

English in the Linguistic Landscape of Koh Lipe, Satun, Thailand: Lexis and Glocalization

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ARTICLE INFO	ABSTRACT
<p>Keywords: English, lexical features, glocalization, Koh Lipe, linguistic landscape</p> <p>DOI: http://dx.doi.org/10.21093/ijeltal.v9i2.1701</p>	<p><i>Koh Lipe, Satun is a famous tourist destination along the Andaman Sea, Southern Thailand where linguistic landscape is structured mainly in English. Monolingual, bilingual, and multilingual signage in this island displays distinctiveness of linguistic elements and linguistic diversity manifested in a variety of English lexicons. Thus, this study aims to analyze lexical characteristics of English in 370 signs along three popular beaches of the island – Pattaya Beach, Sunrise Beach, and Sunset Beach. It also discusses a reflection of the features on glocalization of English. Through the use of Linguistic Landscape, Multilingualism, and World Englishes approaches, an analysis of photographed data showed that textual formations of the signage highlight outstanding lexical and semantic dimensions of words. There appear to be English nouns, affixation, proper nouns in register of English, English compound nouns, hybrid compound nouns, acronyms, clipping, loanwords, loan translation, phrasal verbs, coinage, Tenglish words, and lexical repetition. Moreover, these lexical items present crucial linguistic formation in English that contacts other indigenous, Asian, and European languages, and they are formed to provide governmental information and to advertise local products and services of tourism for local and international tourists. Hence, these characteristics mirror glocalized English in a southern Thai context of tourism.</i></p>
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1. Introduction

Satun, a province in Southern Thailand, consists of 106 islands (Knowledge Management, Department of Marine and Coastal Resources, 2013). Among them, Koh Lipe (Lipe Island) bordered by Langkawi Island, Malaysia, is compared to Maldives (Koh Lipe, 'Maldives of Thailand', Ready to Accommodate Visitors, 2020). This results in the flow of foreign tourists in this island. Majority of them are Malaysians. This is followed by those from Germany, UK,

and Singapore (Worrachaddejchai, 2019). This island is a habitation of Sea Gypsy people (*Urak Lawoi*), Thais, Asians, and Europeans, so it is a multilingual society where English is the foremost language of tourism industry. Written English in signage in the island can accommodate the tourists. This involves the notion of linguistic landscape (LL) that “linguistic landscape is concerned with the issue of language in the written form in the public sphere. It is the language of public road signs, advertising billboards, street names, place names,...” (Landry & Bourhis, 1997: 25). From this, LL provides salient sociolinguistic features. English is a vital language in the signage in this tourist community, so it is to be examined in this study.

LL studies have been popular in Thailand, especially regarding ‘language choices’ of distributional patterns in signs. This is evident in LL studies grounded in different regions of the country, namely Bangkok (Smalley, 1994; Sutthinaraphan, 2016), Samutprakan and Bangkok (Ngampramuan, 2016), *Chonburi* (Low 2022), *Chiang Rai* (Chuaychoowong, 2019), *Chiang Mai* (Thongtong, 2016), *Nongkhai* (Dersingh, Tangkitjaroenkun, & Thanarat, 2021), *Phuket* (Choeirod & Chanthao, 2023), *Hatyai (Songkhla)* (Vivas-Peraza, 2020), and *Pattani-Yala-Narathiwat* (Suaykratok & Manosuthikit, 2018). Moreover, these works also present multilingualism, language prominence, language functions, visual texts, writing strategies, and globalization of English. However, among them, some studies stress structural linguistics. Sutthinaraphan (2016) analyzed the patterns of English-Thai used in the signage reflecting code-mixing, lexical borrowing (loanwords, loan blends, and loan-shift), clipping, and acronyms. Further, Vivas-Peraza (2020) also examined a Thai variety of English in signage as seen in lexical borrowing, redundancy, creative spelling, and inflection without a verb which are viewed as *Tinglish* due to many idiosyncrasies. Likewise, Ngampramuan (2016) also revealed Thai English lexical-grammatical features related to non-Thai perception. Besides, Thongtong (2016) investigated linguistic strategies in the signage, namely transliterations, lexical blends, hybrid syntactic structures, acronyms, homophones, personifications, speech acts, and politeness in language. These four studies convey some prominent lexical features in relation to grammatical, phonological, and pragmatic elements in English that contacts Thai and other languages. However, only lexical and semantic strategies of word formation in the signage will be more explored in *Koh Lipe*.

In the global context, lexical features with regard to word formation are examined by Oudeisat & Rababah (2021) through 150 selected shop signs in Irbid City Center, the northern part of Jordan. The word formation processes used in lexis in English and other languages, namely Arabic, French, Italian, and Turkish are borrowing, acronyms and eponyms, compounding, derivation, clipping, backformation, and others. These features represent linguistic devices in LL and contribute to the lexical formation from foreign languages. In other studies, lexical characteristics are partially analyzed, however. Sharafutdinov (2018) investigated 188 commercial signage in Kazan, Russia by focusing on English. The results show that English follows other key languages in this city, namely Russian and Tatar. However, English displays its special linguistic features in the public and private signage here. The features are seen in lexical and grammatical idiosyncrasies in orthography, word forms, and modifiers, among others. This is because local sign writers with low English proficiency and local customers are not aware of the correct use of English in commercial signs. The notion of glocalization is also mentioned in this study. The local names in Tatar and cultural items of Tatar are used in English – *tubeteika cap* and *Gultachai name*. Although the language interference affects the linguistic formation of English signage in this city, it is evidence that

shows the locals' creativity of Anglicizing and glocalizing local language forms to use English. Moreover, Peng et al. (2021) studied English in 244 signs of Guangzhou, a commercial city in Southern China according to glocalization. Particular linguistic aspects of the LL found in parallel Chinese-English signs are word-for word-translation, transliteration, lexical borrowing, and pronunciation-related translation. Further, English words and abbreviation are inserted in Chinese sentences in Chinese-English mixed signs. Local products and restaurants there are advertised in English signs through the mixing and switching with Chinese Mandarin to serve the communicative needs of the local and foreign customers. English symbolizes the local identity of Chinese people and marks the economic values for this city, so this meets glocalized English. These two studies provide some lexical strategies used in signage with regard to 'glocalization of English'. This seems to differ from the study of Manan et al. (2017) in which a lexical aspect of the LL is implied because this work analyzed 'glocalization' in 825 signs in Quetta, Pakistan, using an interview of 30 business owners' attitudes towards the LL. The signage there indicates the blending of English and local languages because English is a flexible language. The use of English in local brand names can serve the local communicative needs of the Pakistani business owners. This accords 'glocalization' because English conveys symbolism, fashionability, marketability, and expressability. Overall, only Qudeisat & Rababah's (2021) work is directly relevant to word formation in LL, but it does not underline glocalization of English. Interestingly, the rest of the studies are similar in that the concept of 'glocalized English' is underscored; this concept is to be observed in the present research.

