

Abbreviation in The Naming of Public Space

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ARTICLE INFO	ABSTRACT
Keywords: public space naming; abbreviation; language pattern; Surabaya DOI: http://doi.org/10.33005/jesscom.v1i1.61 Submitted: 15 April 2026; Revised: 10 May 2026; Accepted: 15 June 2026, Published: 30 June 2026, How to cite: Permita, M.R., Milanguni, A.H., Ascalonicawati, A.P., Suwignyo, H.L.S., (2026). Abbreviation in The Naming of Public Space. <i>Journal of English Studies and Business Communication</i>, 1(1), 55-68. DOI: http://doi.org/10.33005/jesscom.v1i1.61	<i>Writing names in public spaces is not always written in full. Some of them had written by abbreviation. This is because of the limited land owned by the owners of public space. This study aims to describe the phenomenon of language abbreviation based on the results of classification. Data obtained through Google Maps imagery. Data restrictions were made, namely naming public spaces in central Surabaya. The data is grouped with the characteristics of abbreviation and then classified according to their shape. Then the data were analyzed using the naming and abbreviation theory. The results obtained are in the form of a classification of abbreviation writing techniques in naming public spaces, including: (i) abbreviations, (ii) acronyms, (iii) beheading, and (iv) a combination of acronyms and abbreviations. These abbreviations form a few one to seven words. Despite the abbreviation, some naming still consists of more than five words. The phenomenon of abbreviation forms a pattern which is subsequently agreed upon by the community. In fact, some of the abbreviations are unknown.</i>

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1. INTRODUCTION

One of the applications in linguistics is naming system. Every object, whether it is concrete or not, has its own linguistic form (Permita, 2021). The naming aspect is useful as a differentiator between one place and another. In line with (Ainiala, Saarelma, & Sjoblom, 2016), naming system is a lingual labelling towards an object. Names are not merely given but they can bear philosophy, particularly if those names happen to be brand names which construct characteristics to sell something, either goods or services.

Hendrastuti (2015) states that language users use a variety of languages adapted to the target market as a component of communication by functioning public spaces as a place to introduce and market products and services to the public. The brand name is shown clearly in an area used for marketing goods or services. It can be accessed by public. Those names, however, occasionally are not written in full, and written in abbreviations instead. Public can be mistaken in understanding as a name should be ideally written in a complete and clear form to easily label something.

Community's misunderstanding towards public places naming written in acronyms occurs in several cases. One of which is ATM acronym which is now translated as Anjungan Tunai Mandiri, where it is an acronym for Automatic Teller Machine. It does not become a problem if it has been used widely and is not registered as Hak Kekayaan Intelektual or intellectual property rights. Nonetheless, the opposite can emerge. In the middle of 2020, a public figure reported his fellow merchant for using a commercial name that is identical with his. Both use a name Bensus and I am Geprek Bensus. Bensus is none other than an acronym for Benny Sunjoyo, where the complainant is convinced that the name Bensus is an acronym for his name, Ruben Onsu. Public apparently do not realize that both are from different companies as they both sell similar things.

Commercial brands and public places owned by individual, or groups are formed to fulfil people's necessities in general. Even though those are widely beneficial for public, not all business entities and public place names are written in full on placard. Several public place names are not written entirely or abbreviated on placard set in front of the area. This abbreviation is deemed more efficient, despite the presence or the absence of consumers' understanding towards it. It is related to the use of language in outdoor media which cannot be separated from who the maker is.

This research attempts to describe the forms of abbreviation in public place naming, especially in Central Surabaya. Besides, public place names are elaborated thoroughly since some people recognize those names but do not know what they stand for. Immaterially, Surabaya is known as a smart, orderly city with satisfactory public services (Subiyatningsih, 2018).

The shortness in linguistics is generally understood as abbreviation. It is a process of removal one or more lexemes or lexemes combination to become a new form as a (Kridalaksana, 2010). Some examples of abbreviation of public place names are PT (*Perseroan Terbatas*/Limited Company), TB (*Toko Bangunan*/Store Building), Resto (*Restoran*/ Restaurant), etc.

This naming system happens to be a frequent linguistic study and is typically known as *onomastics*. It consists of several branches, one of which is toponymy. Toponyms is used to interpret place names, while the toponymy term is used for a group of place names, namely the nomenclature (Ainiala, Saarelma, & Sjoblom, 2016). Several toponymy studies have been conducted previously (Tent, 2015) to describe that every place has its own background story – that name was given by an individual, in particular time and for a specific reason, and it is occasionally changed due to some reasons as well. Some studies regarding abbreviation in Indonesian are often discovered in printed media within limited spaces (Aprianto, 2016), discussing abbreviation in *Harian Rakyat Kalbar*, and (Sudjalil, 2018) which analyses this object of the study in *Jawa Pos* newspaper published from January to March 2016 in education column.

