, anyone who could give proper information both accidentally met or not by the writer could be used as the sample if the informants are capable in proving the data.

Regarding to the research participants, there are 20 respondents of shop owners, consisting from 4 females and 16 remains are male with different educational backgrounds from high schools to undergraduates. Their ages are range of 13 to 37 years old.

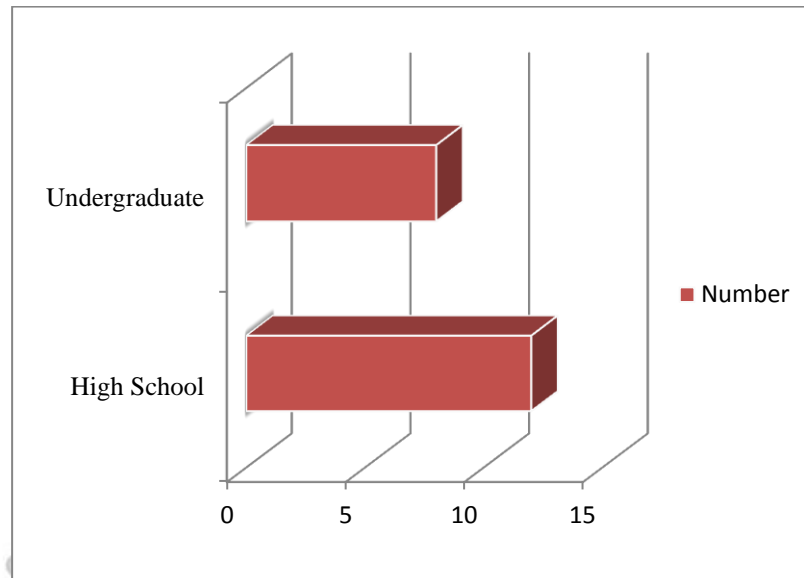


Diagram 3.1 Comparative number of English employments based on educational level

Diagram 3.1 above indicates that English are employed from diverse educational background even those who are high school also cannot resist from the influence of English domination.

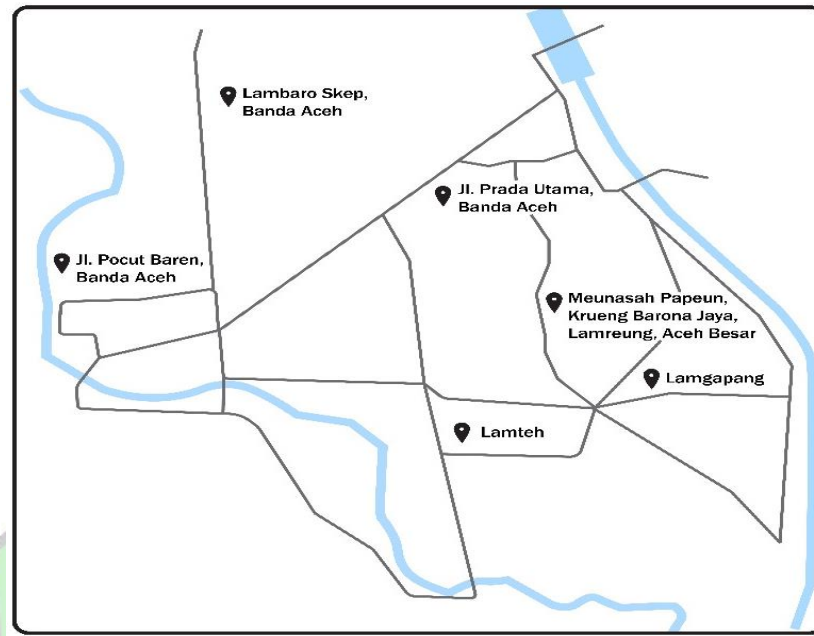


Figure 3.1 The map of the route in Banda Aceh and Aceh Besar areas under investigation of the study

Meanwhile, the shops and business locations under investigation are in the area of Banda Aceh and Aceh Besar which are not limited to merely shops or business places along the main roads which includes in Prada street, Lampriet street, and Pocut Baren street but also at small street along Lambaro Skep street, Lamgapang street, and Lamreung street, and Ulee Kareng street.

Furthermore, the shop or business names analyzed are those from out of 20 owner shops interviewed which use these categories of linguistic mimicry, there are Modified English + Indonesian ordering, Modified English + English

ordering, Full English + Indonesian ordering, Full Indonesian + English ordering, Full English + English ordering, Mixing English with Pakistan language + English ordering, Mixing Acehese with English + English ordering and Mixing owner name with English + English ordering.

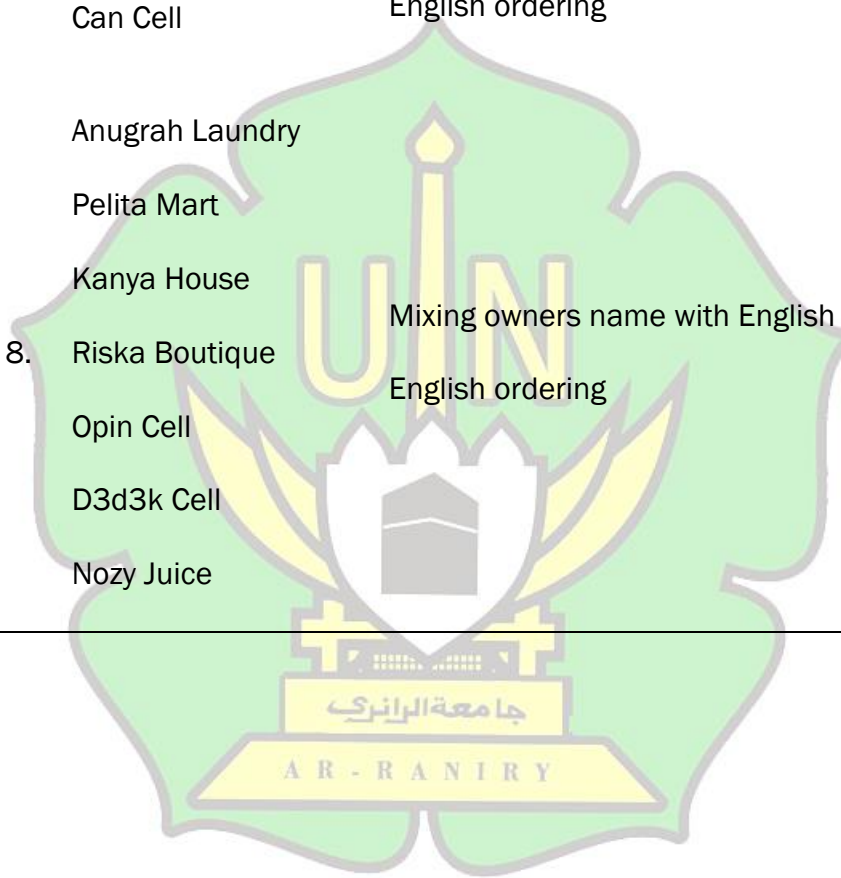
Table 3. 1

Categories of linguistics mimicry

No.	Shop or business names	Categories of linguistics mimicry
1.	Dezzert.Po	Modified English + Indonesian ordering
2.	Cheeze Tea	Modified English + English ordering
3.	Central Sticker Owner Distro	Full English + Indonesian ordering
4.	Ira Hijab	Full Indonesian + English ordering
	Moody Steak	
	Limo Farm	
5.	New Fashion	Full English + English ordering
	Shopaholic	
	Aigner Perfume	

Table 3.1 continued...

6.	Sultan Bhai Laundry	Mixing English with Pakistan language + English ordering
7.	Ceudah Taylor Can Cell	Mixing Acehnese with English + English ordering
	Anugrah Laundry	
	Pelita Mart	
	Kanya House	
8.	Riska Boutique	Mixing owners name with English + English ordering
	Opin Cell	
	D3d3k Cell	
	Nozy Juice	



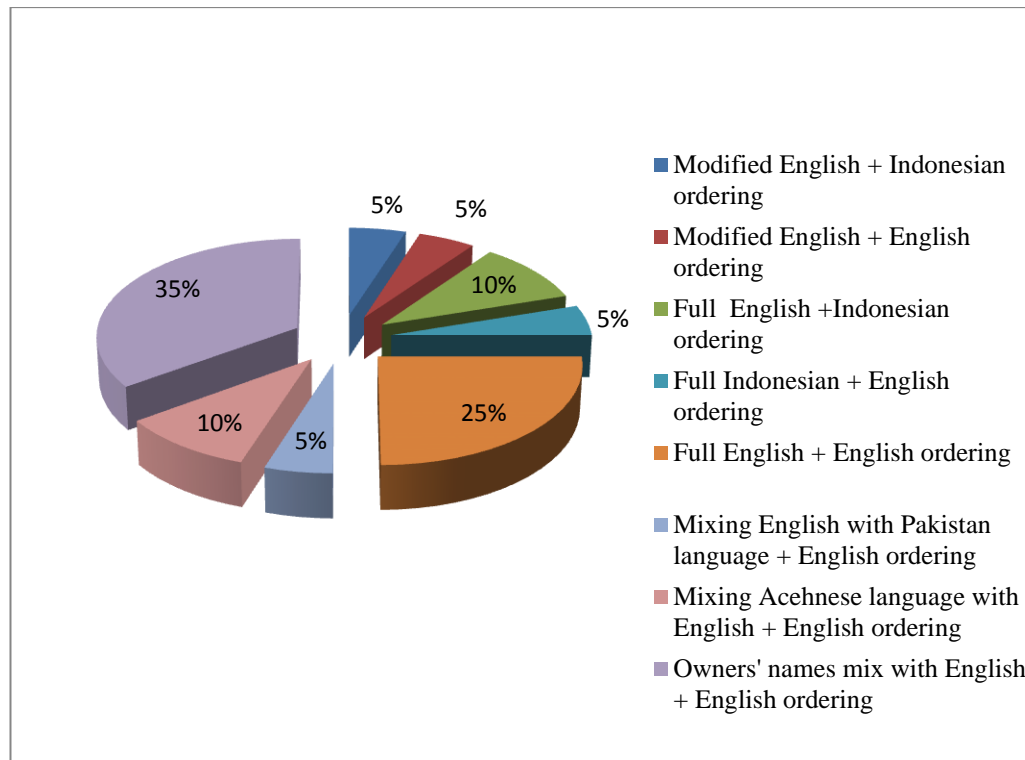


Diagram 3.2 Categories of linguistic mimicry in percentage

According to Table 3. 1 and Diagram 3.2 above, it shows that majority of shop and business owners use diverse means of linguistic mimicry that mostly rooted to English both the script and ordering.

In addition, this present study categorized the shop and business specification investigated into four sub sectors business, there are goods and service, food and beverage, body and fashion and technology and credit sale business sectors.

Table 3. 2

Classification of shop or business specifications investigated

No.	Bussiness Sectors	Number of Shops	Shop and Business Names
1	Food and drink	4	Dezzert.Po
			Cheeze Tea
			Nozy Juice
			Moody Steak
2	Goods and Services	5	Limo Farm
			Central Sticker
			Anugrah Laundry
			Sultan Bhai Laundry
			Pelita Mart
3	Body and Fashion	8	Aigher Perfume
			Kanya House
			Rizka Boutique
			New Fashion
			Shopaholic
			Owner Distro
			Ceudah Taylor
			Ira Jilbab
4	Technology and Credit Sale	3	Opin Cell
			D3d3k Cell
			Can Cell

The table 3.2 shows out of four business sectors or specification shops, body and fashion are the highest number in employing English for naming shop followed chronologically by good and services, food and drink and lastly technology and credit sale.

C. Method of Data Collection

Technique of data collection guides the researcher systematically in collecting the data needed in this study. The writer's employing data collection procedure is interview. Interview is conversation between interviewer and interviewees whether direct or indirect to achieve certain purposes (Arifin, 2012). According to Warren and Karner (2015) there are five types of interview, those are, structured interview, semi-structured interview, unstructured interview, informal interview and focus group discussion. In this research, the writer utilized semi-structured interview which was done since March 18th- 31th, 2019. In semi-structured interview, there are predetermined questions, but the writer could ask the participants clarifications and also follow up questions (Griffe, 2012).

Regarding to predetermined questions there are three which labelled as Q1, Q2 and Q3 listed below:

Q 1: Why does English (script and or ordering) is used in your shop or business name?

Q 2: Why do not use full Indonesia or Acehnese (script and or ordering) in shop name?

Q 3: Are you aware have used English (script and or ordering)?

Those three predetermined questions are delivered to verify the motives of employing English and both script and ordering to find out whether they are aware or not of the using English, script and ordering, for all owners whose shops names from different categories of linguistic mimicry. During the interview, the researcher recorded the conversation through phone recorder and note taking.