The aforementioned LL studies bring about a gap of the present study. Many LL studies in Thailand focus more on language choices and sociolinguistic features of English. There are a few LL studies in the country with special attention to English structures, especially lexicons. Moreover, they emphasize globalization of English rather than glocalized English. Consequently, this study aims to bridge this gap. *Koh Lipe* seems to be a remote island in the Andaman Sea, but it is a special multilingual tourist place in which English can meet various languages. Further, lexis involves linguistic units that can support the signage text to facilitate the tourists. English lexicons can play roles in shaping the LL of this island, so they should be examined. In addition, 'glocalized English' can be a contemporary LL trend in which local products and services in tourism industry of this island can be advertised in private signs and local administration's information can be disseminated in public signs through the use of English as a major medium. Consequently, particular research questions of the present study are formulated as follows:

- (1) What are the lexical characteristics of English in monolingual, bilingual, and multilingual signage in Koh Lipe?
- (2) To what extent do the lexical features reflect glocalization of English in the southern Thai context?

Based on the above questions, the current study aims to analyze English lexical features in signage in *Koh Lipe* and to discuss their reflection of glocalized English in a southern Thai tourism context. This study is significant in that the lexical structure will contribute to English texture of signage that interacts with other languages in Thai society. Tourism discourses depicted in lexical strategies in signage can be locally and globally presented to support glocalization of English through southern Thai identities.

2. Literature Review

Literature review focuses on theoretical framework that consists of LL, multilingualism and World Englishes, and adapted lexical categories. According to Shohamy and Gorter (2009), the public spaces present an invention of new words and hybrids and mixing of local and global varieties of languages to convey to passers-by. Further, scholars can explore innovative language patterns and interactions in signs. This is evident in the notion of a linguistic revolution in the cyber space that argues for “linguistic procedures allowing mixtures of languages, new linguistic rules, new spellings, new syntax, inventions of words...” (3). Moreover, Backhaus (2007) theorizes LL through three questions. Firstly, *LL by whom?*, concerns the sign source – officials and non-officials. Linguistic features in signage reflect the multi-ethnic/lingual backgrounds of the sign writers. Secondly, *LL for whom?*, involves the monolingual, bilingual, and multilingual signage readers. Finally, *LL Quo Vadis?* means “the dynamics of languages and scripts in contact” (59). Here, signs can be analyzed in light of scrip-mixing. Further, Huebner (2006) uses the notions of ‘linguistic tokens’ and ‘neighborhoods’ to study the LL of Bangkok. This study implies an LL theory on translation and transliteration of linguistic tokens in signs. LL researchers can analyze lexical patterns of Thai and English scripts which are lexical repetition of key words in brand names, proper names and anaphoric pronouns, exotic vocabulary, among others. Besides, the transliteration of English words into Thai letters is based on the Thai signage writer’s mispronunciation, resulting in Thai English.

Demska (2019) offers the concept of linguistic and cultural hybridity grounded in works of Bhaba (2004) and Bakhtin (1981) to an LL study in Ukraine. The implicit linguistic and cultural hybridity is unconscious such as lexicons created with indigenous and foreign language elements. The explicit linguistic hybridity can be unconscious or conscious. LL of this country is full of lexical hybridity such as Ukrainian-Russian-English blended. Further, LL and World Englishes can involve multilingualism in the work of Buckingham (2015) who examines English lexical features of 1,600 commercial signage in Oman using Schneider’s (2003) nativization of English processes. English signs here interact with Arabic, Bengali, Urdu, Hindi and Malayalam. The English lexical patterns found are displayed as follows: (i) performance error; (ii) lexicalization of cultural concepts (iii) lexical innovations; (iv) lexical borrowing; (v) foreign cultural referents for promoting goods and services; (vi) attributes (vii) generalizations; (viii) lexical repetition; and (ix) hyponymy and hypernymy.

Bolton (2012) states that English as a global language brings about popular brands of products in public spaces in many cities worldwide such as “7-Eleven stores, Coca-Cola, Kentucky Fried Chicken, Pizza Hut,...” (30). English in those brands indicates prestige, modernity, and western consumerism. There are two levels of the relevance of LL and WE. Firstly, the increasing use of English in the global public space involves ‘glocalization’ through language and cultural mix in music, food and clothing. Lastly, English is a main tool of written discourse in a multilingual society via information, media, and technology. The global use of English links other international, national and local languages. Indeed, glocalization is initiated by Robertson (1995) as a technique in Japanese business for “global localization, a global outlook adapted to local conditions” (28). In this theory, cultural homogenization of a society may be replaced by cultural heterogenization due to the features of multilingualism and multiculturalism constructed by the locals. Here, the strategies of glocalization are the discourse of cultural imperialism, cultural producers of globalization, resources symbolizing

nationalism globally interpreted and consumed, and national identities, among others. This theory can be applied to study LL created by the locals. The signage represents a mixing of language and cultures of polyethnicity and a linguistic product of diversity and hybridity. According to Friedman (1999, as cited in Oanh, 2012), glocal English involves the global status of English that serves the locals' communicative needs; English is assimilated into languages and cultures of non-native speakers through language use and lexical forms such as loanwords. Further, Sharifian (2016) defines glocalization of English by considering Xu's (2013) work as a share between cultural conceptualizations and other processes of English in a non-Anglophone context which are (i) nativization of English, (ii) Englishization, and (iii) blending of cultural conceptualizations. Besides, the notions of glocalization and LL according to Gorter (2006) are that English is used as a global language in LL in different regions, so globalization meets localization. Indeed, localization in an international circle appears in innovative expressions in signs based on a mixture between English and vernaculars and cultures such as brand names for food products and clothes and hybridized lexicons.