In linguistics, abbreviation is classified as one of morphological processes (Kementerian Pendidikan dan Kebudayaan, 2017). This classification occurs because abbreviation creates a new form as a word. Kridalaksana (Kridalaksana, 2010) classifies abbreviation forms into four, which are abbreviation, acronym and contraction, fragmentation, and letter symbol. Each of the definition is as follows:

1.1 **Abbreviation** is formed through several patterns, such as retaining the initial letters of components, retaining two to four initial letters of a word, combining initial and final letters, using numbers for reduplication, retaining letters from certain syllables, or preserving letters without a fixed pattern.

1.2 **Acronym and contraction** often overlap. Acronym is mainly characterized by its ability to be pronounced as a word. Its formation may involve retaining syllables, initial letters, several letters from each component, deleting conjunctions, or combining letters and syllables in patterns that are difficult to formulate.

1.3 **Fragmentation** is formed by shortening words or phrases, such as retaining the first syllable, the last syllable, several initial letters, the final word of a phrase, or deleting certain words.

1.4 **Letter Symbol** is used to represent chemical elements or substances, units of measurement, numbers, names of cities, countries, or transportation, currencies, and wire news.

2. RESEARCH METHOD

2.1 Research Design

This study used a descriptive qualitative research design. The research was conducted to describe and classify abbreviation phenomena found in public place names in Surabaya. The data were collected from public space names that appeared on Google Maps and were later verified through field observation. This design was considered appropriate because the study focused on identifying linguistic forms, describing abbreviation patterns, and classifying the data based on their structural characteristics.

2.2 Participants

This study did not involve human participants because the data were in the form of public place names. The data sources were names of public places in Kecamatan Tegalsari, Surabaya. The area was selected purposively because Tegalsari is located in the administrative center of Surabaya. In addition, Surabaya is known as an economic center in East Java and a trading gateway to eastern Indonesia. The sampling technique used in this study was purposive sampling. The selected data were limited to public place names that had undergone an abbreviation process.

2.3 Instruments

The main instrument of this study was the researcher. The researcher collected, recorded, verified, and classified the data. Supporting instruments included Google Maps, field observation notes, and a data classification table. Google Maps was used to identify public place names in Surabaya, especially in Kecamatan Tegalsari. Field observation was conducted to verify the names found on Google Maps. The data classification table was used to group the names based on their location, abbreviation form, and number of words forming the original names.

2.4 Data Analysis Procedures

The data were analyzed through several stages. First, public place names found on Google Maps were recorded and grouped based on their location. Second, the data were verified through field observation to ensure that the names actually existed in public spaces. Third, the selected names were limited to those that had undergone an abbreviation process. Fourth, each abbreviated name was elaborated into its full form. For example, Pertamina was elaborated as Perusahaan Pertambangan Minyak dan Gas Bumi Negara. Based on this elaboration, Pertamina was classified as an acronym. Finally, all data were classified according to their abbreviation patterns and the number of words forming the original names, since some public place names still consisted of five to seven words even after undergoing abbreviation.

3. FINDINGS AND DISCUSSION

3.1 Writing Technique of Abbreviation in Public Spaces

Several public space names written in abbreviation are in the form of shortness, acronym/contraction, fragmentation, and combination of some abbreviation types. The analysis of each abbreviation type is as follows.

3.1.1 Shortness

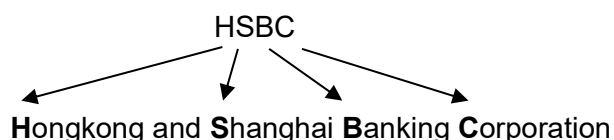
The discussion of analysis results can apply comparison method, the use of equations, graphs, figures, and tables. They must be relevant and important during discussion process.

3.1.1 Abbreviation of Shortness Type Forming a Vocabulary

Shortness type frequently appears in public spaces naming. Some of which are written in one vocabulary, two vocabularies, three vocabularies, even ten vocabularies. The following examples are public space names using shortness abbreviation by forming a vocabulary.

- (1) HSBC
- (2) BCA
- (3) KFC

Those are the examples of data which apply shortness by forming a vocabulary. In datum (1), HSBC is formed following the first letter of each word constructing that name, that are Hongkong and Shanghai Banking Corporation. The abbreviation of shortness type below is formed based on the retention of the first letter of each component. Take a look on the following graph.