In addition to interview, the data for the present study is also collected by taking photographs of shop and business names that are permanently printed that are affixed on the front of the shop or business names. After taking pictures of shop, the writer classify them into several categories of linguistic mimicry, there are modified English + Indonesian ordering, modified English + English ordering, full English + Indonesian ordering, full Indonesian + English ordering, full English + English ordering, mixing English with Pakistan language + English ordering, mixing Acehnese with English + English ordering and mixing owner name with English + English ordering.

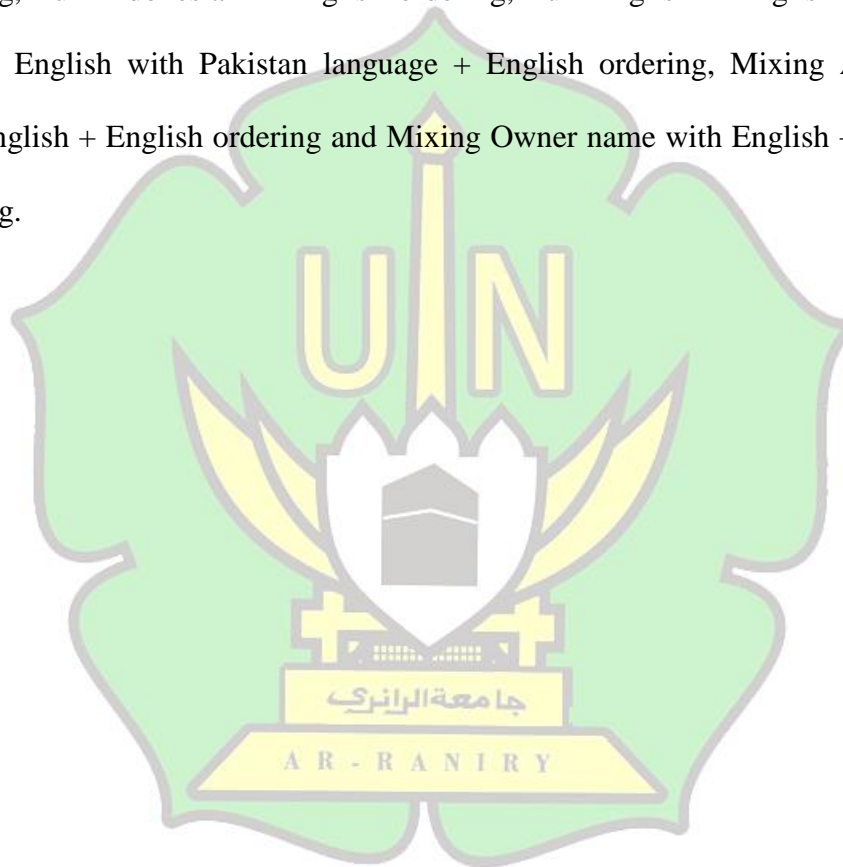
D. Method of Data Analysis

After all the data have been collected, the next step to do is analyzing the data. Bakri (2003) points out that data analysis is a process of reviewing, writing and grouping the data in order to formulate theories in research finding. In short, data analysis is following certain procedures to process the collected data with the aim to answer the reasearch question that will be presented in the finding parts.

In order to analyze the data compiled, the researcher would adapt the steps from Hycner (1985). This step is applied for interview section only, the first step is transcription the recording, then listening to the interview for a sense of a

whole, eliminating redundancies, the next step is clustering units to relevant meaning and the last is composing the summary.

While for the photograph section, the step is directly categorize it into eight categories of linguistic mimicry which listed as Modified English + Indonesian ordering, Modified English + English ordering, Full English + Indonesian ordering, Full Indonesian + English ordering, Full English + English ordering, Mixing English with Pakistan language + English ordering, Mixing Acehese with English + English ordering and Mixing Owner name with English + English ordering.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the research findings and discussion of each question listed in research questions which the result is connected to Bhaha's (1994) most significant theory, mimicry, as the most important source for this study. In addition, the research findings also reveal the gap with previous study (Ghandeharion, 2018) which also applies postcolonial semiotic reading analysis.

A. Research Findings

Before revealing and discussing about the finding study which uncovers the motive of owners to use categories of linguistic mimicry, this finding study starts from the surprising another finding about the relation between educational background to the owners' awareness of English both script and ordering.

Surprisingly, the finding shows that educational background level does not secure shop owners' awareness of English, in this case means even the shop or business owners have undergraduate educational background which is high than high school then it does not certainly imply that they could recognize English as showed in the excerpt below.

Excerpt 1

- 1 The word farm for me who studied in Faculty of *Veterinary has been*
- 2 *familiar to be used in daily lecturer. However, because the word has*
- 3 *been too often to be used mix with Indonesian, I do not realize that the*
- 4 *word "farm" originates from English language.*

(Interview with owner of Limo Farm, Afdal Kesuma, Veterinary Bachelor, March, 23th, 2019)

Regarding to the excerpt above, it indicates that the owner does not realize has employed English language as stated in line 3, it because of the familiarity in daily (lines 1-3), and causes he does not realize that the word comes from English. This also experienced by the owner of D3d3k Cell as the excerpt 2 below.

Excerpt 2

- 1 *No, the thing that I know cell is Indonesian while cellular is English*
- 2 *language. But now I have just realized cell is English language, however*
- 3 *I think there is no appropriate word to say cell in Indonesian so I just*
- 4 *continue to use this word. In*
- 5 *addition, it does not matter because the word cell is normally used in*
- 6 *Banda Aceh.*

(Interview with owner of D3d3k Cell, Faizin, Agriculture Bachelor, March, 23th, 2019)

Line 1 in the excerpt 2 above reflects the owner gets misunderstanding towards the origin of word cell which instead of English he thought the word cell is Indonesian.

Both experiences imply that having high educational background level cannot secure the person is automatically able to recognize English but at the same time the person mindset has been oriented to and do not resist to Western unconsciously.

In contrast, the remains who also undergraduate realize that they have employed English language as revealed within excerpt 3 and 4 below.

Excerpt 3

- 1 *Yes, I do since my educational background also from English*
- 2 *Department, so I know it well.*

(Interview with the owner of Dezzert.Po, Zaza, English Education Bachelor, March, 13th, 2019)

The excerpt above indicates that the owner's educational background is English Education Department, so automatically she is aware with English (lines

1-2). In addition, the same clarification also stated by Farah Maulida Sari who also takes English Education Department in college as stated in excerpt 4 below.

Excerpt 4

- 1 *My background of education is English Education Department so that is*
- 2 *why I put the word "house and I just do not want use Indonesian or Aceh*
- 3 *language. Besides, I use English to follow globalization era which shows*
- 4 *modernity. By other chance she also adds such as below.*
- 5 *Yes, I definitely really aware of using English.*

(Interview with owner of Kanya House, Farah Maulida Sari, English Education Bachelor, March, 20th, 2019)

Both excerpts above tell that those whose major are English Education Department are more aware with English than those with non-English such as the owner of Limo Farm and D3d3k Cell which revealed within the excerpt 1 and 2. However not all non-English bachelors are not aware with English as found in the following excerpt 5.

Excerpt 5

- 1 *The reason is because the word "owner" and "distro" have been*
- 2 *familiar I heard since I was in college, so it is just spontaneously. I also*
- 3 *believe now days many people in Banda Aceh have been familiar, too.*

(Interview with owner of Owner Distro, Indra Maulizu, Economy Bachelor, March, 25th, 2019)

What we could infer from excerpt 5 is the owner with Economy Bachelor also notices English because of the familiarity (line 2) then it is produced spontaneously (line 2). It marks that those with non-English also cannot resist from the spread of English. In relation to this, this study also finds that other owners with non-English major also do too as the owner of Owner Distro shop which is uncovered in excerpt 6.

Excerpt 6

1 Owner : *Yes, I do aware have used English language*

Then, in the following sentences she tells some factors make she is aware of English.

2 First, because English is more modern and sounds better. Second, *it*
 3 *comes to habit since in daily my children speak some basic English*
 4 *words with me. Besides, my husband also has experience studying*
 5 *abroad, so I often hear my family members speak in simple English at*
 6 home.

(Interview with the owner of Riska Boutique, Riska Maulida, Medical Bachelor, March, 24th, 2019)

According to the excerpt 6, it could be known that Riska Boutique's owner has the same factor of the ability to recognize English in their shop names that is familiarity (line 5). Besides, habitual action also contributes (line 1). This excerpt also implies that English is negotiated by some non-English bachelors, too.

Meanwhile, when queried about the history of their shops names and the reason of naming shops with categories of linguistic mimicry, which English both the script and ordering are always exist in all categories, some of the owners clarify similarly and some differently but mostly have similar reasons which are clustered below.

1. The motives of employing English

a. Representing modernity, youth, and global trend

The excerpt 7 implies that the owner put beliefs to English is able to represent young generation since his market target is youth (line 3) who close to

characters of fun, young, classy (line 4) and is more able to gain youth attention (lines 4-5) instead of local language.

Excerpt 7

1 In fact, I get the concept from out which sells the same product including
 2 the use of English in their shops' names. Thus, I do not want to change its
 3 original concept. *The second reason, since our customer target is youth,*
 4 *therefore we use English to get hang out sense, young, high class, and*
 5 *catchy for youth than use Indonesian or Aceh language. The employment*
 6 *of English sounds different, luxurious, classy, modern and familiar in*
 7 Banda Aceh.

(Interview with the owner of Cheeze Tea, Ricky Saputra, Law Bachelor, March, 20th, 2019)

In addition, he believes that English marks modernity (line 6). It implies that the owner is more confident to use English since it could benefit him to promote his product among youth instead of local language which the sense of youth and modern is felt less. The same opinion also found within following excerpts.

Excerpt 8

1 The selections of mood word have meaning the food menu is appropriate
 2 to those who has low budget or the menu cost is pocket friendly since I
 3 know the meaning of mood in English is sad. So, the idea is even though
 4 they have low budget yet they still could eat steak. Meanwhile, the word
 5 mood is then added the letter y at the end to be moody in order to be easy
 6 listening only. In addition, *the employment of English sounds different,*
 7 *luxurious, classy, modern, and familiar in Banda Aceh.*

(Interview with the owner of Moody Steak, Jery Saidy, High School graduated, March, 23th, 2019)

The excerpt implies that the owner of Moody Steak also has belief that English is characterized by it is modernity as in line 6.

Excerpt 9

1 First, because *English is more modern and sounds better*. Second, it
 2 comes to habit since in daily my children speak some basic English
 3 words with me. Besides, my husband also has experience studying
 4 abroad, so I often hear my family member speak in simple English at
 5 home.

(Interview with the owner of Riska Boutique, Riska Maulida, Medical Bachelor, March, 24th, 2019)

Excerpt 10

1 There are some reasons such as *my market target is youth, so that is why*
 2 *I use English to mark this shop is for youth. Then, it has cool impression*
 3 *when use English, other thing as way to follow trend and seems more*
 4 *modern*. In addition, since Banda Aceh is the capital city which has many
 5 university students who get used to English, therefore, I think at present
 6 many Aceh youth who have understood many English
 7 vocabularies.

(Interview with the owner of New Fashion, Azhari, High School graduated, March 27th, 2019)

The excerpt implies that besides put trust that English is able to representative youth (line 1), it also has cooled value (line 2) and as mean to follow global trend (line 3). Unconsciously, it implies that the owner believes that English provide all the characters that global needed.

Excerpt 11

1 My background of education is English Education Department so that is
 2 why I put the word "house". Besides, *I use English to follow*
 3 *globalization era which shows modernity. Moreover, my average*
 4 *customers are teenagers with range of 19-26 years old which are part of*
 5 *millennial group who are familiar with English*. Another reason, in my
 6 opinion English is more understandable for youth and save board since
 7 English word is commonly short.

(Interview with the owner of Kanya House, Farah Maulida Sari, English Education Bachelor, March, 20th, 2019)

Excerpt 12

- 1 *Since my target customer is youth, thus I use English because it sounds*
- 2 *cool and young.* Besides, in order to be reminded easier because my
- 3 shop name has meaning addict to shopping, so I expect at once they want
- 4 to go shopping they would go here. Another reason is to represent the
- 5 goods I offer is dress items.

(Interview with the owner of Shopaholic, Nurlis Mayana, High School graduated, March, 24th, 2019)

All the above excerpts indicate that generally owner shops appoint youth as they market target put believe that English could grab youth attention to come and buy their goods or product since English represent “*modernity and youth*” sense- instead of Indonesian or local language. Other things, the owners use English as their beliefs that English marks development and global trend which indicates if the owners are not left behind from global stream and ready to compete in business with others.

This research finding in relation to English represents modernity is consistent to Ghandeharion’s (2018) statement which says that Easterners mostly reject their own traditions because they may seem non-modernized. This idea could be found within the excerpts above (excerpts 7-12). Therefore, modernity in the East turns to be the mimicry of Western society that seems to be a measure of how much a society has become Westernized. In addition, the research finding also as line as Shari'ati (1979) who declares that modernization means modernization in consumption rather than scientific or intellectual improvement.

b. Acehnese familiarity with English**Excerpt 13**

- 1 Moreover, my average customers are teenagers with range of 19-26 years

Excerpt 13 continued...