In this study, the adapted lexical categories are taken from scholarly papers and the researcher's observation. Firstly, English nouns contain only English ones, those with translation, and those with transliteration. Secondly, affixations concern English nouns with prefixes, infixes, and suffixes. Thirdly, proper nouns in register of English are those used in specific names of things, people, places, and organizations (British Council, 2022). In the tourism register of LL, proper nouns can involve food menus and beverages, among others. Fourthly, English compound nouns are a process in which at least two English nouns are morphologically combined. Fifthly, hybrid compound nouns concern the way morphemes of nouns from different languages combine English morphemes such as 'farangs' and 'Pattaya beach'. Sixthly, acronyms are that partial elements of words are missing, and the initial letters of words are created or blended as new ones called 'acronyms' (Chiravate, 2018). Seventhly, clipping is a strategy in which front, or middle, or back parts of words are shortened. This shortening does not change the meaning of the word, but it increases the stylistic value of the word (Phongpaiboj, 2013). Eighthly, loanwords refer to foreign words borrowed in a society. It is an effect of language contact where English words interface non-English ones. Ninthly, loan translation is that loanwords of the recipient language are translated into those of the target language. Non-English words are transferred into English ones by non-native English users. New items in English are rearranged with the semantic, cultural, and grammatical patterns of the recipient language of the users (Meriläinen et al., 2016). Tenthly, phrasal verbs usually found in informal English contain a verb and a particle (that can be preposition). Here, the particle can alter the meaning of the verb (British Council, 2023). Eleventhly, coinage is a strategy in which words or parts of words in English or vernaculars are invented for linguistic effects such as product branding in a society. It also involves the use of English and local trademarks for advertising (Bamgbose, 1983, as cited in Bamiro, 1991: 12; Bennui, 2013; Low & Brown 2005;). Twelfthly, Tinglesh words are a result of the lowest variety of Thai English, especially broken English influenced by the Thai language structure (Bennui, 2017). Finally, lexical repetition involves a set of words repeatedly formed to convey a stylistic effect. Overall, these theories are integrated into the framework used to analyze the English lexical features and their glocalization in the LL of *Koh Lipe*.

3. Research Methodology

3.1 Research Design

This research is based on a qualitative and quantitative study. Although it focuses more on a qualitative approach on the data analysis, a quantitative mode is applied in the data collection, especially regarding the data classification. The numerical data of monolingual, bilingual, and multilingual signs is presented in percentage. This quantitative presentation merely provides the background information of the collected signs. That is, this research is grounded in a descriptive study. Lexical characteristics of English and their reflection of glocalization were examined, interpreted, and discussed through a description of linguistic phenomena in the signage in the island using an integrated theoretical framework of Linguistic Landscape, Multilingualism, and World Englishes approaches.

3.2 Data Source and Language Samples

Three popular beaches of *Koh Lipe* – *Pattaya Beach*, *Sunrise Beach*, and *Sunset Beach* (Emagtravel, 2021) – are chosen as the data source. *Pattaya Beach* or its previous Malay name, *Bandaya*, is located in the middle of the island. It is the most bustling beach; it is near the pier, and it is filled with restaurants and shops. It is also the beginning of *Walking Street* which is one kilometer from *Sunrise Beach*. Secondly, *Sunrise Beach* or *Chawle Beach* in the east of the island comprises clear seawater, white sands, and pine trees which are suitable for relaxing, water playing, swimming, and snorkeling. Lastly, *Sunset Beach* or *Pramong Beach* in the south of the island is opposite *Sunrise Beach*. This beach is quiet but it is full of rock and picturesque views, so there are not many tourists.

Further, the signs located in the beaches are considered 'language samples with specific lexicons'. They are divided into two main types – top-down signage (governmental sectors) and bottom-up signage (private sectors) (Ben-Rafael et al., 2006). The former is seen in those of public sectors such as schools and road signs while the latter is widely found in the island, especially those of resorts, hotels, shops, and restaurants. On each sign, textual formation conveys language used in words or phrases or clauses or sentences formed to contribute to the LL of the three beaches. These signs are constructed mainly in English that interfaces Thai and other indigenous and foreign languages. These language samples were taken from the photographical processes in data collection

3.3 Instruments

This study employed three research instruments. Firstly, a *realme C3* smartphone with 4000x3000 pixels was used for taking photographs of the signage. Secondly, field notes which are a small notebook in which particular features of the signs were noted. Finally, the computer files, especially the Microsoft Word program, were set up by the researcher. They are full of photographed signs in each category, namely monolingual, bilingual, and multilingual ones, which are available for analysis.

3.4 Data Collection

To collect the data, the researcher asked for permission from the Chief Executive of *Koh Sarai* Sub-district Administrative Organization, *Muang, Satun* Province and two village headmen of *Koh Lipe*. Then, he conducted a linguistic fieldwork that lasted two days from April 3-4, 2021, by taking photographs of the signs with the smartphone along the three beaches with

the help on information of the area and the way to get to the beaches by the headmen, the villagers in the nearby places along the beaches, the resort staffs, the venders, and taxi drivers. Later, the photos of the signs were transferred into the computer files. Moreover, the signs were categorized into monolingual English, bilingual, and multilingual ones. The textual formation of the signs was typed into the Microsoft Word program. Because there were many signs in Thai, English, and Chinese, the typing process was assisted by the researcher's previous student who has background knowledge in Chinese and English. Next, each sign in each category was coded and tabulated, such as 'Mo1' (Monolingual Sign), 'Bo1' (Bilingual Sign), and 'To1' (Multilingual Sign). Here, the classification of the signs is presented.

Table 1: Classification of Monolingual, Bilingual, and Multilingual Signs in Koh Lipe

Type of Sign	Monolingual Signs	Bilingual Signs	Multilingual Signs
Number	173	160	37
Percentage	46.76 %	43.24%	10%
Total	370		

Table 1 shows language choices as the foremost criterion for classifying the collected signs. The total number of 370 signs display some noticeable aspects. It seems that monolingual signs and bilingual signs appeared to be close in number – 173 and 160, respectively. Nevertheless, the total number of both monolingual and bilingual signs were higher than those of the multilingual signs (37). Among the three types of the signs, English is considered the most prominent language choice used by the sign writers in the island, and it interfaces other languages in the signage.

3.5 Data Analysis Procedures

After the data categorization, the researcher entirely analyzed the lexical features of the signs formed in words, phrases, clauses, and sentences. Particular words constructed with lexical and semantic strategies were grouped into different categories. This resulted in the use of the proposed lexical categories developed by the researcher through reading scholarly papers. Through this procedure of the data validation, the researcher did a trial analysis of some parts of the raw data by using the proposed categories until the analyzed formation generated the proposed sub-categories of lexis. In this regard, only the category 'phrasal verbs' was added. Hence, the adapted lexical categories were formed as aforementioned in literature review. Later, the lexical analysis of the signage followed the adapted categories of thirteen strategies. Next, specific lexical characteristics of the LL in this island were described. After this, the findings were interpreted and discussed using previous studies and the integrated theoretical framework.

4. Results and Discussion

4.1 Lexical Features of English in *Koh Lipe's* Linguistic Landscape

There are 13 lexical features of English found in the signs as mentioned in the adapted categories. Each provides outstanding linguistic elements.

4.1.1 English nouns involve only nouns, those with translation, and with transliteration.

- (1) Only English nouns appear in countable nouns, uncountable nouns, and an interface between countable and uncountable nouns. An example is illustrated.



Figure 1: M33

The countable noun in Figure 1 'restaurant' is not followed by the suffix 's', and it comes along with the uncountable nouns: 'massage' and 'reception'.

- (2) English nouns with translation involve those translated *from Thai to English, from English to Thai, from Thai to English and other languages, and from English to Thai and other languages*. An illustration is shown.



