

MULTILINGUALISM IN ADVERTISING: A LINGUISTIC LANDSCAPE STUDY AT TIMOR PLAZA, DILI, TIMOR-LESTE

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Abstract

Language use in public spaces reflects broader sociocultural dynamics, yet limited research has examined multilingual practices in commercial contexts in Timor-Leste. This study investigates the linguistic landscape (LL) of advertising signs at Timor Plaza in Dili, focusing on language distribution and the motivations behind language selection. The main objective of this study is to analyze how language choice in advertising signage reflects sociocultural interaction, identity negotiation, and power relations within a multilingual environment. Using a qualitative design, the research employed documentary analysis of 142 advertising signs, semi-structured interviews with shop owners and managers, and photographic documentation as data collection techniques. Data were analyzed thematically to identify linguistic patterns and communicative motivations. The analysis shows that English (44%) and Tetun (24%) dominate the signage, while bilingual combinations of Tetun and English account for 30%, and multilingual signs using Portuguese or Bahasa Indonesia represent only 2%. English is primarily employed to project modernity, cosmopolitanism, and global appeal, whereas Tetun ensures cultural relevance, authenticity, and accessibility for local audiences. The occasional inclusion of Portuguese and Bahasa Indonesia reflects Timor-Leste's colonial history and regional connections, signifying both heritage and proximity. Overall, the linguistic landscape at Timor Plaza demonstrates a deliberate balance between globalization and local identity, positioning language as both a communicative and symbolic resource. This study advances theoretical understanding of linguistic landscapes by emphasizing the dynamic relationship between language, commerce, and identity, and it provides practical implications for language policy, marketing communication, and sociocultural planning in multilingual societies.

Keywords: *advertising; English dominance; linguistic landscape; multilingualism; local identity; Timor-Leste.*

1. Introduction

Multilingualism in public spaces plays a crucial role in reflecting and shaping the sociocultural dynamics of a community. In contemporary urban environments, languages are visibly displayed through commercial signs, billboards, and advertisements, transforming

cityscapes into sites of linguistic negotiation and identity construction. This phenomenon, known as the linguistic landscape (LL), was first conceptualized by Landry and Bourhis (1997), who defined it as the visibility and salience of languages on public and commercial signage. Since then, LL research has evolved into a key analytical framework for examining how linguistic choices represent social hierarchies, political ideologies, and cultural identities within multilingual societies. Language, as the fundamental medium of communication and interaction, shapes human connections and societal functions (Jackson et al., 2022). In modern urban settings, language is omnipresent, embedded in public spaces through billboards, shop signs, product packaging, and other visible texts, forming a rich tapestry of linguistic practices (Santos Rovira, 2024).

The linguistic landscape not only reflects the linguistic diversity of a community but also offers insights into how languages interact and coexist in public spaces (Dagenais et al., 2008). Through the LL, researchers can explore linguistic diversity, social power structures, and cultural values. Furthermore, the LL captures the dynamic interplay of globalization and localization, which shapes language practices in contemporary societies (Hatoss, 2022). Recent studies emphasize that linguistic landscapes are socially constructed arenas where symbolic power, identity, and ideology intersect (Cenoz & Gorter, 2022; Gorter, 2023). These visible language practices thus become powerful indicators of how globalization influences cultural identity and local linguistic practices.

In multilingual nations such as Timor-Leste, public signage becomes an especially rich site for understanding how language functions as both a communicative tool and a marker of identity. Timor-Leste's linguistic environment is complex and historically layered, shaped by Portuguese colonization, Indonesian occupation, and contemporary globalization. The country recognizes Tetum and Portuguese as official languages, while English and Bahasa Indonesia serve as working languages, creating a dynamic and fluid multilingual ecology (Williams-van Klinken, 2023). These linguistic interactions extend beyond educational and governmental spheres into the marketplace, where language use on advertising signs reveals how global and local identities are negotiated in everyday communication.

Despite the expansion of LL studies globally, there remains a lack of empirical research in emerging Southeast Asian contexts, particularly in postcolonial multilingual nations such as Timor-Leste. While extensive research has been conducted in Indonesia (Ibrahim, 2021), Malaysia (Wong, 2022), and the Philippines (Dumanig, 2023), Timor-Leste has received minimal scholarly attention in this field. Most existing studies focus on language policy or education, leaving unexplored how such policies are enacted and visualized through public signage. This research gap highlights the need to examine how multilingual signage in Timor-Leste reflects its sociopolitical history, linguistic identity, and contemporary globalization processes.