- 2 old which are part of millennial group who are familiar with English,
- 3 even majority of customers will mention by themselves some terms such
- 4 as, belt, size, instead of “tali pinggang” and “ukuran” and many other.

(Interview with the owner of Kanya House, Farah Maulida Sari, English Education Bachelor, March, 20th, 2019)

This excerpt implies that not only the owner who is under influence of English but also the consumer especially youth categories who are familiar with English terms in fashion (lines 2-4). This point has the same idea as Ghandeharion (2018) that states the advertisers and consumers are vacillating between their own culture's traditional values and the Western culture's modern standards, that is why those values are both present in the designs. In case to present study, it can be applied to those owners who use English and at the same time the same attitude also done by the customer.

Excerpt 14

According to excerpts 13 above and 14 -21 below, they stated that mostly shop owners confidently believe that generally Acehnese has been familiar with certain English words mainly by schoolers.

- 1 In addition, *since Banda Aceh is the capital city which has many*
- 2 *university students who get used to English, therefore, I think at present*
- 3 *many Aceh youth who have understood many English vocabularies.*
- 4 Oh yes, another reason is English is easy to be remembered and the word
- 5 is flexible, not really formal.

(Interview with the owner of New Fashion, Azhari, High School graduated, March 27th, 2019)

Excerpt 15

- 1 *I also believe now days many people in Banda Aceh have familiar, too. In*
- 2 *addition, the target is youth and in order to present differently compared*
- 3 *to other outfit shops. Thus, since earlier, I have never had idea to use*
- 4 *Indonesian or Aceh language because the words have been familiar to be*
- 5 *heard in Banda Aceh and more suitable.*

(Interview with owner of Owner Distro, Indra Maulizu, Economy Bachelor, March, 25th, 2019)

Excerpt 16

- 1 *Because people have been familiar with the word perfume and generally*
- 2 *those who have business in perfume use this word for their shops' names.*
- 3 *Meanwhile, if I use the word minyak wangi it sounds not marketable.*

(Interview with the owner of Aigner Perfume, M. Alwi Idris, High School graduated, March, 20th, 2019)

Excerpt 17

- 1 *The reason is because my focus business is in dessert, so its brand name*
- 2 *suits the product I make. In addition, many people have been familiar*
- 3 *with the term dessert which means makanan pencuci mulut in*
- 4 *Indonesian, so it is not thought as something strange any longer within*
- 5 *society.*

(Interview with the owner of Dezzert.Po, Zaza, English Education Bachelor, March, 13th, 2019)

Excerpt 18

- 1 *At present, Aceh society has started been familiar with English and the*
- 2 *word "mart" has been habit to be spoken. My reason to put English also*
- 3 *because I had experience living in Malaysia for 10 years where most of*
- 4 *the community also use the combination of English and Malay language*
- 5 *in daily life.*

(Interview with the owner of Pelita Mart, Saiyed Ashari, High School graduated, March, 26th, 2019)

Excerpt 19

- 1 *Besides those reasons, the shop name selection is also helped by the*
- 2 *owner's sister who studies in English Department and I think since her*
- 3 *educational background, she considered to choose that words. However,*
- 4 *we do not realize those are English language. Because the word central*
- 5 *both in spoken and written has been tremendous familiar to be used in*
- 6 *daily conversation.*

(Interview with the owner of Central Sticker, Hendri Saputra, High School graduated, March, 28th, 2019)

Excerpt 20

- 1 *At past, I had branch laundry business and also use the word laundry, so*
- 2 *I follow the same way. Besides, the word laundry has been familiar in*
- 3 *Banda Aceh. Meanwhile, the word of Sultan Bhai originates from*
- 4 *Pakistan means “a man,” I do not realize have used English word since I*
- 5 *get used to hear the word laundry and in daily conversation we take it as*
- 6 *the habit to say “I get laundry to wash my clothes.*

(Interview with the owner of Sultan Bhai Laundry & Dry Clean, Maharani, High School graduated, March, 27th, 2019)

Excerpt 21

- 1 *No, I do not have plan to replace the word cell because the Acehnese*
- 2 *mainly people here have been close with the word cell already.*

(Interview with the owner of Can Cell, Khalis, High School graduated, March, 25th, 2019)

This familiarity could be caused by means of frequently use which it can be spoken in daily conversation by mixing with Indonesian. This can be seen in excerpt 20 line 5-6 as stated as ... *“in daily conversation we take it as the habit to say “I get laundry”.*” It implies that most community mainly teen age is not the exception of the great influence of English even their belief to English has been to strong level which the owner admits does not want to replace English with Acehnese (Excerpt 21 line 1) this marks that trust percentage to local language is less.

c. Abroad living experience

The excerpt 22 indicates that living abroad experience could be one of the reasons of owner naming shop with English. Furthermore, living abroad experience also contributes shaping the owners’ thinking that consumer would understand English and it is not something unusual at present any longer.

Excerpt 22

- 1 At present, Aceh society has started been familiar with English and the
- 2 word mart has been habit to be spoken. *My other reasons to put English*
- 3 *also because I had experience living in Malaysia for 10 years where most*
- 4 *of the community also use the combination of English and Malay*
- 5 *languags in daily life.*

(Interview with the owner of Pelita Mart, Saiyed Ashari, High School graduated, March, 26th, 2019)

The idea is as parallel as terms popularized by Al-e Ahmad (1982a as cited in Ghandeharion, 2018) that is Westoxication, which infers that when European and American-educated Persians returned to Iran upon the completion of their studies, they become, contrary to what would be expected, ineffective members of society, since they no longer identified with their native culture. It can be applied to those owners who had education or working experience in a Western country or country which is multilingual or who are familiar with Western culture.

This, again, refers to mimicry defined by which is frequently invoked with reference to the “*been-to*,” someone who has traveled to the West, and then returned “*home*,” fully altered (Ghandeharion, 2018). Therefore, the shop or business owners technique parallels to the idea that a colonized subject desires to prove his/ her worth by mimicking the linguistic mimicry (English language or ordering).

d. Educational backgrounds

All the excerpts 23-26 below indicate that educational background has the same idea with previous idea within excerpt 22 towards living abroad experience which causes owners to use English.

Excerpt 23

- 1 *My background of education is English Education Department so that is*
- 2 *why I put the word house and I just do not want use Indonesian or Aceh*
- 3 *language. Besides, I use English to follow globalization era which shows*
- 4 *modernity.*

(Interview with the owner of Kanya House, Farah Maulida Sari, English Education Bachelor, March, 20th, 2019)

Excerpt 24

- 1 The reason is because the word owner and distro have been *familiar I*
- 2 *heard since I was in college, so it is just spontaneously.* I also believe
- 3 now days many people in Banda Aceh have familiar, too.

(Interview with owner of Owner Distro, Indra Maulizu, Economy Bachelor, March, 25th, 2019)

Excerpt 25

- 1 *Yes, I do since my educational background also from English*
- 2 *Department, so I know it well.*

(Interview with the owner of Dezzert.Po, Zaza, English Education Bachelor, March, 13th, 2019)

Excerpt 26

- 1 Besides those reasons, *the shop name selection is also helped by the*
- 2 *owner's sister who studies in English Department and I think since her*
- 3 *educational background she considers choosing that words.*

(Interview with the owner of Central Sticker, Hendri Saputra, High School graduated, March, 28th, 2019)

In addition, this finding research could be related to the idea brought by Al-e Ahmad (1982a a cited in Ghandeharion, 2018) that is Westoxication, which infers that when European and American-educated Persians returned to Iran upon the completion of their studies, they became, contrary to what would be expected,

ineffective members of society, since they no longer identified with their native culture. This can be applied to those owners who have their education in a Western country or country which is multilingual or who are familiar with Western culture.

e. Representing pride, marketable product, save space, appropriation, flexibility and better sound

The excerpts 27-34 below indicate the way of the owners thinking that English is superior and give many benefits for their business over many sides. Among of them are marketable, pride, save space, appropriately, flexible, and sounded and spoken better. This idea is related to Bhabha's (1994) point of view that mimicry is seen as an opportunistic pattern of behavior, means one copies the person in power, in the hope of having access to the same power. This example could be found in the present study that reveals owners put believe that English also shows pride of the product itself instead of local language and implies local language does not have pride for business purpose.

Excerpt 27

- 1 Nozy stands for the combination of my wife name and me, Nora and
- 2 Jacky while the word "juice" is because the product we make is juice.
- 3 There are number of reasons, *first because Indonesian is not really*
- 4 *marketable while not with English. In addition, as to avoid low rate and*
- 5 *cheap impression, thus English is used to increase market value and as*
- 6 *psychology, English has classy impression which makes people interest*
- 7 *to buy and proud to buy our product. Another reason are English is*
- 8 *effective since the word also does not take many spaces on product label.*

(Interview with the owner of Nozy Juice, Muhammad Jacky, High School graduated, March, 21th, 2019)

Excerpt 28

- 1 Because people have been familiar with the word perfume and generally

Excerpt 28 continued...

- 2 those who have business in perfume use this word for their shops' names.
- 3 *Meanwhile, if I use the word minyak wangi it sounds not marketable.*

(Interview with the owner of Aigner Perfume, M. Alwi Idris, High School graduated, March, 20th, 2019)

Excerpt 29

- 1 In addition, since Banda Aceh is the capital city which has many
- 2 university students who get used to English, therefore, I think at present
- 3 many Aceh youth who have been understand many English vocabularies.
- 4 *Oh yes, another reason is English is easy to be remembered and the word*
- 5 *is flexible, not really formal. Meanwhile, if we translate into Indonesian,*
- 6 *Sahabat Gaul Anda, it takes long words, thus*
- 7 *people would get it difficult to be reminded and sounds too formal.*

(Interview with the owner of New Fashion, Azhari, High School graduated, March 27th, 2019)

Excerpt 30

- 1 *We name our shop with central sticker because sounds simple and better*
- 2 *than use Indonesian, pusat stiker, which sounds not good. In addition, we*
- 3 *create the logo earlier, CS, then we choose any words that suitable to the*
- 4 *initial of our logo, then finally we thought the words, central sticker,*
- 5 *which each word begin with letter C and S fits the logo perfectly.*

(Interview with the owner of Central Sticker, Hendri Saputra, High School graduated, March, 28th, 2019)

Excerpt 31

- 1 *No, because if it is translated to Indonesia to be teh keju it sounds weird*
- 2 *and inappropriate to be used. In addition, as pronounce English is felt*
- 3 *more suitable and occasionally is more flexible and sounds not quite*
- 4 *formal than Indonesian. Thus, it never thought into my mind to employ*
- 5 *Indonesian or Aceh language.*

(Interview with the owner of Cheeze Tea, Ricky Saputra, Law Bachelor, March, 20th, 2019)

Excerpt 32

- 1 *No, I have never thought to use Indonesian or Aceh language because it does*
- 2 *not sound classy and not modern.*

(Interview with the owner of Moody Steak, Jery Saidy, High School Graduated, March 23th, 2019)

Excerpt 33

- 1 *Because it sounds not interesting and weird if we name in Indonesian, for*
- 2 *example Cucian Anugrah, see? Then, it sounds weird.*

(Interview with the owner of Anugrah Laundry, T. Anugrah Rizki, Junior High School student, March, 24th, 2019).

Excerpt 34

- 1 I also believe now days many people in Banda Aceh have familiar, too.
- 2 In addition, the target is youth and in order to present differently
- 3 compared to other outfit shops. Thus, since earlier, I have never had idea
- 4 to use Indonesian or Aceh language because the words have been
- 5 familiar to
- 6 be heard in *Banda Aceh and more suitable.*

(Interview with owner of Owner Distro, Indra Maulizu, Economy Bachelor, March, 25th, 2019)

In relation to this Ghandeharion (2018) states that Easterners mostly reject their own traditions because they may seem non-modernized. Therefore, modernity in the East turns to be the mimicry of Western society that seems to be a measure of how much a society has become Westernized. They put belief that superiority comes from English which impact to their business quality.

The idea is proved by owners who admit that employing English affected how the product is viewed by the customers in positive attitude as high class both product and quality which also marks the product selling was better than which promoted in Indonesian. However, the owners' attitude toward Indonesian or local

language shows resistance as in: *Because it sounds not interesting and weird if we name in Indonesian, for example Cucian Anugrah, see? Then, it sounds weird* (excerpt 33). The thought may indicate that the owners lost trust in Indonesian or Acehese which they believe could not rise their business. They reluctant to use Acehese or local language since could predict the customers' less response to their shop.

However, it is different if compared to Indonesia such as “*es teh*” which in English means “*ice tea*” has low rate than if naming in English version. The owner of Nozy Juice claims that he does not want his product considered has low rate, thus English according to him could increase the price value of his product (excerpt 27 line 3-4).

f. Representing uniqueness and memorable

The excerpts 35-39 below indicate that one of generally reasons of employing English are to show the shops are unique and different than others (excerpt 39 line 1 and excerpt 36 lines 2-3) and memorable (excerpts 35, 37 and 38) by customers.