Different with the previous sample, datum (2) is formed by four components, that the name BCA is constructed from three vocabularies, which are Bank Central Asia. In line with datum (2), datum (3) the naming selection uses shortness formed by three components, Kentucky Fried Chicken.

3.1.2 Abbreviation of Shortness Type Forming Two Vocabularies

Abbreviation in public spaces naming does not always stand alone, but also forming two vocabularies consisting of one vocabulary as abbreviation itself and the other one is the explanatory word. It is constructed based on the retention of the first letter on each of its component along with another element. The following samples are the exemplification of public places naming undergoing this process.

- (4) **BRI** Life
- (5) **BRI** Link
- (6) Plaza **BRI**
- (7) Graha **HSBC**
- (8) **CIMB** Niaga
- (9) **JNE** Express
- (10) **BCA** Syariah
- (11) Mandiri **ATM**
- (12) **NU** Building
- (13) **TB** Pancing
- (14) **UD** Jaya

The data above prove that abbreviation on public places naming system is written with explanatory vocabularies. Datum (4), BRI, that is an abbreviation for Bank Rakyat Indonesia, is followed by *life* or *hidup* in Indonesian which shows an identity of insurance company. Datum (5) shows BRI or Bank Rakyat Indonesia complemented with an English vocabulary *Link* or *tautan* in Indonesian. Datum (6) also bears Bank Rakyat Indonesia followed with *plaza* as an adverb of place. The same goes with datum (7) which has HSBC or Hongkong and Shanghai Banking Corporation preceding a vocabulary *graha* that explain a place. In datum (8), CIMB as an abbreviation for Commerce International Merchant Bankers is followed by *Niaga* as an organiser company for this international bank.

Datum (9) has JNE that is an abbreviation for Jalur Nugraha Ekakurir and is followed by *express* or 'kilat' in Indonesian as a shipment service. Datum (10) has another appearance for BCA abbreviation which precedes an Arabic vocabulary *Syariah*. It defines a distinction of this bank from the conventional BCA. Another abbreviation is shown in datum (11) which discovers ATM as an abbreviation for an English vocabulary *Automatic Teller Machine*, however Indonesian speakers nowadays define it as *Anjungan Tunai Mandiri*. ATM is typically followed with a bank name owning that ATM, that is Bank Mandiri.

Datum (12) shows an abbreviation NU which is a short version of Nahdatul Ulama. This naming is followed by *building* or 'gedung' in Indonesian referring to a place name or a building. On datum (13), there is a name TB as an abbreviation for Toko Bangunan. It is then followed by *Pancing* as a public space naming. Datum (14) has a vocabulary UD as an abbreviation for Usaha Dagang. It is followed by another vocabulary *Jaya* as a name for that public space.

Abbreviation of shortness type then constructs two vocabularies, and both of which are abbreviations. The following examples are names of public spaces using shortness by forming two vocabularies.

- (15) **BNI ATM**
- (16) **ATM BCA**
- (17) **BRI KS**

The three of examples above are abbreviation of shortness type with the retention of the first letter of each component. Datum (15), BNI ATM abbreviates Bank Negara Indonesia *Automatic Teller Machine*, while datum (16) ATM BCA is abbreviation for *Automatic Teller Machine* Bank Central Asia. Both names have similarity, that is the presence of ATM and the bank name. However, the difference lies on the word formation. Datum (15) starts with the

bank name followed by the public space type. It is different with datum (16) which begins with the public space name and then followed by the bank name. On datum (17), BRI KS is an abbreviation for Bank Rakyat Indonesia Karya Sejahtera. KS defines the company name which develops the banking business of this bank.

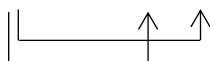
The next abbreviation of shortness type is two-word formation, but it was formed with the retention of some constructing letters. The following examples appears on the public space naming.

(18) Carl's **Jr**

(19) **Dr.** Motor

For a more detailed explanation, pay attention to the following graphs.

Carl's Jr = Carl's **J**unior



Dr. Motor = **D**okter Motor



It is found in datum (18) that there is a borrowing English word *Jr* that is an abbreviation for *junior*. It is preceded by a name *Carl's*. Datum (19) bears a word *Dr.* as an abbreviation for *dokter* or *doctor*. It is followed with a vocabulary 'motor' that modifies its doctoral characteristic.