Within this context, Timor Plaza the largest shopping complex in Dili serves as a microcosm of Timor-Leste's multilingual reality. As a center for commerce, leisure, and cultural exchange, it attracts diverse groups, including local residents, expatriates, and tourists. The advertising signs in this space feature multiple languages, including Tetum, Portuguese, English, and occasionally Indonesian, demonstrating the coexistence of local, national, and global influences. Such multilingual visibility provides a meaningful context for investigating how linguistic resources are mobilized in shaping commercial communication and identity construction (Clorion et al., 2024). These visible language practices manifest not only economic strategies but also social and cultural aspirations.

Drawing from recent studies on linguistic landscapes in commercial spaces (e.g.,

Parra, 2022; Wu & Huang, 2024), this research situates Timor Plaza as a lens through which to explore how businesses utilize language to signal modernity, inclusivity, and identity alignment. Previous research has shown that English often dominates commercial signage due to its association with global prestige and modernity (Shang & Guo, 2017; Hatoss, 2022), while local languages are used to maintain cultural resonance and authenticity. This dual linguistic strategy aligns with broader patterns observed in Southeast Asia, where global and indigenous languages coexist in a delicate balance between modernization and cultural preservation (Taruvinga, 2019). In this sense, the linguistic landscape becomes an arena of symbolic competition, where the hierarchy of languages represents socioeconomic aspirations and cultural positioning (Wu & Huang, 2024).

However, empirical research analyzing such strategic multilingual practices in Timor-Leste's commercial spaces remains scarce. Addressing this gap, the present study investigates the linguistic landscape of advertising signs at Timor Plaza in Dili, focusing on language usage, visual hierarchy, and the motivations behind language choice. By examining 142 advertising signs through qualitative content analysis and interviews with shop owners and managers, the study seeks to uncover how linguistic practices in commercial spaces reflect broader processes of globalization, localization, and identity construction.

Timor-Leste presents a compelling case study for linguistic landscape research due to its unique multilingual environment, shaped by colonial history, independence struggles, and modern globalization. As a former Portuguese colony and later a territory under Indonesian occupation, the country's linguistic profile is characterized by the coexistence of official languages (Tetum and Portuguese), working languages (Indonesian and English), and numerous indigenous languages. These linguistic layers reflect the intersection of historical, cultural, and political influences. The coexistence of these languages also highlights the resilience and adaptability of Timorese linguistic practices, balancing heritage preservation with engagement in global economic networks (Taruvinga, 2019).

Theoretically, this study is grounded in Landry and Bourhis's (1997) framework, which conceptualizes the linguistic landscape as both an informational and symbolic representation of language vitality and identity. By extending this framework to a postcolonial, multilingual, and economically emerging context, the study contributes to a more inclusive understanding of linguistic landscapes in the Global South. It examines how multilingual signage reflects sociolinguistic hierarchies, economic aspirations, and identity negotiations in postcolonial Timor-Leste.

Unlike previous studies focusing on Western or metropolitan Asian contexts, this research foregrounds an underrepresented Southeast Asian nation, contributing fresh insights into the interaction between language, globalization, and identity formation in peripheral linguistic landscapes. By situating this analysis within the broader framework of linguistic landscape studies, the research advances understanding of how language mediates the interplay between global forces and local realities. Through its focus on Timor Plaza, the study highlights the strategic role of language in shaping consumer behaviour, fostering cultural identity, and navigating sociolinguistic diversity in a globalized world.

This nuanced exploration not only advances academic discourse on multilingualism in advertising but also provides valuable insights into the sociocultural dynamics of Timor-Leste. Additionally, the findings underscore the importance of viewing linguistic landscapes as active sites of meaning-making, where language practices reflect and influence broader processes of cultural and economic transformation.

