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Business Names as Indexical Signs of Multicultural Inclusion in Sampit, Indonesia: A Linguistic Landscape Study Linked to SDGs 4, 10, 11, and 16

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ABSTRACT

Objective: *To examine how business names in the linguistic landscape of Sampit, Central Kalimantan, function as indexical signs of multicultural inclusion, and how these signs relate to the Sustainable Development Goals (SDGs) on quality education (SDG 4), reduced inequalities (SDG 10), sustainable cities (SDG 11), and peaceful and inclusive societies (SDG 16).* ***Method:*** *A qualitative design informed by critical ethnography was used. Photographs of 16 business signs, selected from a corpus of 81 collected in Sampit between February and May 2025, were complemented by interviews with 45 informants from eight community groups. Signs were analysed with Duranti's (2015) personal, temporal, spatial, and social indexicality and Barthes's (1964/1968) denotation-connotation distinction, and the indexes and values found were then mapped to SDG targets 4.7, 10.2, 11.4, and 16.* ***Results:*** *Business names index ethnic communities (Madura, Dayak, Javanese, Banjar, Minangkabau, Batak, Makassar), religious values, colonial memory, and global lifestyle, often several in one sign. Signs such as "Warung Pencok Madura Mama Andre" address their own community and the wider public at once. The signs correspond to SDG 10 (visible inclusion of communities), SDG 16 (coexistence in a post-conflict city), SDG 11 (living cultural heritage), and SDG 4 (material for learning about diversity). No sign type dominates the others.* ***Novelty:*** *The study treats everyday business names as local indicators of inclusive public space for the SDGs and proposes bifacial indexicality for signs that face two communities at once.*

INTRODUCTION

Cities are where the Sustainable Development Goals (SDGs) are lived every day. The 2030 Agenda calls for societies that are peaceful and inclusive (SDG 16), for the social inclusion of all people irrespective of ethnicity, origin, or religion (SDG 10, target 10.2), for inclusive and sustainable cities that safeguard cultural heritage (SDG 11, target 11.4), and for education that values cultural diversity (SDG 4, target 4.7) (United Nations, 2015). Progress on these goals is usually measured with institutional data, yet inclusion is also visible in the most ordinary places, namely the signs that businesses put in front of their doors.

These signs are the object of Linguistic Landscape (LL) research. The LL, defined as the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings (Landry & Bourhis, 1997), has been studied as evidence of language policy, ethnolinguistic vitality, and collective identity (Shohamy & Gorter, 2009). The field grew from the description of multilingualism in urban space (Backhaus, 2006; Cenoz & Gorter, 2006; Gorter, 2006, 2013) toward analyses of how language is commodified and made meaningful in place (Leeman & Modan, 2009). Signs placed by institutions (top-down) and signs placed by shop owners and residents (bottom-up) together construct what Ben-Rafael et al. (2006) call the symbolic construction of public space. Business names belong to the bottom-up kind, and they show how communities choose to appear in a shared city.

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