Excerpt 35

- 1 Since my target customer is youth, thus I use English because it sounds
- 2 cool and young. *Besides, in order to be reminded easier because my shop*
- 3 *name has meaning addict to shopping, so I expect at once they want to go*
- 4 *shopping they would go here.* Another reason is to represent the goods I
- 5 offer is dress items.

(Interview with the owner of Shopaholic, Nurlis Mayana, High School graduated, March, 24th, 2019)

Excerpt 36

- 1 I also believe now days many people in Banda Aceh have familiar, too.
- 2 In addition, the target is youth *and in order to present differently*
- 3 *compared to other outfit shops*. Thus, since earlier, I have never had idea
- 4 to use Indonesian or Aceh language *because the words have been*
- 5 *familiar to be heard in Banda Aceh* and more suitable.

(Interview with owner of Owner Distro, Indra Maulizu, Economy Bachelor, March, 25th, 2019)

Excerpt 37

- 1 In addition, since Banda Aceh is the capital city which has many
- 2 university students who get used to English, therefore, I think at present
- 3 many Aceh youth who have been understand many English vocabularies.
- 4 Oh yes, another *reason is English is easy to be remembered* and the word
- 5 is flexible, not really formal. *Meanwhile, if we translate into Indonesian,*
- 6 *Sahabat Gaul Anda, it takes long words, thus people would get it difficult*
- 7 *to be reminded* and sounds too formal.

(Interview with the owner of New Fashion, Azhari, High School graduated, March 27th, 2019)

Excerpt 38

- 1 The word limo stands for limousine, while the word farm is generally
- 2 used in agriculture and veterinarian. *Besides, based on the marketing*
- 3 *concept we understand, the word limo farm is both easy to be spelled and*
- 4 *remembered by the customers.*

(Interview with owner of Limo Farm, Afdal Kesuma, Veterinary Bachelor, March, 23th, 2019)

Excerpt 39

- 1 *In order to be different to other shops names which write in*
- 2 *inappropriate spelling as londry*, which consequently seem as if as this
- 3 foreign language is changed by local people to be spelled in Indonesian.

(Interview with the owner of Anugrah Laundry, T. Anugrah Rizki, Junior High School student, March, 24th, 2019)

However, the resistance to Indonesian or Acehnese (excerpt 37, lines 5-7)

may claims that the owners believe English could attract the customers and help

the customers to remember their shop (excerpt 35, line 2-4) which indirectly shows their less confidence to use Indonesian or local language which cannot raise public attention because it has been usual, less attractive and longer. Their beliefs imply that English has characteristics that does not provide in local language.

Again, this idea is consistent to Bhabha's (1998) other opinion towards mimicry which is seen as an opportunistic pattern of behavior. Meaning one copies the person in power, in the hope of having access to the same power as shows in (excerpt 35, line 2-4) which believes English could attract the customers and help the customers to remember their shop instead of local language.

g. Representing types of goods sold or services offered

The excerpts 40-45 below confirm that mostly the owners have the idea that using English for naming shops helps to identify kind of goods or services offered, thus the owners believe customers would automatically understand and recognize what is goods they offer.

Excerpt 40

- 1 The word Opin is taken from my nick name and *the word cell stands for*
- 2 *cellular and shows the items sold are handphone, service and its*
- 3 *accessories, people would know this shop provide them.*

(Interview with the owner of Opin Cell, M. Reza Rizki, High School graduated, March 25th, 2019)

Excerpt 41

- 1 Dek is my nick name *while cell is commonly used for shops which sell*
- 2 *cell phone and its accessories.*

(Interview with owner of D3d3k Cell, Faizin, Agriculture Bachelor, March, 23th, 2019)

Excerpt 42

- 1 Besides, in order to be reminded easier because my shop name has
- 2 meaning addict to shopping, so I expect at once they want to go shopping
- 3 they would go here. *Another reason is to represent the goods I offer is*
- 4 *dress items.*

(Interview with the owner of Shopaholic, Nurlis Mayana, High School graduated, March, 24th, 2019)

Excerpt 43

- 1 Nozy stands for the combination of my wife name and me, Nora and
- 2 Jacky, while *the word juice is because of the product we make is juice.*
- 3 There are number of reasons, first because Indonesian is not really
- 4 marketable while not with English. In addition, as to avoid low rate and
- 5 cheap impression

(Interview with the owner of Nozy Juice, Muhammad Jacky, High School graduated, March, 21th, 2019)

Excerpt 44

- 1 The word aigner is taken from one of the perfume *names and the word*
- 2 *perfume is to describe the goods sold.* Because people have been familiar
- 3 with the word perfume and generally those who have business in perfume
- 4 use this word for their shops' names

(Interview with the owner of Aigner Perfume, M. Alwi Idris, High School graduated, March, 20th, 2019)

Excerpt 45

- 1 *Generally, tailors use the word "tailor" in their shops names as marks*
- 2 *that they shop offer service to design or sew outfit. Moreover, almost all*
- 3 *people in Banda Aceh understand if shop is named "tailor" it refers to*
- 4 *shop provides outfit designing.* However, mostly tailors do not realize
- 5 and know if the word "tailor" is English word since it has been used
- 6 frequently in daily life which pronounce and spell based on Indonesian
- 7 language way.

(Interview with the owner of Ceudah Taylor, Syahrendira Al furqan Nasution, Electrical Engineering Bachelor, March, 28th, 2019)

This way of thinking tells that the owners' belief to English power that could tell what the shop offered is. Whereas, the main customer is local people who get more understand local language but the owners mostly prefer English.

h. Providing the best term

The excerpts (46-48) below show us the fact that some of the owners report the reason they used English for naming shops are because they assume there are no proper term in Indonesian or Aceh language which could correctly described types of goods or services they offered.

Excerpt 46

- 1 *Because the word cell is often used to presents the things sold relate to*
- 2 *handphone, service and accessories. While the word can is Acehnese*
- 3 *language means profit.*

(Interview with the owner of Can Cell, Khalis, High School graduated, March, 25th, 2019)

Excerpt 47

- 1 *If it is written by putting the word cell first then followed by the owner*
- 2 *name, it sounds weird. In addition, there are none of the same business*
- 3 *which write name shop by that way. As far as I see, commonly shops*
- 4 *naming their shops names based on that structure. I think there is no*
- 5 *proper word in Indonesian to say cell it also applies in Aceh language.*
- 6 *Moreover, Acehnese do not create cell phone, so we just use*
- 7 *cell term.*

(Interview with the owner of Opin Cell, M. Reza Rizki, High School graduated, March 25th, 2019)

Excerpt 48

- 1 *Because as far as I know, there is none phone cell shops which write*
- 2 *“sell”, all of them use the word “cell”.*

(Interview with owner of D3d3k Cell, Faizin, Agriculture Bachelor, March, 23th, 2019)

In addition, because of Acehnese do not produce cell phone ourselves, but made by foreigner, so we Acehnese do not have proper term to say “cell phone” in local language as in excerpt 47, lines 6-7 s stated as *Moreover, Acehnese do not create cell phone, so we just use “cell” term.* It tells us that the owners lack of both Indonesian and Acehnese vocabularies and lack of references of the information. Thus, he strongly believes that English is the sole language who has that term.

i. Noticeable by the foreigner

From the excerpts 49-50 we could draw the idea that the employing of English is one of effort in promoting their shops and grabbing the attention of foreigners to visit the shop and buy their goods.

Excerpt 49

1 While the word “can” is Acehnese means “profit” thus, I expect
 2 my small shop gain profit and also as my expression of love to local
 3 language. *In addition, I use the word “cell” in order the foreigners who
 4 need credit could recognize this shop, so they would buy here because I
 5 had experience was visited by foreigners who came across here.*

(Interview with the owner of Can Cell, Khalis, High School graduated, March, 25th, 2019)

Excerpt 50

1 In addition to familiarity and experience, *in occasionally my shop is
 2 visited by foreigner such as Malaysian and Arabian, thus the use of
 3 English used to easier tourist recognize the things offered in my shop to
 4 be then shopping here.*

(Interview with the owner of Pelita Mart, Saiyed Ashari, High School graduated, March, 26th, 2019)

This way may indicate owners' way of thinking that English represents international and believe foreigners must able speak English since they are included as international people. It differs to Indonesian or Acehese which is only known by Indonesian and Acehese only.

In addition, this idea also as consistent with the statement from Beasley & Danesi (2002, as cited in Ghandeharion, 2018) that logos are highlighted because they are the graphic emblems or symbols that aid instant public recognition and entrench product image effectively. In this case the character of logo is also equivalent to words (linguistic mimicry). Hence, this can be a reasonable justification why most of the owners try to use Westernized techniques in their shop names based on excerpts 49, lines 3-5 and excerpt 50, lines 2-3.

j. Introducing and correcting English spelling

It is surprisingly finding based on the excerpt 51, owner of Anugrah Laundry, he intends to use the word Laundry in his business also purpose to get the society know the correct spelling of the word Laundry because according to him, majority the Acehese and some shops who run in the same business write in incorrect spelling which was "londry" (line 2).

Excerpt 51

- 1 In order to be different to *other shops names which write in*
- 2 *inappropriate spelling as "londry", which consequently seem as if as this*
- 3 *foreign language is changed by local people to be spelled in Indonesian.*
- 4 *Therefore, as to express our respect, we name our shop with correct*
- 5 *spelling "Laundry."* Another reason is to be more modern and get the
- 6 customer attention.

(Interview with the owner of Anugrah Laundry, T. Anugrah Rizki, Junior High School student, March, 24th, 2019).

His clarification in lines 1-3 as stated as *“In order to be different to other shops names which write in inappropriate spelling as “londry”, which consequently seem as if as this foreign language is changed by local people to be spelled in Indonesian,”* may tell us that the owner understands and aware of the correct spelling well, thus as his expression of respect, he names in correct way. At the same time, it implies even though some local people get mispronounce yet unconsciously they also have been under influence of English.

Besides all the previous excerpts above which reveal the relation towards educational background with the awareness of English and the motives of employs English, other excerpts below found the motive of employing mixing Aceh language with English, the motive of modified English, the motive of employing full Indonesian with English ordering, and employing full English with mis-ordering which discussed chronologically in the excerpts below.

2. The motive of modifying English

k. Unique Purpose

The excerpts 52 -54 below tell that the owners well known about the right spelling of English but for uniqueness purpose (excerpt 52, lines 1-2) by means of replacing with other letter which sounds quite similar to the right letter and by replacing with the shop owner signal name (excerpts 53, lines 3-6) to be different to other shops which run the same business.

Excerpt 52

1 *Oh ya, I notice it supposed to be “s” not “z” there, but I just want to*

Excerpt 52 continued...

2 *create something unique, so I modify by replacing “s” with “z”.*

(Interview with the owner of Cheeze Tea, Ricky Saputra, Law Bachelor, March, 20th, 2019)

Excerpt 53

1 Meanwhile, the word “Po” is my daughter kid’s name and is put to be
2 unique and as an effective way when people are looking for dessert in
3 social media. So, it is more effective in market. *I aware the correct word*
4 *is “dessert” but I replace “ss” with “zz” because it represents my initial*
5 *name, “Zaza” and unfortunately, “ss” in the word “dessert” is*
6 *pronounced and sound “z”. So, all are finally fit each other*

(Interview with the owner of Dezzert.Po, Zaza, English Education Bachelor, March, 13th, 2019)

Excerpt 54

1 The selections of mood word have meaning the food menu is
2 appropriate to those who has low budget or the menu cost is pocket
3 friendly since I know the meaning of mood in English is sad. So, the idea
4 is even though they have low budget yet they still could eat steak.
5 *Meanwhile, the word mood is then added the letter “y” at the end to be*
6 *moody in order to be easy listening only.* In addition, the employment of
7 English sounds different, luxurious, classy, modern, and familiar in
8 Banda Aceh.

(Interview with the owner of Moody Steak, Jery Saidy, High School graduated, March, 23th, 2019)

Meanwhile other reasons of modifying English is in order to be sounded good (excerpt 54, lines 5-6) as stated as *Meanwhile, the word mood is then added the letter “y” at the end to be moody in order to be easy listening only.* This thought tells that the owner has belief that English has character of uniqueness which cannot be found in the character brought by local language. It implies that

they indirectly their mind has been oriented to Western which though English be the solution for marketing purpose.

3. The motive of employing English ordering

1. Copying and unawareness

The excerpts 55-58 below reveal that mostly shop owners just imitate other shops or businesses which sold the same product.