3.1.3 Abbreviation of Shortness Type Forming Three Vocabularies

Other than those previous types, there is an abbreviation of shortness type accompanied by three forming vocabularies, but it is not as a form of abbreviation. Based on the data gained from the field, this type is divided into two, including (a) abbreviation of shortness type with the retention of the first letters of the components and (b) abbreviation of shortness type with the retention of some forming words. The examples of type (a) can be seen in data below.

(20) **CIMB** Niaga **ATM**

(21) Bank **BRI** **ATM**

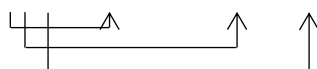
Both data above, (20) and (21), are classified as abbreviation of shortness type formed into three vocabularies. The shortness of those names applies the retention of the first letter of each component, as in Commerce International Merchant Bankers becomes CIMB, Automatic Teller Machine becomes ATM, and Bank Rakyat Indonesia becomes BRI.

On the next datum, it is found a combination between the shortness with the retention of the first letter of its component and the shortness with the retention of the letters of its component.

(22) Bank Jatim **ATM**

The datum above shows a combination between two shortness type at the beginning of component constructor and a part of component. Automatic Teller Machine is abbreviated as ATM.

ATM = **A**utomatic **T**eller **M**achine



The next data are in the form of shortness type which undergoes a retention on the first letters of the components. The data below, however, show that these names are arranged with

one vocabulary of abbreviation and two modifier vocabularies which are not classified as abbreviation type. Those are:

- (23) Bank Syariah **NTB**
- (24) Halte Darmo **SM**
- (25) Halte Darmo **RS**
- (26) **PT.** Waringin Djaja
- (27) **PT.** Sumber Aman
- (28) **PT.** ABC Energy
- (29) **PT.** Langgeng Bahagia
- (30) **JW** Marriot Surabaya
- (31) **TB** Insana Jaya
- (32) **TK-SD** Pakis Gelora

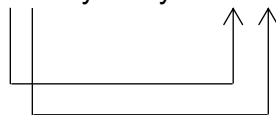
Data from (23) to (25) show that abbreviation is placed at the end of the name. Datum (23), NTB, is an abbreviation for Nusa Tenggara Barat, and datum (24) has an abbreviation SM standing for Santa Maria. Datum (25) has an abbreviation RS that stands for Rumah Sakit. The naming on Santa Maria and Rumah Sakit refers to the location of the *halte* or bus stop. Data from (26) to (29) show similar abbreviation that is PT. PT is an abbreviation for Perseroan Terbatas. Not all business entities have the right to bear PT because they must go through several licensing processes. PT abbreviations are then followed by the names of each business entity. On datum (30), it is discovered a JW abbreviation that stands for John Willard as the founder of that hotel. On datum (31), there is a TB abbreviation as the short version of Toko Bangunan. On datum (32), there are two abbreviations, TK-SD, which stand for Taman Kanak-kanak and Sekolah Dasar.

The next data found on the field are the naming using three vocabularies with the retention on the component part. Those are:

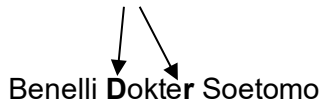
- (33) **Tk.** Jaya Raya
- (34) Benelli **Dr.** Soetomo

Both implement the retention on the first and second letter, and the retention on the first and the last letter. The analysis is as follows.

Tk. Jaya Raya = **Toko** Jaya Raya



Benelli **Dr.** Soetomo =



Both datum (33) and (34) demonstrate that abbreviation of shortness type used in public space naming does not only apply the retention on the beginning of the component, but it can also apply the retention of the forming component. Datum (33) shows the presence of Tk abbreviation standing for toko, while Dr. is the short version of dokter.

3.1.4 Abbreviation of Shortness Type Forming Four Vocabularies

Some public space names use four vocabularies, one of which is an abbreviation with a retention on the beginning of the component. The examples are as follows.

- (35) **PT.** Asuransi Buana Independent

- (36) **PT.** Mandiri Lestari Medika
- (37) Notaris **PPAT** Sonya Natalia
- (38) **BCA** Kantor Cabang Pembantu
- (39) **KB TK SD** Dapena

In line with the previous discussion, Datum (35) and (36) have a PT abbreviation standing for Perseroan Terbatas. In datum (37) there is a PPAT abbreviation which stands for Pejabat Pembuat Aakta Tanah. Datum (38) has a BCA abbreviation standing for Bank Central Asia. Next, in (39) there are four vocabularies, three of which are abbreviation, while the last one is explanatory vocabulary. KB is an abbreviation for Kelompok Bermain, TK is an abbreviation for Taman Kanak-kanak, and SD is an abbreviation for Sekolah Dasar.

