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The Shifting Use of the National Language in Business in Multilingual Societies (The Linguistic Landscape of Gorontalo Province)

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Abstract. This study aims to describe the linguistic landscape of the naming of commercial premises and product information based on monolingual, bilingual and multilingual forms, as well as describing the linguistic landscape based on the syntactic pattern of the sentence. Linguistic landscapes are linguistic markers in public spaces. One type of linguistic landscape is the naming of commercial establishments, advertisements and product information. linguistic trends used in different linguistic forms, sentence patterns and functions, although they have been regulated by legislation. This research uses the qualitative descriptive method. The data in this study is in the form of names of commercial establishments, product information in the province of Gorontalo, obtained by photographing store signs directly using cell phone cameras and digital cameras. The data collection method used in this research is the documentation method. The data analysis technique used was *Hubung, Banding, Menyamakan* (HBS) and *Hubung, Banding, Membedakan* (HBB). The data analysis tool used was tabulation. The results obtained are: The linguistic landscape of business place naming is undergoing language shifts, i.e. monolingual and bilingual trends with foreign language dominance.

Keywords: Language Shift; Business world; Multilingual society