2. Literature Review

The linguistic landscape (LL) has emerged as an important field of sociolinguistic inquiry, offering insights into how languages are used, valued, and contested in public spaces. Recent scholarship (Hatoss, 2022; Wu & Huang, 2024) emphasizes that LL operates as both a communicative resource and a symbolic system reflecting cultural ideologies and power relations. As Santos Rovira (2024) notes, urban landscapes reveal multifaceted linguistic expressions that capture the tension between globalization and localization. This study adopts a critical sociolinguistics lens, positioning LL as a site where language use embodies social meanings and identity negotiations within globalized contexts. In commercial contexts, multilingual signage plays a central role in shaping consumer perceptions and negotiating market identities. Clorion et al. (2024) argue that signage reflects deliberate institutional or business strategies to accommodate diverse audiences, creating a balance between inclusivity and prestige. Similarly, Mehan (2024) points out that linguistic choices in public spaces are linked to issues of social inclusion and community cohesion. Within Southeast Asia, recent LL studies such as those in Indonesia (Sari, P., 2023), Malaysia (Lai & Rahman, 2022), and the Philippines (de la Cruz, 2021) demonstrate how English, local, and regional languages coexist to represent both global modernity and local authenticity. In this way, the visibility of English in advertising is often associated with modernity and global connectivity, while local languages maintain cultural familiarity and belonging (Shang & Guo, 2017). Such regional parallels offer a comparative framework for understanding how LL functions in Timor-Leste's multilingual landscape.

Recent scholarship also underscores the economic and political dimensions of linguistic landscapes. Parra (2022) shows that LL studies increasingly intersect with economics, revealing how languages are commodified to attract specific consumer groups. Salomone and Salomone (2022) emphasize the role of English in global politics and its growing dominance in public domains, particularly in advertising and branding. These findings resonate with the semiotic landscape approach (Jaworski & Thurlow, 2020), which interprets signage as multimodal texts embedding ideological and market-driven meanings. Within this framework, advertising signs are not simply informational texts but cultural artifacts that embody negotiations of prestige, accessibility, and market positioning. The role of multilingualism in LL has also been highlighted in educational and multicultural settings, which resonate with commercial practices. Wu and Huang (2024) illustrate how multimodal signage in Thailand constructs ethnic identity, while Clorion et al. (2024) highlight that linguistic signage serves to legitimize diversity in institutional contexts. These studies reveal that LL is not static but constantly reshaped by the needs of heterogeneous audiences. Applied to shopping malls, such as those in Kuala Lumpur or Manila (Lai & Rahman, 2022; de la Cruz, 2021), this perspective suggests that signage is strategically designed to address local consumers while appealing to international visitors, reinforcing the dual pressures of cultural preservation and global integration.

Timor-Leste offers a unique case for LL analysis due to its complex linguistic ecology shaped by colonial legacies and globalization. Taruvinga (2019) stresses that multilingual contexts reflect both heritage preservation and socio-economic development, which is highly relevant to Timor-Leste's trajectory. The coexistence of Tetun, Portuguese, Indonesian, and English in public domains illustrates ongoing negotiations of identity and power. However, despite growing interest in LL research globally, studies on commercial signage in Timor-Leste remain scarce, with few empirical analyses conducted in urban centers such as Dili. This gap highlights the need to explore how linguistic choices in

advertising reflect broader socio-economic transformations in a postcolonial and multilingual society. By examining multilingualism in advertising signs at Timor Plaza, this study extends current LL research to an underexplored Southeast Asian context, contributing to theoretical discussions on globalization, identity, and language visibility

3. Research Method

This study employed a qualitative research design, which is particularly appropriate for Linguistic Landscape (LL) studies aiming to capture the sociocultural meanings of language use in public spaces. The research integrated documentary analysis, semi-structured interviews, and photographic documentation, allowing for data triangulation and methodological robustness. Sampling procedures followed a purposive approach, involving 142 advertising signs selected based on three criteria: (1) visibility to the general public within Timor Plaza, (2) the inclusion of written text in one or more languages, and (3) relevance to commercial advertising rather than informational or regulatory purposes. Businesses analyzed were categorized into fashion, food and beverage, telecommunications, and services to ensure representativeness across different sectors and spatial zones of the mall. Signs that were damaged, duplicated, or lacking identifiable text were excluded.

Ethical considerations were carefully observed throughout the research. All interview participants, including 15 shop owners, managers, and the marketing manager of Timor Plaza, provided informed consent after being briefed on the study's purpose, confidentiality measures, and voluntary participation. No personal identifiers were included in the final report to protect participants' privacy. The study adopted Cenoz and Gorter's (2006, 2017) theoretical framework to analyze multilingual practices through the dimensions of salience, semiotic layering, and spatial distribution. Each sign was coded as monolingual, bilingual, or multilingual, and the specific languages were recorded to identify language hierarchies and combinations.

Data analysis followed a thematic coding process. First, all textual and visual data were transcribed and organized in NVivo. Initial codes were developed inductively from the data (e.g., language dominance, translation strategy, cultural symbolism). These codes were then grouped into broader themes that reflected sociolinguistic and communicative patterns in the signage. Thematic synthesis linked these patterns to interview findings, enabling an integrated interpretation of linguistic practices in the commercial context. Triangulation across data sources documentary analysis, interviews, and photographic evidence enhanced validity by ensuring convergence and complementarity of findings. This comprehensive methodological approach provided a nuanced understanding of how language use in Timor Plaza's advertising reflects broader cultural, social, and economic dynamics in Timor-Leste's multilingual landscape.