Excerpt 55

- 1 *Because it has been normal to write the owner name first then followed*
- 2 *with type product sold. Moreover, other shops also do the same way.*
- 3 *No, we do not know if it applies English word order principle.*

(Interview with the owner of Ira Jilbab, Ismail, High School graduated, March, 27th, 2019)

Excerpt 56

- 1 *If it is written by putting the word "cell" first then followed by the owner*
- 2 *name, it sounds weird. In addition, there are none of the same business*
- 3 *which write shop name by that way. As far as I see, commonly shops*
- 4 *naming their shops names based on that structure.*

(Interview with the owner of Opin Cell, M. Reza Rizki, High School graduated, March 25th, 2019)

Excerpt 57

- 1 *Because it is weird if I change the ordering, moreover almost all*
- 2 *cellphone shop write with the same ordering.*

(Interview with owner of D3d3k Cell, Faizin, Agriculture Bachelor, March, 23th, 2019)

Excerpt 58

- 1 *Besides those reasons, the shop name selection is also helped by the*
- 2 *owner's sister who studies in English Department and I think since her*
- 3 *educational background she considered choosing that words. However,*
- 4 *we do not realize those are English language. No, we do not know the*
- 5 *ordering is incorrect because we just fit the words order to the logo we*

Excerpt 58 continued...

6 *have decided earlier.*

(Interview with the owner of Central Sticker, Hendri Saputra, High School graduated, March, 28th, 2019)

Other reasons are they claim this writing style has been standard principle and weird if do not do so as in excerpt 56 which stated as: *“If it is written by putting the word “cell” first then followed by the owner name, it sounds weird. In addition, there are none of the same business which write shop name by that way.”* The owner of Opin Cell then adds clarification such as *“As far as I see, commonly shops naming their shops names based on that structure (lines 3- 4). The same reason also found in excerpt 57, lines 1-2 as “Because it is weird if I change the ordering, moreover almost all cellphone shop write with the same ordering.”*

This finding is consistent to Racine and Petrucka’s (2011) idea that postcolonial gives a voice to the silenced. By this idea, it may indicate that their mind has been shaped of the idea that ordering English is standard writing style and has been something normal. In addition, it implies that the society are correcting English ordering standard procedure to be applied in shop name yet feel doing mistake if write based on Indonesian ordering standard procedure.

Meanwhile, the excerpt reports that the shop owner used full English however get misordering which the structure is not based on English rule properly. They just fit the shop name with the logo they have made earlier that in

excerpt 58, line 4-6. It shows that the owner does not aware and lack knowing of English writing rule.

4. The motive of employing mixing Aceh language with English

m. Expressing of local loving and wishing

From the excerpts 59-60 below, we could know different reasons of using local language, there are as form owner's wishing of the meaning as "doa" to his shop (excerpt 59, lines 2-3) and owner's expressing love to local language (excerpt 59, line 4) and unknowing reason (excerpt 60).

Excerpt 59

- 1 Because the word "cell" is often used to presents the things sold relate to
- 2 handphone, service and accessories. *While the word "can" is Acehnese*
- 3 *language means "profit," thus I expect my small shop gain profit and*
- 4 *also, as my expression of love to local language.*

(Interview with the owner of Can Cell, Khalis, High School graduated, March, 25th, 2019)

n. Unknowing reason

Excerpt 60

- 1 However, mostly tailors do not realize and know if the word "tailor" is
- 2 English word since it has been used frequently in daily life which
- 3 pronounce and spell based on Indonesian language way. *Meanwhile, I*
- 4 *know the word "ceudah" comes from Aceh language but I do not know*
- 5 *the exactly reason of naming shop with this word because it is the name*
- 6 *given by my foster parents.*

(Interview with the owner of Ceudah Taylor, Syahrendira Al furqan Nasution, Electrical Engineering Bachelor, March, 28th, 2019)

Meanwhile, other shops named "Ceudah Taylor" when queried about the history Acehnese exists there, the owner desn not know the appropriate reason

since the language selected is done by his foster parents (excerpt 60, lines 4-6). The information obtained from both owners show that local language is still used and maintained even in less number and describes the owners' belief of religious value that good name will give the good thing, too. In other words, it could be found that Acehnese is still absent and used even though in less number.

5. The unawareness of English

o. Familiarity and lacking knowledge

The excerpts 61, 63 and 64 below indicate that familiarity (excerpt 61 line 2-6, excerpt 63 lines 4-6 and excerpt 64 lines 1-2) and lack of knowledge in English (excerpt 62 lines 1-2) also are the factors the unawareness of shop owners.

Excerpt 61

1 The word "limo" stands for limousine, while the word "farm" is
 2 generally used in agriculture and veterinarian. *The word "farm" for me*
 3 *who studied in Faculty of Veterinary has been familiar to be used in daily*
 4 *lecture. However, because the word has been too often to be used mix*
 5 *with Indonesian, I do not realize that the word "farm" originates from*
 6 *English language.*

(Interview with owner of Limo Farm, Afdal Kesuma, Veterinary Bachelor, March, 23th, 2019)

Excerpt 62

1 *No, as far as I know, the word "cellular" is English however I do not*
 2 *have the idea with the word "cell" both the origin and the meaning.*

(Interview with the owner of Opin Cell, M. Reza Rizki, High School graduated, March 25th, 2019)

Excerpt 63

1 Besides those reasons, the shop name selection is also helped by the

Excerpt 63 continued...

2 owner's sister who studies in English Department and I think since her
3 educational background she considered choosing that words. *However,*
4 *we do not realize those are English language. Because the word*
5 *"central" both in spoken and written has been tremendous familiar to be*
6 *used in daily conversation.*

(Interview with the owner of Central Sticker, Hendri Saputra, High School graduated, March, 28th, 2019)

Excerpt 64

1 No, I do not know if "perfume" is English language *because it is often*
2 *used in daily conversation and written in public landscape.*

(Interview with the owner of Aigner Perfume, M. Alwi Idris, High School graduated, March, 20th, 2019)

Furthermore, it would imply that they just imitate the commonly writing standard without knowing the exact reason why the script and ordering based in English. This idea is contrary to previous excerpt towards the motives of owners used English because of the familiarity, too. Thus, it could be drawn that familiarity caused the owner into two groups. First, familiarity leads the owner into groups that are aware of English both script and ordering but at the same time causes the owners be unaware of English so they just imitate and follow the general writing style.

In case to familiarity that causes the owners to merely imitate the linguistic mimicry found in other shops, thus this idea is as parallel as the concept of mimicry popularized by Ghandeharion (2018) which he defines as the imitation of the values of a colonial society.

This significant could be found from the clarification of some shop owners in Banda Aceh and Aceh Besar who admit just imitate English word ordering standard without knowing the exactly reason.

B. Discussion

The research findings show that shop owners in Banda Aceh and Aceh Besar negotiate with Western hegemony even though some shops names written in Indonesian, Pakistan language and Acehenese yet they mixed with English (word and or ordering). This result is contrary to the previous study which also applies postcolonial semiotic reading (Ghandeharion, 2018) reveals that Iranian advertisements negotiate with and resist the Western hegemony with negotiation is more widespread than resistance.

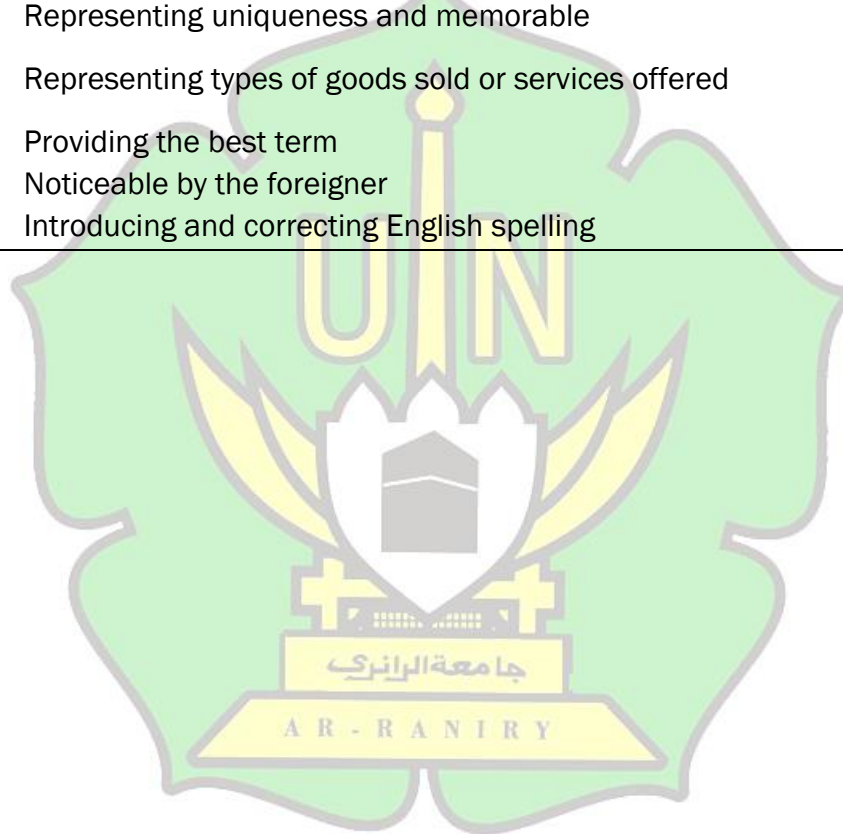
1. Normative evaluation

As normative, it could be known that the employment of English in shop or business names is profoundly enhanced by modernity and trend, familiarity, abroad living experience, educational level of the owners, positive attitude towards English (pride, marketable product, save space, appropriation, flexibility and better sound), English the best term, gaining foreigner attention, and introducing and correcting English for public.

Table 4.1:

The reasons of employing English for shop names

No	Reasons	Number
1	Representing modernity, youth, and global trend	6
2	Acehnese familiarity with English	9
3	Abroad living experience	1
4	Educational backgrounds	4
5	Representing pride, marketable product, save space, appropriation, flexibility and better sound	8
6	Representing uniqueness and memorable	5
7	Representing types of goods sold or services offered	5
8	Providing the best term	3
9	Noticeable by the foreigner	2
10	Introducing and correcting English spelling	1



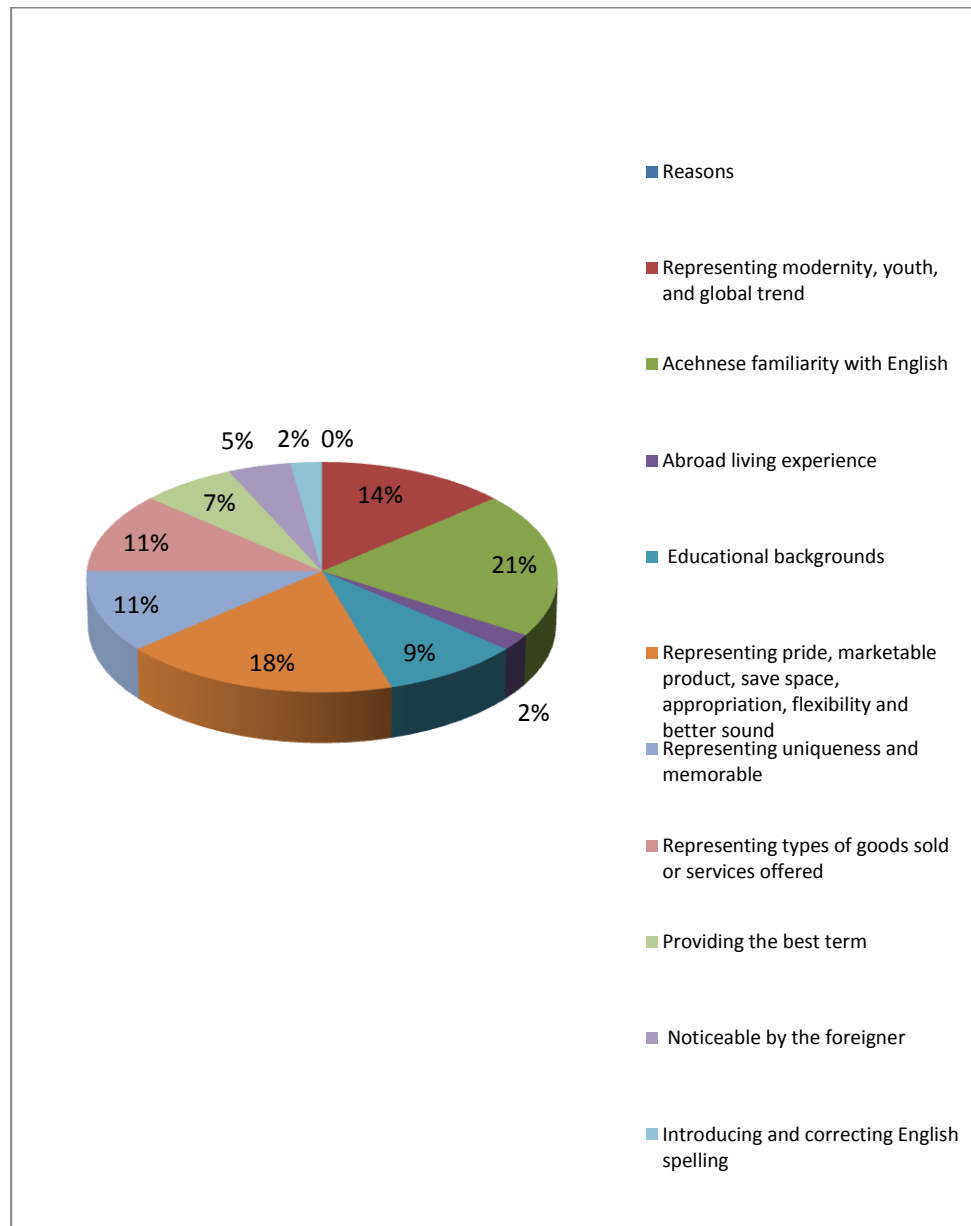


Diagram 4.1 The reasons of employing English for shop or business names in percentage

However, according to Table 4.1 and Diagram 4.1, they reveal that the owners primarily use English because of the familiarity followed by as to show the positive attitude provided by English, it includes pride, marketable product,

save space, appropriation, flexibility and better sound and the last three top reasons are to represent modernity, youth, and global trend.