Figure 2: T07

The word 'exit' in Figure 2 is correctly translated into Thai and Chinese. English is the most important language in this sign because of its location in the immigration office.

- (3) English nouns with transliteration are seen in only one sign.



Figure 3: B142

Based on Figure 3, only the word 'burger' in Thai is *Englishized* beside its English version. It is an English loanword in Thai society as there is no any lexical equivalent. It is understood by Thais, so the Thai transliterated form remains.

4.1.2 Affixation is found in only suffixed forms "-s, -y, -ion, and -ing" from the words "bungalows" (M161), "promotion" (B152, B155), and "warning" (T21), among others. An example is shown.



Figure 4: B96

Referring to Figure 4, the suffix '-y' in the word 'emergency' functionally changes the word 'emergence'. It is supported by its translated version.

4.1.3 Proper nouns in register of English are various. They display items of bar drinks 'cocktail' (M134, M137) and 'mocktail' (M137). Moreover, the following items of drinks are shown.



Figure 5: B135

According to Figure 5, the coffee-related terms “espresso, Americano, latte, mocha” are outstanding in that they are commonly found in a café where there are local and foreign customers.

Further, other proper nouns involve western foods which are ‘Spanish paella’ (M168) and ‘American breakfast’ (B54), a reggae music term ‘Rastafari’ (M54) (Rastafarian), and diving terms such as “Tec 40.45.50” (T14) (a course regarding the depth of the sea) (Barrie Scuba House, 2022).

Moreover, certain spelling and capitalization errors in proper nouns are ‘Boob Marlay’ (Bob Marley) (M160) and ‘americano’ (Americano) (M171), for instance.

4.1.4 English compound nouns are formed in different strategies. Firstly, singular compound nouns are divided into two forms. Two-word compounds are mostly structured by the pattern of noun + noun such as *King Crab* (M01) and *dive shop* (M129). A common example is shown.



Figure 6: M135

From Figure 6, the compound noun ‘MONEY EXCHANGE’ is pragmatically used as a must for a tourist place. Structurally, the noun ‘money’ modifies the head ‘exchange’. A three-word compound is ‘body scrub salt’ (M128). Another example is displayed.



Figure 7: M21

Regarding Figure 7, the item ‘scuba diving center’ stands out in that its head ‘center’ is modified by the compound noun ‘scuba diving’.

Secondly, plural compound nouns indicate two suffix forms ‘s’ and ‘es’, for example, ‘snorkel trips’ (M18, M91) and ‘strawberry smoothies’ (M51). Thirdly, creative compound nouns involve those creatively used with hyphens and conjunction, for example, ‘Snack-food-drink’ (M170). Fourthly, compound nouns with translation and transliteration appear in ‘เครื่องทำน้ำอุ่น water heater’ (B139) which is translated from Thai ‘*Kraung Thamnam-un*’. Meanwhile,

'breakfast pancake' (B107) is written in English and translated into only Chinese. Fifthly, a phrasal compound noun is 'time to chill house' (M39); the noun phrase 'time to chill' is combined with the noun 'house'. Sixthly, an adaptively translated compound noun is 'green curry' (T01) based on 'sweet green curry' in Thai. The word 'sweet' is deleted, so the remaining morpheme is adapted into 'green curry'. The other example is shown.



Figure 8: B152

From Figure 8, the compound noun 'Bubble Milk Tea' is adaptively translated from the Thai version of 'the pearly milk tea'. The bubble looks like a black pearl, so this translated item is commonly accepted based on the physical feature of the bubble.

Lastly, there are wrongly spaced compound nouns such as 'Bayview aircon room' (M82) (Bay view air-conditioned room) and wrong translation such as 'papaya mom live music' (B147) in which the noun 'live' is not translated in Thai.

4.1.5 Hybrid compound nouns appear in seven sub-strategies. First of all, those without translation are formed with "non-English as a modifier + English as a head" and "English as a modifier + non-English as a head". They are observed in 10 patterns. First, those with *European languages and English* are 'Forra Diving' (M07) and 'Capresse salad' (M80). Second, the pattern of *Thai and English* is seen in 'Hatyaoy Pier' (M86). An instance is displayed.



Figure 9: M69

Figure 9 reveals that a Thai word 'Sanom' is combined with an English one 'Beach'. This hybrid compound noun, *Sanom Beach*, is a common toponym in this island.

Third, the pattern of *local Malay loans in Thai and English* is seen in 'Lipe Inn' (M146). An instance of this pattern is displayed.



Figure 10: M63

Regarding Figure 10, the diving agent 'SATUNDIVE' is patterned by a local Malay loan of toponym 'Satun' and an English noun 'dive'. Moreover, it is used as a hybridized modifier in 'Satundive Resort' (M62).

Fourth, hybrid compound nouns with *Asian languages and English* are 'Halal food' (T18) and 'Sushi Fusion' (M80). Fifth, the pattern of *South American vernaculars* ('munay', a Quechua language of Peru) (Villoldo, 2022) and *English* can be 'munaydesigns' (M83). Sixth, the pattern of *mixing local languages and English* is found in 'Island Café Koh Lipe Thailand' (M67). Seventh, those with *English and mixing local languages* can be 'Mountain Resort Koh-Lipe' (M16). Eighth, those with *English and Asian languages* are 'Mango Bingsu' (M144) and 'mutton biryani' (B77). Ninth, the pattern of *English and a European language* is evident in 'Fish Tacos' (B111). Last, those with *mixing other languages and mixing other languages* can be "Dong Talay Lipe Beach Resort Thailand Satun" (M85) (Thai and local Malay compound noun + English + local Malay compound noun).

For those with translation, 'Tsunami Evacuation Route' (B48) is patterned by a Japanese English word (*Tsunami*) as a modifier + an English compound noun (Evaluation Route) as a head. Next, 'Croissant egg bacon' (T23) is translated into Mandarin Chinese '新月形面包 培根蛋', but it is not ordered in correct English due to the influence of Thai compound noun structure. Moreover, hybrid compound nouns are constructed with English transliteration forms in nouns, and English is shown before Thai. This is illustrated below.



Figure 11: B148

In Figure 11, the hybrid compound noun 'LIPE HOSTEL' หลีเป๊ะ โฮสเทล is based on an integration between a local Malay word (*Lipe*) and an English noun (hostel).

For an instance in which Thai is shown before English, it is 'อุเสินรีสอร์ท Usan Resort' (B35) which is an integration between the Arabic proper name 'Usan' assimilated from 'Hussein' and the English noun 'Resort'. Next, based on translation and transliteration, they are 'หาดชาวด Chawle Beach' and "องค์การบริหารส่วนตำบลเกาะสาหร่าย Sub-District Organization Koh Sarai" (B29). The words 'beach' and 'sub-district organization' are translated while 'Chawle' and 'Koh Sarai' are transliterated. Later, those with errors in translation and transliteration are seen in "โรงเรียนบ้านเกาะอาดัง Baan Koh Adang School สำนักงานพื้นที่การประถมศึกษาสตูล" (B28) based on 'hybrid compound noun + English noun'. The hybrid "Thai (Baan) + Thai (Koh) + local Malay (Adang)" is combined with the English noun 'School'. However, the rest of the compound noun is not translated from Thai; "Satun Primary Educational Service Area Office" should have been added. Another example is shown.