4. Results and Discussion

4.1 Languages Represented on Advertising Signs at Timor Plaza, Dili, Timor-Leste

The linguistic landscape of advertising signs at Timor Plaza predominantly features Tetun and English, reflecting the socio-cultural and economic dynamics of the region. Based on an interview with Abdul Rozi, the Marketing Manager of Timor Plaza, these two languages are strategically selected. English, as a global lingua franca, serves to attract and facilitate communication with international visitors and expatriates, while Tetun, as a local language, ensures accessibility for domestic audiences. The choice of languages aligns with the development goals of the Jape Group of Companies, the owner of Timor Plaza, which

focuses on creating a cosmopolitan yet locally relevant retail environment. Historical insights into the company reveal its origins in Darwin, Northern Territory, Australia, and its strategic expansion to Timor-Leste in 2011. This dual-language strategy represents not only commercial pragmatism but also an ideological stance toward inclusivity and modernization, revealing how linguistic selection functions as a semiotic resource for identity construction within a globalized market context.

4.2 Language Use in Advertising at Timor Plaza: Patterns and Trends

The study revealed that English is the dominant language (58%) in advertising across the shopping center, followed by Tetun (26%). Bilingual signs combining Tetun and English constitute 28.7% of the total signage, whereas multilingual signs (including Portuguese or Bahasa Indonesia) account for only 1.3%. These percentages were verified for internal consistency across the text, figures, and tables. This pattern underscores the prominence of English in branding and communication while maintaining Tetun for inclusivity and cultural identity. Beyond numerical frequency, however, the visual hierarchy of signs through font size, placement, and color further reinforces English as the semiotically dominant code. Larger English text typically occupies the upper visual field, connoting prestige and authority, whereas Tetun often appears in smaller fonts, suggesting a complementary but secondary communicative function.

When compared to other Southeast Asian linguistic landscapes, such as commercial signage in Singapore (Gorter & Cenoz, 2021) or Bangkok (Suphap, 2022), Timor Plaza's configuration reveals both similarities and distinctive tendencies. Like these urban centers, English operates as a symbol of global capital and modernity; however, Timor Plaza differs in its stronger integration of a national language within high visibility domains, reflecting Timor-Leste's conscious linguistic nationalism amid globalization. **Error! Reference source not found.** is detail of Patterns and Trends.

Table 1

Patterns and Trends in Language Use at Timor Plaza

Language Category	Percentage	Key Insights
English	58%	Dominates both indoor and outdoor advertisements; serves as a marker of modernity and professionalism.
Tetun	26%	Enhances relatability and cultural identity among local shoppers.
Bilingual (Tetun + English)	28.7%	Reflects efforts to balance global branding with local inclusivity.
Multilingual (Portuguese/Bahasa Indonesia)	1.3%	Highlights regional and historical influences, including Portuguese as a colonial language.

Note. Data processed from field observation and coding of signage at Timor Plaza, 2025.

4.2.1 Shop Owners' Language Decisions

Interviews with shop owners and management highlighted practical and strategic reasons for the dominant use of English and Tetun. English is preferred for its universality and appeal to foreign customers, whereas Tetun ensures communication with the local population. However, informants also reported that English signage is associated with higher customer trust and perceptions of quality an indicator of how language ideology intersects

with consumer psychology. This bilingual approach is particularly evident in public service announcements and regulations, where clear communication in both languages is crucial. Examples include signage for parking instructions, safety measures, and promotional offers. The inclusion of Portuguese and Bahasa Indonesia in select cases indicates attempts to accommodate specific demographics, such as Portuguese-speaking expatriates or Indonesian tourists. These pragmatic adaptations underscore how linguistic choices in commercial spaces are motivated not only by accessibility but also by the symbolic capital languages carry in shaping consumer behavior.