In addition, Table 4.1 and Diagram 4.1 implies that although the customer target is majority is Acehnese and known for its Syaria law in running the society life which signifies Aceh is anti-Western influence and its close relationship with Arabic however Arabic language seems absent to be used in shop or business names.

2. Postcolonial semiotic reading perspective

According to the benefits from the tenets of semiotic, there are found hidden meanings of the employing English in shop names. First, it proves the most significant theory of Bhabha (1994) that mimicry is the imitation of the values of a colonial society. This could be traced by the acknowledgment of shop owners who are unaware of using English but just merely follow the common shops whose the shop names and ordering are based on English writing principal.

In addition, this finding also deals with Bhabha's (1998) other definitions of mimicry which is seen as an opportunistic pattern of behavior. Meaning, one copies the person in power, in the hope of having access to the same power. It could be known from the one of the examples are statement of Nozy Juice owner that English could impact to product's price turns to higher. It has meaning that English has characters of pride instead of local language.

Moreover, in relation to modernity, this research finding is consistent to Ghandeharion's (2018) statement which says that Easterners mostly reject their own traditions because they may seem non-modernized. Therefore, modernity in

the East turns to be the mimicry of Western society that seems to be a measure of how much a society has become Westernized.

This research finding also as line as Shari'ati (1979) who declares that modernization means modernization in consumption rather than scientific or intellectual improvement. Those ideas could be found in the finding research which some owners show their resistance towards the use of local language properly both language and structure. It implies that they do not feel local language has fulfilled the Western characters.

In relation to this, the term of Westoxication which is popularized by (Ahmad, 1982) deals with the situation above. He believed that when European and American-educated Persians returned to Iran upon the completion of their studies, they became, contrary to what would be expected, ineffective members of society, since they no longer identified with their native culture. Indeed, it is applied to those shop owners who had living abroad experience in Malaysia where the society is multilingual or shop owners who are familiar with Western culture.

In addition, the findings are also consistent to Racine and Petrucka's (2011) idea that postcolonial gives a voice to the silence which signifies by the attitude of owner shops who feel weird to write the shop names based on Indonesian writing standard yet correcting the writing which based on English principal.

Another instance or negotiation is represented in some owner shops attitudes toward English ordering which has shaped their mind that English ordering is standard ordering rule which is actually not properly to be applied in Indonesian language ordering rule. However, they feel weird if the ordering is

applied based on Indonesian context yet they as standard writing style but they get rid the correct ones, Indonesian ordering. This may happen because Acehese consume and take Western dominantly by doing mimicry or modifying English to be fit the Indonesian or Acehese context.

All those sequence Acehese attitudes which show negotiation towards English implies that unconsciously Acehese are not confident to use both Indonesian and Acehese. It is could be know from the way of their thinking that deal with the weaknesses character within Indonesian and Acehese. Other things, Acehese seems lack of Indonesian and Acehese vocabularies to be used in daily conversation since the familiarity of English has been used and heard in public and media.

Ultimately, this present study evaluates that the present linguistic landscape situation of using dominantly English in Banda Aceh and Aceh Besar and Acehese beliefs to put English as superior, consequently leads Acehese minds' deep mired to English and Westerns and at the same time as implicitly views that even though as physical Acehese have not been colonized any longer yet as mind the Acehese are still trapped into imperialism and still colonized by the Western influence.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter consists of conclusions and suggestions which each discussed apart. The first part shows the summary of the present study while the second part provides suggestion for future studies with the same issue. In addition, in this chapter also found the reflection part which shows the reflection of the writer during conducting and writing research.

A. Conclusions

Applying postcolonial semiotics reading, the present study reveals the hidden meaning within categories of mimicry linguistic in shop or business names at some areas of Banda Aceh and Aceh Besar. In addition, this study also discovers whether the shop owners are aware of the Western influence on their mind in creating shops names. Meanwhile, as to measures of their Westernization level is analyzed according to Homi K. Bhabha's definition of mimicry which signifies using English both language and ordering (linguistic mimicry). As generally, the results show that shop owners in Banda Aceh and Aceh Besar negotiate with Western hegemony.

Meanwhile, benefits from the tenets of semiotic, there are found hidden meanings of the employing English in shop names. First, it proves the most significant theory of Bhabha (1994) that mimicry is the imitation of the values of a colonial society. In addition, this finding also deals with Bhabha's (1998) other definition of mimicry which is seen as an opportunistic pattern of behavior.

Meaning, one copies the person in power, in the hope of having access to the same power.

However, in relation to modernity, this research finding is consistent to Ghandeharion's (2018) statement which says that Easterners mostly reject their own traditions because they may seem non-modernized.

In addition, the findings are also consistent to Racine and Petrucka's (2011) idea that postcolonial gives a voice to the silenced which signifies by the attitude of owner shops who feel weird to write the shop names based on Indonesian writing standard yet correcting the writing which based on English principal.

Other surprising hidden meanings are the investigation result proves the idea as in Ghandeharion's (2018) study which said that easterners mostly reject their own traditions because they may seem non-modernized.

Another instance or negotiation is represented in some owner shops attitudes toward English ordering where it has shaped their mind that English ordering is standard ordering rule which is actually not apply in Indonesian language ordering rule. However, they feel weird if the ordering is applied based on Indonesian context.

Those facts may indicate that consciously and unconsciously Acehnese as implicitly even though as physical Acehnese have not been colonized any longer yet as mind the Acehnese are still trapped into imperialism and still colonized by the Western influence.

B. Suggestions

In spite of much research in the realm of postcolonial studies from earlier studies, linguistic landscape in shop or business names have remained a marginal area of inquiry and scarce in the realm of Indonesian studies, especially in Aceh. Thus, the writer is interested in to work under this theme.

However, since the limit time the writer has to finish the research, the investigation is merely around the linguistic mimicry only which is in the form of English both language and ordering in shop names. Whereas, there are still many hidden meanings found in other forms of mimicry such as using iconic mimicry, utilizing Western-looking models or celebrities, and displaying female bodies (visual mimicry) that have not been investigated in this thesis hopefully could be done by the future researches as to answer the variety motive of Acehnese mind is rooted to English fully.

C. Reflections

Ultimately, the writer realizes this present study is still found the weaknesses in providing the information since the writers have just been familiar with the study of postcolonial analysis. Other things, since the limit area of investigation, few numbers of investigated shops and the limit funding had by the writer, it comes to the weaknesses that this research finding cannot representative all the meaning behind the using of English in shop or business names in all regions Aceh and Aceh Besar as general.

In addition, the writer does not neglect to all the possibility that might lead the reason of the Acehnese society preference of using English in shop or business

names in Aceh and Aceh Besar include the possibility of language adaption instead of postcolonial (Western influence). Thus, hopefully the following research with the same analysis would complete the lack of this postcolonial semiotic reading study and provide as much interesting finding to this related issue.



REFERENCES

- Alamsyah, T., Taib, R., Azwardi, & Idham, M. (2011). Choosing Indonesian as the children's first language in the family of acehnese community who are acehnese native speakers in Nanggroe Aceh Darussalam. *Malay language education journal*, 1(2), pp. 31-44.
- Al-Auwal, T.M.R. (2017). Reluctance of acehnese youth to use acehnese. *Journal of studies in english language and education*, 4 (1), pp. 1-14.
- Al-e Ahmad, J. (1982a). *Gharbzadegi (weststruckness/westoxication)*. In A. Ghandeharion., & L. Badrlou. (Eds). Iranian advertisements: A postcolonial semiotic reading. *Kasetsart Journal of Social Sciences*, 39, pp. 334-342.
- Arifin, Zainal. (2012). *Penelitian pendidikan -metode dan paradigma baru*. Bandung: PT. Remaja Rosdakarya.
- Arka, I. W. (2008). Local autonomy, local capacity building and support for minority languages: Field experiences from Indonesia. *Language Documentation and Conservation Special Publication*, 1, pp. 66-92.
- Ashcroft, B., Griffiths, G., & Tiffin, H. (2007). *Post-colonial studies: The key concepts* (2nd ed.). New York: Routledge.
- Bati, U. (2007). The semiotics of advertisements: Reading advertisements as a sign systems. *International journal of human sciences*, 4(1), pp. 1-28.
- Beasley, R., & Danesi, M. (2002). *Persuasive signs: The semiotics of advertising*. In A. Ghandeharion., & L. Badrlou. (Eds). Iranian advertisements: A postcolonial semiotic reading. *Kasetsart Journal of Social Sciences*, 39, pp. 334-342.

- Bhabha, H. K. (1984). Of mimicry and man: The ambivalence of colonial discourse. *Discipleship A Special Issue on Psychoanalysis*, 28, pp.125 -133.
- Bhabha, H. K. (1994). *The location of culture*. London, UK: Routledge.
- Bigon, L., & Hart, T. (2017). Beneath the city's grid: vernacular and (post)colonial planning interactions in Dakar, Senegal. *Journal of historical geography*, 59, pp. 52-67.
- Canagarajah, A. S. (2008). Language shift and the family: Questions from the sri lankan tamil diaspora. *Journal of sociolinguistics*, 12(2), pp. 143-176.
- Chakrabarty, D. (1992) Postcoloniality and the artifice of history: Who speaks for 'indian pasts? In M. Kumar (Eds.). *Postcolonial theory and crossculturalism: Collaborative 'signposts' of discursive practices* (pp.82-92).
- Clyne, M., & Kipp, S. (1997). Trends and changes in home language use and shift in australia, 1986-1996. *Journal of multilingual and multicultural development*, 18(6), pp. 451-473.
- Connel, L. (2003). *Modes of marginality: Scottish literature and the uses of postcolonial theory*.
- Craggs, R. (2018). Subaltern geopolitics and the post-colonial commonwealth. *Journal of political geography*, 65, pp.46–56.
- Da-Silva, A. M. (2014). Upon the prevalence of English on billboard advertisements: Analyzing the role of english in indonesian context. *Teflin journal*, (Vol 25), 1, pp. 33-61.
- Denzin, N. K., & Lincoln, Y. S. (2000). *Handbook of qualitative research*. (2nd ed.). London: Sage.

- Dorsey, Z. (2007). *Research methods in applied linguistics*. New York: Oxford University Press.
- Durie, M. (1996). Framing the acehnese text: Language choice and discourse structures in aceh. *Oceanic linguistics*, 35(1), pp.113-137.
- Dutta-Bergman, M., & Pal, M. (2005). The negotiation of U.S. advertising among bengali immigrants: A journey in hybridity. *Journal of communication inquiry*, 29 (4), pp. 317-335.
- Emezue, G.M.T. (2004). Stylizing contemporary post-colonial african poetry: The rhetoric of boasts and curses. *Journal of procedia - social and behavioral sciences*, 158, pp. 100 – 106
- Fraenkel, J.R., & Wallen, N. E. (1993). *How to design and evaluate research in education*. 2nd Ed. New York: McGraw-Hill Inc.
- Ghandeharion. A., & Badrlou.L. (2018). Iranian advertisements: A postcolonial semiotic reading. *Kasetsart Journal of Social Sciences*, 39, pp. 334-342.
- Griffe, D. (2012). *An Introduction to Second Language Research Methods Design and Data*: California:TESL-EJ publications.
- Given.L. M. (2008). Convenience Sample. *In the sage encyclopedia of qualitative research methods*. Thousand Oaks, CA: Sage.
- Gramsci, A. (1971). *Selections from the prison notebooks*, edited and translated by (Quintin Hoare & Geoffrey Nowell Smith, translator). London: Lawrence and Wishart.
- Huddart, H. K. (2006). *Homi k. bhabha*. London, UK and New York, NY: Routledge.
- Hycner, R.H. (1985). Some guidelines for the phenomenological analysis of interview data. *Human studies*, 8, pp.279-303.