Figure 12: B66

Based on Figure 12, 'Buhnga Resort' comes from a Malay loanword of Thai (*Bunga*) and an English noun (Resort). The letter 'h' is not formed in the word 'Bunga' in Malay. The sound 'h' added to the word 'Bunga' creates a Thai style of pronunciation affecting the orthographic form of this word in English.

Lastly, there are 'Halan Food' (T35) which is wrongly spelled (*Halal* Food) and 'Tom Yum Noodles Seafood' (B75) that is ungrammatically ordered (*Tom Yum* Seafood Noodles). Finally, reduplicating hybrid compounds appear in the item 'plawan lipe resort plawan lipe resort' (M166).

4.1.6 Acronyms show the local item 'SSI' (M47) (Scuba School International). Next, 'PADI' (M91) is an international acronym of 'Professional Association of Diver Instructor'. Similarly, the use of 'PM' (post-meridian) in "Open 2 PM" (T31) is found in an Italian restaurant. Next, the acronym '฿' (Baht) is evident in "1 scoop 50 ฿" (M107). Another example is displayed.



Figure 13: M131

From Figure 13, the common acronym 'kg' (kilogram) is used to communicate to the foreign customers. The other English acronym can locally be seen in the item 'SAMC' (B18) (Southern Andaman Medical Clinic).

4.1.7 Clipping consists of only front and back clipping. The former provides only the item 'burger' (B142) in which the word 'ham' is front-clipped. Meanwhile, the latter contains 'tel(telephone number)' (M165, M166, B34, B118, among others). An instance is shown.



Figure 14: M138

According to Figure 14, the term 'aircon' is commonly used because its back part '-dition' is clipped. This shorter form is a convenient way to communicate with the customer, and it can save the space of the sign.

4.1.8 Loanwords appear into three sub-strategies. Firstly, loanwords found in English dictionaries are 'pizza' (M03) (Italian), 'croissant' (B64) (French), and 'tapas' (M95) (Spanish), for instance, (Cambridge Dictionary, 2023a, 2023b, 2023c). Next, the word 'samosa' (B77) is based on Hindi and Urdu. Later, the item 'roti' (T22) is grounded in Hindi, Urdu, and Bengali. Some examples are given.



Figure 15: T3

Figure 15 presents the uniquely halal cuisine in the same loanword printed in an Arabic orthographic form /حلال/ and in its English form (halal). This loanword is used to attract Muslim customers and indicate the symbol of the Islamic cooking procedure provided by this restaurant. This loanword is also found in other signs (T13, T15, T33).



Figure 16: B124

In Figure 16, the toponym of Thailand 'Phuket' is found in Collins Dictionary (2023) as a popular tourist destination, and 'Bangkok' is seen in Collins Dictionary (2024) as the capital.

Secondly, loanwords not found in English dictionaries are based on European, Thai, and Malay languages. There are *Patatas Bravas* (B111) (Spanish food) and *Cucina Toscana* (B146), a toponym in Italy. The other instances are illustrated.



Figure 17: M86

From Figure 17, Thai and local Malay loanwords are listed as tourist destinations. The former are *Koh*, *Kradan*, *Mook*, *Yao Noi*, *Yao Yai*, and *Rallay* while the latter are *Langkawi*, *Lipe*, *Bulone*, *Laoling*, *Libong*, *Ngai*, *Lanta*, *Jilad*, and *Phi Phi*.

Lastly, loanwords with errors can be noticeable. The item 'mataba' (B11) is written according to the Thai way of pronunciation. It is an Arabic loan, so the correct one should be 'murtaba'. Further, the toponym error appears in the Malay loanword 'Bulu' (B95); the correct one should be 'Bulon' based on 'Koh Bulon'.

4.1.9 Loan translation involves two sub-strategies. First, word-by-word translation is the way morpho-semantic forms of the translated items are equivalent to those of Thai such as 'monkey beach' (B113). Another example is 'sour curry' (T01), a specific southern Thai cuisine, is also called 'yellow curry' in central Thai. 'Sour curry' is adaptively translated from the pattern of 'sour' (*som*) and 'curry' (*gaeng*) according to its texture and taste. Another example is displayed.



Figure 18: M65

Regarding Figure 18, the word 'taxi boat' is pragmatically adapted from 'a hired boat' in Thai. Last, fixed collocations involve the pragmatic and cultural patterns of Thai words transferred into English. There is only one item found 'boat floating festival' (B149) based on the sea gypsy culture of *Koh Lipe* and other islands along the Andaman Sea. It is directly translated from the Thai fixed collocation – boat (*rua*)+floating (*loy*) +festival (*tedsakarn*).

4.1.10 Phrasal verbs are rarely found in the signage in this island. This is evident below.



Figure 19: M17

In Figure 19, the phrasal verb 'chill out' appears in the gate of Walking Street of *Koh Lipe*. This verb is used to communicate to the locals and foreigners.

4.1.11 Coinage is observed in the item 'poohbar' (M28) which is invented with the basis on the globally famous cartoon character 'pooh bear'. The word 'bear' is morphologically adapted into 'bar' to suit this bar. Another example is illustrated.



Figure 20: B65

Figure 20 provides words with incorrect spelling, but it displays a coinage 'Nuttella' based on the Italian word 'Nutella' or a well-known brand of sweetened hazelnut cocoa. Although the letter 't' has a typographical error, this brand is used to attract western customers. Further, '7-ELEVEN' (M136) is globally understandable. It is a famous convenience store located in front of Walking Street of *Koh Lipe*.

4.1.12 Tinglesh words are evident in a slang '*Ting Tong*' (M163) used by Thais to refer to stupid persons. It is used for attracting the customers to chill out along the beach. Another instance is displayed.



Figure 21: M104

Regarding Figure 21, the term 'bakery' used with 'coffee' means pastry or baked food in Thais' perceptions. However, 'bakery' refers to a shop of pastries. Thai people have mistakenly been using it for many years, so it becomes a Tinglesh word although it is English.

Another instance is 'Thai pancake' (B63) or a Thai version of Roti which has many flavors and toppings. This Tinglesh word thus becomes popular as it is called by foreigners as Thai pancake.

4.1.13 Lexical repetition is found in the repetition of an abbreviation 'PADI PADI' (M32) (Professional Association of Diving Instructors) used to assure the quality of the product being sold. Another instance is displayed.