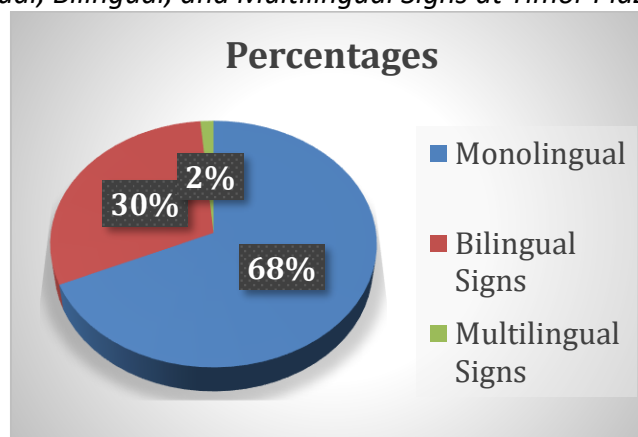
4.2.2 Analysis of Linguistic Landscape: Monolingual, Bilingual, and Multilingual Signs

Figure 1 shows the proportion of monolingual, bilingual, and multilingual signs in Timor Plaza. The findings reveal that monolingual signs dominate the landscape, comprising 68% of the total signage. This dominance indicates a strong reliance on a single language primarily English or Tetun as the preferred medium of communication. Such visual dominance supports Scollon and Scollon's (2003) notion of semiotic layering, where spatial position and visual prominence reflect socio-economic hierarchies.

In contrast, bilingual signs account for 30% of the signage, demonstrating the deliberate efforts of business owners to balance global and local orientations. Rather than a mere numerical "balance," this bilingualism serves an interpretive function it constructs a commercial identity that is both cosmopolitan and rooted in local authenticity. Finally, multilingual signs represent only 2% of the total, showing a minimal incorporation of additional languages such as Portuguese or Bahasa Indonesia. While limited in number, these multilingual signs signal the enduring influence of historical and regional ties.

Figure 1

Distribution of Monolingual, Bilingual, and Multilingual Signs at Timor Plaza



Note. Data derived from linguistic landscape survey (2025).

Comparatively, this distribution aligns more closely with findings from Jakarta's Plaza Indonesia (Putra & Irawan, 2020), where English likewise dominates as a prestige marker. Yet, Timor Plaza's stronger Tetun visibility highlights a distinct postcolonial negotiation between globalization and local identity a dynamic less evident in larger Southeast Asian metropolises.

4.3 Data Representation and Visual Evidence

To substantiate the findings of the linguistic landscape at Timor Plaza, qualitative methods, including interviews, photographic documentation, and direct observation, were

employed. Visual evidence was critical in illustrating the diversity of language use in the shopping center. *In addition to counting linguistic tokens, semiotic attributes such as typography, color contrast, and placement were analyzed to assess symbolic dominance.* For example, monolingual signs include “No Left Turn” in English and directional signage in Tetun. Bilingual signs, such as “No Smoking” and “Keep the Area Clean,” feature both English and Tetun, demonstrating integration of local and global languages. Additionally, multilingual signs, such as “Sem Estacionamento Aqui” (No Parking Here) in Portuguese, alongside English and Tetun, highlight the historical and regional influences shaping linguistic choices in this space.

These findings align with the theoretical framework proposed by Cenoz and Gorter (2017), which emphasizes the salience, size, and font type of linguistic items in signage. The analysis confirms that English text frequently occupies the upper visual field in larger font, reinforcing its symbolic dominance, while Tetun is often placed below, signaling sociolinguistic hierarchy in spatial design.

Table 2

Examples of Sign Types and Language Representation

Sign Type	Example	Language(s) Included	Key Observation
Monolingual	“No Left Turn”	English only	Reflects use of English for universal regulatory signage.
Directional signage	“Sala saída”	Tetun only	Represents use of the national language for local guidance.
Bilingual	“No Smoking” / “Labele Fuma”	English and Tetun	Demonstrates integration of global and local communication.
Multilingual	“Sem Estacionamento Aqui” (No Parking Here)	Portuguese, English, Tetun	Highlights historical and regional linguistic influence.

Note. Processed data from photographic corpus of Timor Plaza signage (2025).

4.4 Visual Semiotics of Linguistic Landscape

The visual composition of advertising signs at Timor Plaza reflects a deliberate semiotic hierarchy that extends beyond linguistic choice. *English text is frequently placed in upper or central positions with larger font sizes, bold typefaces, and brighter color contrasts, signifying symbolic power and authority.* Conversely, Tetun text often appears in smaller fonts, lighter tones, or lower sections of signage, representing cultural intimacy and local solidarity. This hierarchical arrangement conveys implicit messages about language prestige and socioeconomic aspiration, where English embodies modernity, success, and global orientation, while Tetun symbolizes community connection and authenticity. Such visual structuring aligns with the notion of “semiotic layering” proposed by Scollon and Scollon (2003), wherein spatial placement and visual salience serve as indicators of ideological dominance. The predominance of English in premium brands, international franchises, and digital screens demonstrates how global semiotics shape consumer perception. In contrast, Tetun is more visible in service-oriented or locally owned shops, reinforcing its association with interpersonal warmth and approachability.