- Kumar, M.(2000). Postcolonial theory and crossculturalism: Collaborative ‘signposts’ of discursive practices. *Journal of Educational Enquiry* (Vol. 1), 2, pp.82-92.
- Lawlor, K. (1992). A semiotic reading of advertisements. In A. Ghandeharion., & L. Badrlou. (2018). *Iranian advertisements: A postcolonial semiotic reading*, pp. 335.
- Lewis, M. (1997). The self in self-conscious emotions. In J. G. Snodgrass & R. L. Thompson (Eds.), *Self across psychology: Self-recognition, self-awareness, and the self-concept* (pp. 119 –142). New York: New York Academy of Sciences.
- Lou, J. J. (2010). Chinese on the side: The marginalization of chinese in the linguistic and social landscapes of chinatown in washington, dc. In . E.B.R. Shohamy & M. Barni (Ed.). *Linguistic landscape in the city* (pp. 96-114). Bristol: Multilingual Matters.
- Lye, J. (1998). *Contemporary literary theory*. Brock University.
- Malik,W.H., & Umrani,T. (2015). A Post-colonial Reading of Muneza Shamsie’s That Heathen Air. *International Journal of English and Education*. (Vol 4),2, pp. 398-408.
- Manan, S.A., Maya,K.D., Francisco, P.D., & Khan.N. (2015). Politics, economics and identity: Mapping the linguistic landscape of kuala lumpur, malaysia. *International journal of multilingualism*, 12 (1),pp. 31- 50.
- Mascolo, M. F., & Fischer, K. W. (1995). Developmental transformations in appraisals for pride, shame and guilt. In J. P. Tangney & K. W. Fischer (Eds.), *Self-conscious emotions: The psychology of shame, guilt, embarrassment and pride* (pp. 64 –113). New York: Guilford Press.

- McFarlane-Alvarez, S. L. (2007). Trinidad and tobago television advertising as third space: hybridity as resistance in the caribbean mediascape. *Howard journal of communications*, 18, pp. 39-55.
- Mohanty, C. (1991) Under Western eyes: Feminist scholarship and colonial discourses. In M. Kumar (Eds.). *Postcolonial theory and crossculturalism: Collaborative 'signposts' of discursive practices* (pp.82-92).
- Mongia, P. (Ed.). (1996). *Contemporary postcolonial theory*. London: Arnold.
- Movuh, M. C. Y. (2015). The colonial heritage and post-colonial influence, entanglements and implications of the concept of community forestry by the example of Cameroon. *Journal of forest policy and economics*, 15, pp.70–77.
- Mutiara, J. (2014). The use of English in advertising as a means of promoting English language centers in indonesia. University of Indonesia, Indonesia.
- Nduati, R.N. (2016). *The post-colonial language and identity experiences of transnational kenyan teachers in U.S. universities*. Syracuse University.
- Plumwood, V. (2002). Environmental culture: The ecological crisis of reason. In B. Ashcroft., G. Griffiths., & H. Tiffin (Eds). *Post-colonial studies: The key concepts* (2nd ed.). New York: Routledge.
- Racine, L., & Petrucka, P. (2011). Enhancing decolonization and knowledge transfer in nursing research with non-Western populations: Examining the congruence between primary healthcare and postcolonial feminist approaches. *Journal of nursing inquiry* 18(1), pp. 12-20, DOI: [10.1111/j.1440-1800.2010.00504.x](https://doi.org/10.1111/j.1440-1800.2010.00504.x)
- Said, E. (1993). *Culture and imperialism*. London: Chatto & Windus. In B. Ashcroft., G. Griffiths., & H. Tiffin (Eds). *Post-colonial studies: The key concepts* (2nd ed.). New York: Routledge.

- Said, E. (1993). *Culture and imperialism*. In Y. Wang (Eds). The cultural factors in postcolonial theories and applications. *Journal of language teaching and research*, (Vol. 9), 3, pp. 650-654.
- Selden, R. et al. (2004). *A reader's guide to contemporary literary theory* (4th ed). Beijing: Foreign Language Teaching and Research Press.
- Shari'ati, A. (1979). Reflections of humanity Iran chamber society. In A. Ghandeharion., & L. Badrlou. (2018). *Iranian advertisements: A postcolonial semiotic reading*, pp. 336.
- Sharma,A., & Tanu,G. (2015). The making of third world:The impact of colonization. *Research journal of English language and literature (RJELAL)*, (Vol.3),2, pp.2321-3108.
- Slavik, H. (2001). *Language maintenance and language shift among maltese migrants in ontario and british columbia*. Berlin: Walter de Gruyter.
- Slemon, S. (1994). The scramble for post-colonialism. In C. Tiffin and A. Lawson (eds) *De-scribing Empire: Postcolonialism and Textuality*, London: Routledge.
- Spivak, G. (1990) Poststructuralism, marginality, postcoloniality and value. In M. Kumar (Eds.). *Postcolonial theory and crossculturalism: Collaborative 'signposts' of discursive practices* (pp.82-92).
- Spivak, G. C. (1993). The Burden of English' in C. A. Breckenridge and P. van der Veer (eds). *Orientalism and the postcolonial predicament: Perspectives on south asia*. Philadelphia: University of Pennsylvania Press (pp. 134–157).
- Suryana .(2010). *Metode penelitian model praktis penelitian kuantitatif dan kualitatif*. Bandung : UPI

- Tangney, J. P. (1999). The self-conscious emotions: Shame, guilt, embarrassment and pride. In T. Dalgleish & M. J. Power (Eds.), *Handbook of cognition and emotion* (pp. 541–568). New York: Wiley
- Tracy, J. L., & Robins, R. W. (2004a). Putting the self into self-conscious emotions: A theoretical model. *Psychological Inquiry*, 15, pp.103–125.
- Tracy, J. L., & Robins, R. W. (2004b). Show your pride: Evidence for a discrete emotion expression. *Psychological Science*, 15, pp.194 –197.
- Varman, R., Cayla, J., & Hari, S. (2011). Mimicry and postcolonial advertising. *European advances in consumer research*, 9, pp. 544.
- Wang, Y. (2018). The cultural factors in postcolonial theories and applications. *Journal of language teaching and research*, (Vol. 9), 3, pp. 650-654.
- Warren, C.A.B., & Karner, T.X. (2015). *Discovering qualitative methods: Ethnography, interviews, documents, and images*. 3rd ed. Oxford University Press. pp. 1-303.
- Webster, J. M., Duvall, J., Gaines, L. M., & Smith, R. H. (2003). The roles of praise and social comparison information in the experience of pride. *Journal of Social Psychology*, 143, pp.209 –232.
- Young, R. J.C. (2016). *Postcolonialism: An historical Introduction* (15th Anniversary Ed). West Sussex: John Wiley & Sons, Ltd.
- Yusuf, Y. Q. (2013). *A comparative study of vowels in the Acehese spoken in kedah, malaysia and aceh, indonesia*. (Doctoral), University of Malaya, Kuala Lumpur.
- Zulfadli. (2014). *A sociolinguistic investigation of Acehese with a focus on West Acehese: A stigmatised dialect*. (Doctoral), University of Adelaide, Adelaide.

INTERVIEW

Ashari, S. (2019, March, 26). Personal interview.

Azhari. (2019, March, 27). Personal interview.

Faizin. (2009, March, 23). Personal interview.

Idris, M.A . (2019, March, 20). Personal interview.

Ismail. (2019, March, 27th). Personal interview.

Jacky, M . (2019, March, 21). Personal interview.

Kesuma, A . (2019, March, 23). Personal interview.

Khalis. (2019, March, 25). Personal interview.

Maharani. (2019, March, 27). Personal interview.

Maulida, M. (2019, March, 24). Personal interview.

Maulizu, I. (2019, March, 25). Personal interview.

Mayana, N. (2019, March, 24). Personal interview.

Nasution, S.A . (2019, March, 28). Personal interview.

Rizki, M.R . (2019, March 25). Personal interview.

Rizki, T.A . (2019, March, 24). Personal interview.

Saidy, J. (2019, March, 23). Personal interview.

Sari, F.M . (2019, March, 20). Personal interview.

Saputra, H. (2019, March, 28). Personal interview.

Saputra, R. (2019, March, 20). Personal interview.

Zaza. (2019, March, 13). Personal interview.

Appendix I

Transcription

1. Owner name : Afdal Kesuma

Gender : Male

Education level : Undergraduate

Business name : Limo Farm

Writer : What is the reason of naming business as Limo Farm?

Owner : The word “limo” stands for limousine, while the word “farm” is generally used in agriculture and veterinarian. Besides, based on the marketing concept we understand, the word “limo farm” is both easy to be spelled and remembered by the customers. In addition, we have basic for naming business place as “limo farm” after conducting small survey towards the opinion of our friends and relatives to name shop as “limo farm” which the result shows positive response from some of the same businesses.

Writer : Do aware have used English language or not?

Owner : The word “farm” for me who studied in Faculty of Veterinary has been familiar to be used in daily lecturer. However, because the word has been too often to be used mix with bahasa, I do not realize that the word “farm” originates from English language.

2. Owner Name : M. Reza Rizki
Gender : Male
Age : 28 years old
Education level : High School
Shop name : Opin Cell

Writer : What is the reason of naming shop as Opin Cell?

Owner : The word “Opin” is taken from my nick name and the word “cell” stands for cellular and shows the items sold are handphone , service and its accessories, people would know this shop provide them.

Writer : Why is started by putting the owner name then followed by the word “cell”?

Owner : If it is written by putting the word “cell” first then followed by the owner name, it sounds weird. In addition, there are none of the same business which write name shop by that way. As far as I see, commonly shops naming their shops names based on that structure.

Writer : Why do not use bahasa or Acehnese language?

Owner : I think there is no proper word in bahasa to say “cell” it also

applies in Aceh language. Moreover, Acehnese language do not create cell phone, so we just use “cell” term.

Writer : Do aware have used English language or not?

Owner : No, as far as I know, the word “cellular” is English however I do not have the idea with the word “cell” both the origin and the meaning.

3. Owner name :T. Anugrah Rizki

Gender : Male

Age : 13 years old

Education level : Junior School

Shop name : Anugrah Laundry

Writer : What is the reason of employing English in shop name?

Owner : In order to be different to other shops names which write in inappropriate spelling as “londry”, which consequently seem as if as this foreign language is changed by local people to be spelled in bahasa. Therefore, as to express our respect, we name our shop with correct spelling “Laundry.”Another reason is to be more modern and get the customer attention.

Writer : Why do not use bahasa or Aceh language?

Owner : Because it sounds not interesting and weird if we name in bahasa,

for example “Cucian Anugrah”, see? Then, it sounds weird.

Writer : Do aware have used English language or not?

Owner : Yes, in addition since some of our family members are also able
to and understand English.

4. Owner name : Maharani

Gender : Female

Age : 35 years old

Education level : High School

Shop name : Sultan Bhai Laundry & Dry Clean

Writer : What is the reason of employing English in shop name?

Owner : At past, I had branch laundry business and also use the word
“laundry, so I follow the same way. Besides, the word “laundry”
has been familiar in Banda Aceh. Meanwhile, the word of “Sultan
Bhai” originates from Pakistan means “a man”. But initially, I
worried if the shop name makes people reluctant to visit the shop.
But in reality, that is not happen. For the customer are varies from
exclusive group such as people in agriculture department, court
office, governor office, university students, and households.

Writer : Do aware have used English language or not?

Owner : I do not realize have used English word since I get used to hear the word “laundry” and in daily conversation we take it as the habit to say “I get laundry wash my clothes.

5. Owner name : Farah Maulida Sari

Age : 23 years old

Gender : Female

Education level : Undergraduate

Shop name : Kanya House

Writer : What is the reason of employing English in shop name?

Owner : My background of education is English Education Department so that is why I put the word “house” and I just do not want use bahasa or Aceh language. Besides, I use English to follow globalization era which shows modernity. Moreover, my average customers are teenagers with range of 19-26 years old which are part of millennial group who are familiar with English, even majority of customers will mention by themselves some terms such as, belt, size, instead of tali pinggang and ukuran and many other. Another reason, in my opinion English is more understandable for youth and save board since English word is commonly short.

Writer : Have you ever planned to use Aceh or bahasa for naming shop?

Owner : No, I do have never planned to use bahasa for my shop name since I just do not like. Meanwhile I avoid to use Aceh language, for example “Rumoh Kanya” because as my learning in branding, if I use Aceh language such as “rumoh” so it affects to the goods sold in shop which represents the ethnic of Aceh and should be home producing. In other word, there is should be Aceh elements and produced by the owner itself, while the goods I am selling is not.

Writer : Do aware have used English language or not?

Owner : Yes I definitely really aware of using English.

6. Owner name : Nurlis Mayana

Gender : Male

Age : 33 years old

Education level : High School

Name shop : Shopaholic

Writer : What is the reason of employing English in shop name?

Owner : Since my target customer is youth, thus I use English because it sounds cool and young. Besides, in order to be reminded easier because my shop name has meaning addict to shopping, so I expect at once they want to go shopping they would go here. Another reason is to represent the goods I offer is dress items. However as the time passes by, majority of my customers are

motherhood range of 30-40 years old who do not understand that the word “shopaholic” is shop name but they think it is the owner name. In addition, the word “shopaholic” gives the impression of being expensive so people reluctant to come. Thus, I have planned to change my shop name which combined with my first daughter’s name and the word “butik” follows.