Figure 22: T9

In Figure 22, the repetitive use of a Thai word of idiomatic expression ('*sabye sabye*' to mean comfortable comfortable) is the purpose of this massage shop.

4.2 Discussion

4.2.1 Discussion on English lexis in *Koh Lipe's* linguistic landscape

The results accord previous studies. Firstly, the categories of loanwords, acronyms, affixation, and clipping in the present study can be compared to the related studies. The loanword 'Pizza' in the signage (M03) in *Koh Lipe* which is seen in an English dictionary is similarly found in shop signs in the northern part of Jordan (Qudeisat & Rababah, 2021: 542). This loanword has been nativized in English in Thailand, Jordan, and many other countries. Next, the local acronym in English 'SAMC' (Southern Andaman Medical Clinic) in the island is associated with the word 'LC WaiKIKI', a local brand of clothes in Jordan (542-543). They are similar in that English letters are abbreviated for the localization of English in Thailand's service and in Jordan's products. However, the English acronym in *Koh Lipe* is longer than that in Jordan, but that in the Jordanian context is mixed with an Arabic term. Further, this local acronym in *Koh Lipe* is also similar to a shop named 'HOB' (House of Beauty) located along *Nimmanhemim Road, Chiang Mai* (Thongtong, 2016: 80). Both are formed in English with a local sense of a Thai place to persuade foreign customers and their full form is grounded in noun phrases; nevertheless, the acronym in *Koh Lipe* is translated in Thai while that in *Chiang Mai* does not have a translation. Next, the suffix in the word 'emergency' in this island can be related to the word 'Euromoda' or a derivation found in Jordan (Qudeisat & Rababah, 2021: 544). The prefix 'Euro' is attached to the Arabic word 'moda'. The word 'burger' in the sign *Koh Lipe* is clipped from '(ham)burger' in which other meats excluding 'pork' can be added, so this phenomenon also appears in Jordan.

Secondly, loanwords and coinage in this study are similar to those found in the English LL of *Hatyai, Songkhla* (Vivas-Peraza, 2020). The word '*Koh*' which is rather written in Romanized Thai throughout the signage of the island such as *Koh Lipe* which is more popular than '*Lipe Island*' can be associated with the Thai word '*soi*' (lane) in *Hatyai* which is not translated into English because it has no exact translation equivalent (47). Further, the morphological adaption of the coinage in *Koh Lipe* – 'poohbar' (pooh bear) – can parallel the word 'beauty' which was creatively spelled with 'i' such as 'beauti powder' in a cosmetic product (50) and presents Thai English in the LL of *Hatyai*. Indeed, the word 'poohbar' is coined into a single item while the word 'beauti power' remains in a compound form. However, their creative or adaptive formation aims at catching the customers' interests.

Thirdly, the concept of lexical errors is noticeable in English compound nouns, hybrid compound nouns, and loanwords such as 'Home Bar *Rastafari*' (Home Bar Rastafarian), '*Halal* food' (Halal food), and '*mataba*' (*murtaba*). This can be similarly observed in Ngampramuan's (2016) study that a Thai English word in a sign of a tourist attraction in Thailand presents a spelling error – 'exhibition *hell*' (exhibition *hall*) (65-66). This is understood by the native English participant of this study who saw that this mistake was funny. The errors found in the present study can also be supported by Hogue's (2016) study on English written in commercial signs in Chittagong, Bangladesh. Thus, the lexical errors involve wrong spelling such as '*machien*' (machine) and '*Safewey*' (Safeway) (30). From this, the lexical errors in the Thai context are caused by L1 phonological interference in the orthographical forms in English while those in the Bangladeshi context are based on the incorrect use of the vowel 'e'.

Fourthly, the notions of transliteration and translation stand out. The compound noun 'น้ำเทิร์น รีสอร์ท' mountain resort' (Bo4) can parallel the shop's name in *Chiang Mai* that is transliterated "เลิฟเลิฟคิดส์" (Love Love Kids) (Thongtong, 2016: 79), and it can be related to the shop's name written in Romanized Thai without translation '*Mookata* Buffet' in Golden Mile Complex, Singapore to display the Thai identity in English (Rungswang, 2018: 39). Besides, this transliteration strategy can be called 'transference' by Algryani (2021) who analyzed the LL in Salalah City in southern Oman, particularly the use of Arabic characters beside the English item, 'Pizza Inn' (بيتزا إن) (13). Additionally, a word-for-word translated item from Thai to English in *Koh Lipe* 'monkey beach' can be similar to the item 'Sea Star Restaurant' translated from Arabic to English found by Algryani (2021:15) in Salalah, Oman. Although the use of non-English words with or without their transliteration or transference can support the textual phenomenon of bilingualism and non-Anglophone identity of English, the notion of 'transliteration' seems to be more used in the present study than 'transference' because it comes along with translation as crucial strategies used in bilingual and multilingual signs.

Fifthly, some words in the signage of *Koh Lipe* can be universal as they are used outside Thailand. The loanword 'halal' (permissible food in Islamic law) and the hybrid compound noun 'halal food' in *Koh Lipe* can be related to that found in shop signs in Leipzig's Eissenbahnstrasse, Germany. It is written in Arabic or Latin (English) among German expressions. Further, the word 'halal' is put alongside other English words such as 'halal land' (Yusuf, Rohmah, & Alomoush, 2022: 1714). Next, the word '*Sawasdee* Bar' found in *Koh Lipe* shows the Thai greeting 'Sawasdee' is universal even though it has no transliteration. This word with its logo is seen as a sign in a Thai restaurant in Budapest, Hungary although its orthographic forms in Latin letters (Romanized Thai) and Thai letters are evident (Brdar, 2021: 313)

Sixthly, the proper nouns in register of English 'espresso', 'Americano', and 'latte' are considered global words as they were found in Chestnut and Curran' study (2020) on the languages in the menus of coffee shops in Korea. Further, the term 'bakery' under the category 'Tinglish words' is consistent with a study on the LL of food advertisement in Makassar, Indonesia by Nirwana & Sharma (2022) who stated that "This store specializes in food, particularly bakery and café items" (129). In other words, the signs related to donuts, cake, and coffee in this city in Indonesia are used in English for modernization. Although the word 'bakery' is not displayed in the sign in Indonesia in this research, in an Indonesian

perspective it is similar to a Thai one. Both Indonesians and Thais seem to use 'bakery' to refer to a kind of food; the correct one should be 'baked goods'. This mirrors a lexical use of colloquial variety of Southeast Asian English.