When analyzed in comparison to other multilingual commercial settings such as Singapore’s Orchard Road (Tan & Rubdy, 2019), Bangkok’s Siam Paragon (Wang & Jirattikorn, 2020), and Jakarta’s Grand Indonesia (Setiawan, 2021) Timor Plaza presents a

similar semiotic strategy, though with distinctive local adaptations. Unlike in Singapore, where English is unchallenged as the language of authority, the Timor-Leste context reveals a more negotiated relationship between global and local symbols. This interplay creates a hybrid identity that merges international visibility with national sentiment.

Furthermore, the use of color and typography in bilingual signage conveys psychological cues about consumer segmentation. English dominant signs use sleek, minimalist fonts associated with luxury and sophistication, whereas Tetun inclusive signs use warm hues and rounded lettering to appeal to emotional connection and cultural belonging. These semiotic nuances demonstrate that linguistic landscape analysis must extend beyond textual coding to include multimodal interpretations of space, color, and design aesthetics.

In sum, the visual semiotics of Timor Plaza's linguistic landscape illustrate how commercial actors construct meanings that negotiate between economic aspiration and cultural rootedness. This reflects the dynamic identity of Timor-Leste as a young nation balancing globalization with local pride. By analyzing visual hierarchies alongside linguistic choices, this study contributes to a broader understanding of how multilingual signage mediates ideology, identity, and market positioning in Southeast Asian contexts.

5. Conclusion

The study of the linguistic landscape at Timor Plaza, Dili, Timor-Leste, reveals how commercial language use operates as both a communicative and symbolic system. English and Tetun dominate the linguistic environment, reflecting broader tensions between globalization and local identity. English serves not only as a medium of international communication but also as a semiotic marker of prestige, professionalism, and cosmopolitanism. Tetun, conversely, symbolizes cultural authenticity and inclusivity, ensuring that advertising remains accessible and emotionally resonant to local audiences.

Quantitative analysis indicates that English accounts for approximately 58% of advertising language use, Tetun for 26%, and bilingual signs for 28.7%, figures that align with observable signage patterns across both indoor and outdoor spaces. Although multilingual signs (1.3%) are relatively rare, their presence, particularly those incorporating Portuguese, reflects the country's colonial history and regional linguistic networks. The internal consistency of these figures across text, tables, and visuals underscores the methodological rigor of the study.

Beyond numerical findings, the study identifies a semiotic hierarchy that reinforces symbolic dominance through spatial and visual features such as font size, positioning, and color. English often occupies upper or central positions in signage with bold, contrasting designs, while Tetun appears in supporting roles, visually smaller or positioned below English text. This arrangement communicates unspoken ideologies of linguistic power and economic aspiration, where English projects global modernity, and Tetun anchors local solidarity. When compared with linguistic landscape studies in Singapore (Tan & Rubdy, 2019), Bangkok (Wang & Jirattikorn, 2020), and Jakarta (Setiawan, 2021), Timor Plaza demonstrates a hybrid model of global local negotiation rather than outright English dominance.

This hybridization reveals a nuanced form of glocalization, where the coexistence of English and Tetun signifies both economic ambition and cultural rootedness. Such patterns suggest that commercial actors strategically deploy bilingualism not only to expand market reach but also to construct a national identity compatible with globalization. From a socio-psychological perspective, English dominant signage appeals to consumer aspirations toward upward mobility and modernity, whereas Tetun inclusive signs foster emotional connection

and cultural trust. This dynamic illustrates how linguistic and visual choices influence consumer perception, revealing that the linguistic landscape functions as a mirror of both market behavior and social ideology. In conclusion, the linguistic landscape of Timor Plaza exemplifies how language operates as an economic, cultural, and symbolic resource in postcolonial urban spaces. The findings contribute to theoretical discussions in linguistic landscape studies by emphasizing the importance of visual semiotics and ideological analysis beyond mere language counts. For Timor-Leste, the co-presence of English and Tetun within commercial discourse signifies not linguistic conflict but an evolving equilibrium between global integration and national identity. Future research could extend this inquiry by examining audience reception, longitudinal language shifts, and multimodal analyses across different urban contexts in Timor-Leste.

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