Writer : Do aware have used English language or not?

Owner : Yes, I know I have used English language.

7. Owner name : Indra Maulizu

Gender : Male

Age : 27 years old

Education level : Undergraduate

Shop name : Owner Distro

Writer : What is the reason of employing English in shop name?

Owner : The reason is because the word “owner” and “distro” have been familiar I heard since I was in college, so it is just spontaneously. I also believe now days many people in Banda Aceh have familiar, too. In addition, the target is youth and in order to present differently compared to other outfit shops. Thus, since earlier, I have never had idea to use bahasa or Aceh language because the words have been familiar to be heard in Banda Aceh and more suitable.

Writer : Do aware have used English language or not?

Owner : Yes I realize of employing English language in my shop name.

8. Owner name : Khalis
Gender : Male
Age : 21 years old
Education level : High School
Shop name : Can Cell

Writer : What is the reason of employing English in shop name?

Owner : Because the word “cell” is often used to presents the things sold relate to handphone , service and accessories. While the word “can” is Acehnese language means “profit” thus, I expect my small shop gain profit and also as my expression of love to local language. In addition, I use the word “cell” in order the foreigners who need credit could recognize this shop, so they would buy here because I had experience was visited by foreigners who came across here.

Writer : Have you planned to use bahasa to replace the word “cell”?

Owner : No, I do not have plan to replace the word cell because the Acehnese mainly people here have been close with the word “cell” already.

Writer : Do aware have used English language or not?

Owner : Yes, I do.

9. Owner name : Jerry Saidy
Age : 28 years old
Gender : Male
Education level : High School
Shop name : Moody Steak

Writer : What is the reason of employing English in shop name?

Owner : The selections of “mood” word have meaning the food menu is appropriate to those who has low budget or the menu cost is pocket friendly since I know the meaning of mood in English is sad. So, the idea is even though they have low budget yet they still could eat steak. Meanwhile, the word “mood” is then added the letter “y” at the end to be “moody” in order to be easy listening only. In addition, the employment of English sounds different, luxurious, classy, modern and familiar in Banda Aceh.

Writer : Have you ever planned to use bahasa or Aceh language?

Owner : No, I have never thought to use bahasa or Aceh language because it does not sound classy and not modern.

Writer : Do aware have used English language or not?

Owner : Yes, I definitely aware have been used English language.

10. Owner name : Syahrendira Al furqan Nasution

Gender : Male

Age : 32 years old

Education level : Undergraduate

Shop name : Ceudah Taylor

Writer : What is the reason of employing English in shop name?

Owner : Generally, tailors use the word “tailor” in their shops names as marks that they shop offer service to design or sew outfit. Moreover, almost all people in Banda Aceh understand if shop is named “tailor” it refers to shop provides outfit designing. However, mostly tailors do not realize and know if the word “tailor” is English word since it has been used frequently in daily life which pronounce and spell based on Indonesian language way. Meanwhile, I know the word “ceudah” comes from Aceh language but I do not know the exactly reason of naming shop with this word because it is the name given by my foster parents.

Writer : The correct spelling to say people who do sewing is spelled “t-a-i-l-o-r” in English, however in the shop name it is written “taylor”. Do you notice it?

Owner : Yes, I notice it supposed to be a letter i instead of y.

Writer : Do aware have used English language even it is mix with Aceh language or not?

Owner : Yes, I recognize it well.

11. Owner name : Saiyed Ashari

Age : 40 years old

Gender : Male

Education level : High School

Shop name : Pelita Mart

Writer : What is the reason of employing English in shop name?

Owner : At present, Aceh society has started been familiar with English and the word “mart” has been habit to be spoken. My other reasons to put English also because I had experience living in Malaysia for 10 years where most of the community also use the combination of English and Malay language in daily life. In addition to familiarity and experience, in occasionally my shop is visited by foreigner such as Malaysian and Arabian, thus the use of English used to easier tourist recognize the things offered in my shop to be then shopping here.

Writer : Do aware have used English language?

Owner : Yes, I do since I had experience lived in Malaysia and I understand and notice some words in English.

12. Owner name : Ricky Saputra

Gender : Male

Age : 27 years old

Education level : Undergraduate

Shop name : Cheeze Tea

Writer : What is the reason of employing English in shop name?

Owner : In fact, I get the concept from out which sells the same product

including the use of English in their shops names. Thus, I do not want to change its original concept. The second reason, since our customer target is youth, therefore we use English to get hang out sense, young, high class, and catchy for youth than use bahasa or Aceh language.

Writer : Have you ever planned to use bahasa or Aceh language?

Owner : No, because if it is translated to Indonesia to be “teh keju” it sounds weird and inappropriate to be used. In addition, as pronounce English is felt more suitable and occasionally is more flexible and sounds not quite formal than bahasa. Thus, it never thought into my mind to employ bahasa or Aceh language.

Writer : Why in shop name it is written “cheeze” instead of “cheese” in correct spelling?

Owner : Oh ya, I notice it suppose to be “s” not “z” there, but I just want to create something unique, so I modify by replacing “s” with “z”.

Writer : Do aware have used English language?

Owner : Yes since earlier I know I use completely English in my shop name.

13. Owner name : Hendri Saputra
Gender : Male
Age : 37 years old
Education level : High school
Shop name : Central Sticker

Writer : What is the reason of employing English in shop name?

Worker : We name our shop with “central sticker” because sounds simple and better than use bahasa “pusat stiker” which sounds not good. In addition, we create the logo earlier, “CS”, then we choose any words that suitable to the initial of our logo, then finally we thought the words “central sticker” which each word begin with letter C and S fits the logo perfectly. Besides those reasons, the shop name selection is also helped by the owner’s sister who studies in English Department and I think since her educational background she consider choosing that words. However, we do not realize those are English language.

Writer : Both words in shop names are English but the word order is incorrect, do you notice it?

Worker : No, we do not know the ordering is incorrect because we just fit the words order to the logo we have decided earlier.

Writer : Why do not aware have employed English words in shop name?

Worker : Because the word “central” both in spoken and written has been tremendous familiar to be used in daily conversation.

14. Owner name : Ismail
Gender : Male
Age : 40 years old
Education level : High School
Shop name : Ira Jilbab

Writer : What is the reason of writing the shop name by beginning with the owner's name then followed with the word "jilbab" ?

Worker : Because it has been normal to write the owner's name first then followed with type product sold. Moreover, other shops also do the same way.

Writer : Have the both the owner and worker realized if even though the shop name use bahasa but as the structure it apply English word ordering principle?

Worker : No, we do not know if it applies English word order principle.

15. Owner name : Faizin
Gender : Male
Age : 34 years old
Education level : Undergraduate
Shop name : D3d3k Cell

Writer : What is the reason of naming shop as D3d3k Cell??

Owner : "Dek" is my nick name and "cell" is commonly used for shops which sell cell phone and its accessories.

Writer : Why prefer the word "cell" instead of "sell"?

Owner : Because as far as I know, there is none phone cell shops which write "sell", all of them use the word "cell".

Write : Why does begin with the owner name then followed with the

word “cell”?

Owner : Because it is weird if I change the ordering, moreover almost all cellphone shop write with the same ordering.

Writer : Do aware that the word “cell” is English language?

Owner : No, the thing that I know “cell” is Indonesian while “cellular” is English language. But now I have just realized “cell” is English language, however I think there is no appropriate word to say “cell” in bahasa so I just continue to use this word. In addition, it does not matter because the word “cell” is normally used in Banda Aceh.

16. Owner name : Azhari
Gender : Male
Age : 22 years old
Education level : High School
Shop name : New Fashion

Writer : Why do employ complete English in shop name?

Owner : There are some reasons such as my market target is youth, so that is why I use English to mark this shop is for youth. Then, it has cool impression when use English, other thing as way to follow trend and seems more modern. In addition, since Banda Aceh is the capital city which has many university students who get used to English, therefore, I think at present many Aceh youth who have been understand many English vocabularies. Oh yes, another

reason is English is easy to be remembered and the word is flexible, not really formal. Meanwhile, if we translate into bahasa “Sahabat Gaul Anda” it takes long words, thus people would get it difficult to be reminded and sounds too formal.

Writer : Do aware have used English language?

Owner : Yes I do.

17. Owner name : Muhammad Jacky

Gender : Male

Age : 36 years old

Education level : High School

Shop name : Nozy Juice

Writer : What is the reason of naming shop as Nozy Juice?

Owner : Nozy stands for the combination of my wife name and me, Nora and Jacky. While the word “juice” is because the product we make is juice.

Writer : Why do employ the word “juice” instead of “jus” in bahasa ?

Owner : There are number of reasons, first because bahasa is not really marketable while not with English. In addition, as to avoid low rate and cheap impression, thus English is used to increase market value and as psychology, English has classy impression which makes people interest to buy and proud to buy our

product. Another reason is English is effective since the word also does not take many spaces on product label.

Writer : Do aware have used English language?

Owner : Yes I do.

18. Owner name : Riska Maulida

Gender : Female

Age : 29 years old

Education level : Undergraduate

Shop name : Riska Boutique

Writer : What is the reason of naming shop as Riska Boutique?

Owner : "Riska" is my name so it shows the boutique is mine while the word "boutique" is used because the shop sells outfit items.

Writer : Why employ English language to say "butik"?

Owner : First, because English is more modern and sounds better. Second, it comes to habit since in daily my children speak some basic English words with me. Besides, my husband also has experience studying abroad, so I often hear my family member speak in simple English at home.

Writer : Have ever planned to use bahasa or Aceh language?

Owner : No, I have never thought to use one of them.

Writer : Do aware have used English language?

Owner : Yes I do.

19. Name : M. Alwi Idris

Gender : Male

Age : 22 years old

Education level : High School

Shop name : Aigner Perfume

Writer : What is the reason of naming shop as Aigner Perfume?

Owner : The word “aigner” is taken from one of the perfume names and the word “perfume” is to describe the goods sold.

Writer : Why do you choose the word “perfume” instead of “minyak wangi”?

Owner : Because people have been familiar with the word “perfume” and generally those who have business in perfume use this word for their shops names. Meanwhile, if I use the word “minyak wangi” it sounds not marketable.

Writer : Do you aware that the word “perfume” is English language?

Owner : No, I do not know if “perfume” is English language because it is often used in daily conversation and written in public landscape.

20. Owner name : Zaza

Gender : Female

Age : 29 years old

Education level : Undergraduate

Shop name : Dezzert.Po

Writer : What is the reason of naming shop as Dezzert.Po?

Owner : The reason are because my focus business is in dessert, so its brand name suit the product I make. In addition, many people have been familiar with the term “dessert” which means “makanan pencuci mulut” in bahasa so it is not thought as something strange any longer within society. Meanwhile, the word “Po” is my daughter kid’s name and is put to be unique and as an effective way when people are looking for dessert in social media. So, it is more effective in market.

Writer : Why the shop name is written as “dezzert” instead of “dessert”?

Owner : I aware the correct word is “dessert” but I replace “ss” with “zz” because it represents my initial name, “Zaza” and unfortunately, “ss” in the word “dessert” is pronounced and sound “z”. So, all are finally fit each other.

Writer : Do you aware have employed English?

Owner : Yes, I do since my educational background also from English Department, so I know it well.

Appendix II
Documentation

Figure 1: Shop names with modified English +Indonesian ordering



Figure 2: Shop name with modified English +English ordering



Figure 3: Shop names with full English + Indonesian ordering



Figure 4: Shop name with full Indonesian +English ordering



Figure 5: Shop names with complete English + English ordering





Figure 6: Shop name with mixing English and Pakistan language + English ordering



Figure 7: Shop names with mixing Acehnese and English +English ordering



Figure 8: Mixing owners name with English + English ordering





AUTOBIOGRAPHY

Name/ NIM : Nurul Faridah / 231324403

Date/ Place of Birth : Lhokseumawe / August 18th, 1995

Gender : Female

Address : Jl. Akasia Barat, No. 8A. Peurada Utama,
Banda Aceh, 23116, Indonesia

Email : nurulfrdayub@gmail.com

Phone Number : 081360004054

Religion : Islam

Status : Single

Occupation : Student / English tutor in Aplus Banda
Aceh CLC Course Banda Aceh.

Nationality : Indonesian

Parents

Name of Father : Ayub Abdullah

Name of Mother : Sudarsih

Father's Occupation : Private employees

Mother's Occupation : Housewife

Address : Gang Perintis, Dusun Pemda, Kelurahan
Hagu Tengoh, Kecamatan Banda Sakti,
Aceh, 24351, Indonesia

Education

Elementary : SD N 6 Lhokseumawe

Junior High School : SMP N 1 Lhokseumawe

Senior High School : SMA N 1 Lhokseumawe

University : UIN Ar-Raniry Banda Aceh