Finally, a coinage is considered a 'creative language form' according to Said & See Ong's (2019) work. The coined word of a bar's name 'poohbar' (pooh bear) in *Koh Lipe* can be similar to the items 'belif' (belief) and 'purpur' (purple) in shop names in Singapore (18). The coinage in the Thai context appears in a compound noun while those in the Singapore context are grounded in nouns, they can be regarded as creative forms. This is also supported by the concept of creativity by Swann and Maybin (2007:491, as cited in Said & See Ong, 2019: 5) as it is to "recreate, refashion, recontextualize linguistic and cultural resources". Further, it represents 'creative language play' that involves "the artistic and creative manipulation of the linguistic properties of a language,..." (Luk, 2013: 237, as cited in Said & See Ong, 2019:17). Thus, the term 'poohbar' is artistically recreated to break its orthographic and semantic convention as a marketing strategy.

The results can be interpreted with the framework. First of all, many categories are supported by Buckingham (2015). Firstly, *the notion of performance errors* is found in pronouns and nouns, compound nouns, hybrid compound nouns, and loanwords. Secondly, *lexicalization of cultural concepts* is seen in an item of fixed collocation 'boat floating festival' of the sea gypsy people's custom. Thirdly, *lexical innovations* are obvious; local words are literally translated into English such as *sour curry*. For coinage, the sign in the island illustrates the use of a brand name – *7-eleven*. Fourthly, *lexical borrowing* is apparent in 'loanwords' from Italian, Spanish, Arabic, Indian (Urdu-Hindi-Bengali), Malay, and Thai. The category 'loan blends' is used as 'hybrid compound nouns' with complex items. It provides a large number of complex items in 10 varying patterns of different languages in non-translation – European languages and English, Thai and English, local Malay of Thai and English, Asian languages and English, South American vernaculars and English, mixing local languages and English. Fifthly, the notion of *generalizations in pluralization of nouns* is found in English words with the suffixes 's' and 'es' such as 'hotel reservations' and 'parking facilities'. Lastly, lexical repetition is found in 'sabye sabye' and 'PADI PADI'. Thus, these lexical categories with instances can accord the concept of nativization of English which is not associated with the other categories such as affixation and phrasal verbs.

All the examples of 'hybrid compound nouns' are related to only *the implicit linguistic hybridity* in LL of Demska (2019). The items used for advertising and commerce are unconsciously created by the sign writers. They are based on native languages (Thai and local Malay) and foreign languages (English and other Asian/European languages). Nevertheless, they are not in line with *the explicit linguistic hybridity* because they do not belong to those related to negative feelings, conflicts, and rejections. Further, some hybrids can be grounded in more than two languages. For example, 'Island Café Koh Lipe Thailand' (M67) is hybridized with English, Thai, and local Malay while the word 'Bung Roon Restaurant' (T13) is a pattern of Malay-Arabic-English. Besides, 'hybrid compound nouns with errors' can be supported by Demska's (2019) statement that "errors are a natural occurrence in any linguistic landscape" (6). The sign writers in *Koh Lipe*, especially non-native English speakers, seem to make errors when creating hybrid ones in signs. However, the examples in hybrid compound nouns could suit 'creativity' rather than 'errors' in World Englishes because the use of non-English lexicons for hybridizing English ones can enhance the multilingual linguistic landscape.

The lexical features found parallel 'linguistic revolutions' in LL (Shohamy & Gorter 2009) because they show mixture of languages, new linguistic rules, new spellings, and creation of words combined with additional representations. The notion of linguistic revolutions covers English words which are innovatively formed to serve multilingual/cultural sign writers and readers in *Koh Lipe*. They are hybrid compound nouns, acronyms, clipping, loanwords, loan translation, coinage, Tenglish words, and lexical repetition. They reflect new rules in English words. Meanwhile, the rest of the categories – English nouns, affixation, proper nouns in registers of English, and phrasal verbs – do not accord 'linguistic revolutions', because they are grounded in Standard English words.

Some lexical categories found are considered 'linguistic tokens' in LL according to Huebner (2006). Firstly, the repeated key words in brand names of massage 'sabye sabye' and a diving shop 'PADI PADI'. Secondly, the proper names can be 'proper nouns in register of English' that cover specific terms used in western food, bar drinks, music, coffee-related terms, and proper names with errors. This category also includes toponyms regarding specific islands and beaches on *Koh Lipe*, as well as local foods. Finally, exotic vocabulary appears in *creative compound nouns with hyphens* in food menus in local restaurants, hybrid compound nouns in which words in vernaculars are combined with those in English, coinage (adaptive spelling for naming a bar, acronyms in English with a local meaning, loan translation, loanwords from different languages not found in English dictionaries, and Tenglish. The last category is exotic. The word 'bakery' is widely used in Thai society, but it is based on an incorrect use. Another term is 'ting tong' which is a slang used by Thais. Hence, the rest of the categories are not associated with 'linguistic tokens' such as English nouns, affixation, and phrasal verbs.

Besides, the results are related to the key question of "linguistic landscape *Quo Vadis?*" proposed by Backhaus (2007) which refers to "the dynamics of languages and scripts in contact" (59). This shows that lexis of LL concerns 'script mixing between English and indigenous words'. This can partially involve the category 'hybrid compound nouns' in which words in Thai and other Asian and European languages are combined with English ones. Another related notion is 'translation and transliteration'. Both lexical strategies are found in English nouns with translation from Thai to English and vice versa, compound nouns with adaptive translation, and hybrid compound nouns with transliteration in Romanized Thai, among others. Therefore, Backhaus's (2007) two other questions are not directly linked to the lexical features of the LL in this island – "*linguistic landscape by whom?*" and "*linguistic landscape for whom?*" The former involves the sign originator or its source or the sign writers of the public and private sectors whereas the latter concerns the sign readers. Indeed, these two questions are generally grounded in this study, but interviews of the sign writers and readers were not employed.

4.2.2 Discussion on lexis and glocalization of English

The results imply the glocalization of English in southern Thailand. First of all, Robertson (1995) mentions glocalization with regard to the economic terms of micro-marketing which entails "tailoring and advertising of goods and services on a global or near-global basis to increasingly differentiated local and particular markets. ...the adaptation to local and other particular conditions through civilization, regional, societal, ethnic, gender of consumers..." (28-29). This is evident in that the business owners name their hotels, products, and services

using the word *Lipe* or *Koh Lipe* and combine them with English words to catch the interest of the foreign customers, for example, *Lipe Inn* (M146), *Lipe Camping Zone* (M158), *Lipe Health Center* (B69), *Kohlpe Homestay* (B5), *Health Promotion Hospital Tambon Koh Lipe* (B44), and *Koh Lipe Star Travel* (B124). Moreover, the business owners here seem to adapt local Thai identities into the global society. For instance, the word 'green curry' (T01) is adapted from 'sweet green curry' based on the local Thai curry ('sweet green') and the English word, 'curry'. The hybrid compound noun is *Massaman Curry* (T01). The English acronym 'TAT' (B126) stands for Tourism Authority of Thailand. Likewise, a coinage of the brand name of a local alcoholic beverage is '*Chang*' (M159). The loanword is 'Phuket' (M86, M169, B124). The loan translation is 'papaya salad' (T23). The Tenglish word is 'Thai pancake' (B63). These English words are translated from Thai, and they are not semantically found in Anglophone cultures. Further, some lexicons indicative of the ethnic group of this island and the locality in *Satun* province are created by the sign writers to disseminate to the global society, and they mirror the connection of local Malay cultures with globalization as observed in the LL of *Koh Lipe*. For the primitive group, there are 'Gypsy Resort' (M27), '*bundhaya villas*' (B40), and '*Chawle Beach*' (B29), among others. In terms of locality in *Satun*, the hybrid compound noun '*Bung Roon Restaurant*' (T13) patterned by "a local Malay loan (Bang) + an Arabic name (Ha) 'Roon' + English (Restaurant)" denotes a local and global sense of naming. These items represent cultural heterogenization in which Thai, local Malay loans, and Arabic are morphologically created and transformed into 'English' to increase the value of local tourism products or services.

According to Friedman (1999, as cited in Oanh, 2012), glocalization of English is observed in loanwords; Thai and other loans in the Thai language are Romanized in the signs. Many items starting with 'koh' such as *Kradan*, *Mook*, *Langkawi*, *Adang*, *Phi Phi*, and *Koh Samui* identify the local cultures of *Koh Lipe*. They may seem foreign or unfamiliar, but they can reflect the international culture of English use. Further, Gorter (2006)'s glocalization of English in LL can be evident in 'hybrid compound nouns' in which the local Malay loan 'Lipe' and other Romanized Thai words related to the sea gypsy ethnicity are integrated into English words. With this concept, ethnicity is part of multilingual and multicultural society that can shape the glocalization of English. Thus, those lexical categories which are not grounded in socio-cultural elements of non-Anglophones do not convey glocalization.

Some of Bolton's (2012) views regarding glocalization are reflected in the lexical features in the signage in *Koh Lipe*. He states that "the use of English signage may surprise and amuse in unexpected ways. For example, a false-nail shop in Guangzhou uses the English name 'Nail & Nail', but side-by-side in its signage with the two Chinese characters 袅袅, whose pronunciation in Putonghua niǎo niǎo resonates with the English, and the meaning of which may be glossed as 'elegant, elegant'" (30-31). This statement shows local words and their phonological elements are nativized for the global understanding even though they are amusing. This can be observed in 'lexical repetition' of the present study. The use of Thai words 'Sabye Sabye' as the name of the massage shop may not create amusement. This local word seems to be familiar to the foreigners due to its habitual feature of Thai people. Another item is *PADI PADI* (Professional Association of Diving Instructors). It is not a local word, but it can reflect English words adapted into the local space. He further states that "the increased use of English in public spaces worldwide may be seen as the instantiation of processes related to economic and cultural globalization (as well as 'glocalization') ..." (32). In this study,

lexicons are created because of the economic and cultural functions for advertising products and services in *Koh Lipe*. Further, Bolton (2012), supported by Graddol (2006) and Saraceni (2010), says that "...Indeed, some of the most exciting areas of current research in the field are those dealing with the slippery linguistic spaces between and within particular speech communities, where the use of English is juxtaposed with other international, national, regional, and local languages. In a number of contexts globally, the dividing lines between Outer Circle and Expanding Circle contexts have become blurred for a variety of social and historical reasons" (32-33). Regarding this statement, varieties of English in LL are seen in 'Tinglish words'. Further, English words in the Thai context are juxtaposed with other Englishes. The Inner Circle English is found in English nouns, affixation, proper nouns in register of English, English compound nouns, and phrasal verbs. Some Indian English (the Outer Circle variety) words are found in *Koh Lipe* – *samosa* (B77), *roti*, *lassi* (T22), and *bungalow* (M12). The last word is also used in Malaysian English (ME). Likewise, the Thai English (the Expanding Circle variety) items 'Phuket' and 'Bangkok' are used alongside the ME (the Outer Circle variety) words 'Penang' and 'Kuala Lumpur' (B124). Although these toponyms are written in the same signage, they are not 'blurred' between their status as Thai English and Malaysian English because of their geographical context.

Only two aspects of Sharifian's (2016) glocal English are observed. First, the notion of 'nativization' manifests in 'yellow curry' (loan translation). 'Yellow curry' is used because it represents the central Thai culture while the term 'sour curry' is not used as it is specific to southern Thai food only. Next, the word '*halan* food' is a hybrid compound noun with an error. The word 'halal' is globally used, but it is nativized with the influence of Thai pronunciation. The final lateral sound 'l' (halal) is pronounced as the nasal one /n/ in Thai, affecting the orthography of this word in English. Moreover, the concept of 'Englishization' is evident in only the word 'burger' under the sub-category 'English nouns with transliteration'. The loanword 'เบอร์เกอร์' is Englishized or transliterated in Thai along its English form 'Burger' to familiarize the local sign readers. Therefore, the blending of cultural conceptualization was not found in the present study.

Finally, the use of English brand names for local products in Pakistan can be a lexical strategy that can be related to the notion of globalization in linguistic landscape (Manan et al., 2017). This is evident in the English compound noun in the signage in *Koh Lipe*, namely 'gypsy resort' which indicates that the business is named in the local environment of the primitive group in this island. Although this item is not a brand name because it is not a product, it is a commercial place of tourism service. This name can support local and global English. The word 'resort' is an English noun that is combined with the word of locality 'gypsy'.

5. Conclusion

This study has shown that English lexical features in the linguistic landscape of *Koh Lipe* stand out as they are constructed with 13 linguistic strategies. 'Hybrid compound nouns' seems to be the most complicated morphological structures in which English interfaces local and world languages. Further, 'English compound nouns' are complexly formed using different strategies because the sign writers or the entrepreneurs might simply need to advertise their products and services by using compound noun formations that can be understandable to the sign readers. As there are many foreigners in this island, it is normal for an emergence of hybrid compound nouns used in the signs to reflect the multilingual and multicultural society

of *Koh Lipe*. However, the other category which is commonly created in the signs are 'nouns' and 'proper nouns' representing the Anglophone culture or Englishness. Additionally, 'loanwords' seem to easily occur in a multilingual environment in relation to the culinary and toponymy contexts of the words from different languages.

The lexical features of English in the signage in *Koh Lipe* seem to meet particular indicators of glocalization, namely localization, internationalization, nativization, and Englishization. The English lexical formation is nativized by the patterns of the local languages which are Standard Thai, southern Thai, local Malay loans in Thai, and Chinese, resulting in the Thai identity in English. Moreover, English in the lexical construction in the public spaces of this multilingual community contacts other oriental and western languages, leading to the linguistic internationality. Additionally, the English loanword is Englishized in the Thai language to serve the local tourists' communicative needs. Consequently, the English lexical items in the signage in *Koh Lipe* have been linguistically glocalized for the southern Thai tourism context.

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