3.1.5 Abbreviation of Shortness Type Forming More than Four Vocabularies

Although those public space names have undergone abbreviation, some of which still have a long series of vocabulary, including five to ten vocabularies. The following data are the examples of public space naming consisting of abbreviation of shortness type with an arrangement of four to ten vocabularies.

- (40) **PT.** Sinar Abadi Surya Sejahtera
- (41) **KB TK** Khadijah Pandegiling Surabaya
- (42) Yayasan Penerimaan Peserta Didik Baru **SMP** Hang Tuah 1 Surabaya
- (43) Rasa Sayang Blue Fish **VIP** Karaoke Life Musik Resto
- (44) Yayasan Pendidikan Anak-anak Buta (**YPAB**) TKLB SDLB

From the data above, it appears that the naming of public space user retention at the beginning of the component. Datum (40) describes PT abbreviation standing for Perseroan Terbatas and in datum (41), abbreviation is present in the writing of Kelompok Bermain and Taman Kanak-kanak written as KB and TK. In live with datum (42), there is an abbreviation with retention at the beginning of the component, i.e. Sekolah Menengah Pertama, is written as SMP. Slightly different from the previous datum, datum (43) picks a diction from English word Very Important Person which becomes VIP. Although it uses an English diction, some Indonesian people are already used to it on several occasions. Next, on datum (44), it is discovered a described abbreviation, namely YKPB which is an abbreviation for Yayasan Pendidikan Anak-anak Buta.

The use of abbreviation of more than three vocabularies does not only apply retention at the beginning of the component, but it can also use the beginning of the component with another vocabulary using the constructing component, as in the following datum.

- (45) **SMA** Katolik **St.** Louis

In datum (45), the naming uses abbreviation of shortness type with retention at the beginning of the component Sekolah Menengah Atas becoming SMA. In addition, the name uses abbreviation of shortness type with a retention on its constructing components, namely the beginning and the end of Saint becoming St.

Some naming of public spaces uses abbreviation of shortness type with retention on the constructing components. The following examples are the data found in the field.

- (46) Bubur Ayam **Jl.** Sulawesi Momong
- (47) Praktek Dokter Umum **Dr.** Evy Yuliana

Datum (46) and (47) shows that there is a retention on the first and the third letter. The explanation is as follows.

Bubur Ayam Jl. Sulawesi Momong =



Bubur Ayam **Jalan** Sulawesi Momong

In datum (46), a word *jalan* is abbreviated as JI, while in datum (47), abbreviation of shortness tupe is written as Dr. that is a short version of *dokter*.

3.1.2 Acronym

Abbreviation of acronym type can be found in some naming of public spaces. This type of abbreviation can be pronounced as it contains vowel sound. The retention does not always use the first element of its component, but it can use some syllables forming the components. Some public spaces are written with acronym features and become one vocabulary, two vocabularies, three vocabularies, even up to four vocabularies.

3.2.1 Abbreviation of acronym type forming a vocabulary

Here are the public space names using abbreviation of shortness type and forming a vocabulary.

- (48) HokBen
- (49) Tiki
- (50) Basra
- (51) Pertamina

The four data above form one vocabulary, even though at the beginning, those were abbreviation of acronym type. The mention of this acronym is based on its constructing components. In datum (48), HokBen is an acronym for Hoka-hoka Bento, which is taken from Japanese. In datum (49), Tiki is an acronym for Titipan Kilat. Datum (50) has a vocabulary Basra that is an acronym for Basuki Rahmat, used as a street name in Surabaya, named after a national hero. The three data above regularly use abbreviation by taking first two letters on each constructing component.

Different with the previous data, datum (48) Pertamina is an acronym for Perusahaan Minyak dan Gas Bumi Negara. This acronym does not select the elements as orderly, but it only adjusts the sound to be pronounced easily.

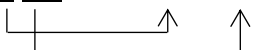
3.2.2 Abbreviation of Acronym Type Forming Two Vocabularies

Some public space naming uses abbreviation of acronym type and forms two vocabularies. These are the data found in the field.

- (52) Bank **Jatim**
- (53) **Warkop** Yoyok
- (54) **Warkop** Monit
- (55) **Warkop** Agung
- (56) **Warkop** Tegalsari
- (57) **Warkop** Mini
- (58) **Warkop** Ir

Datum (52) is bank name which is an acronym for Jawa Timur. Jawa Timur does not undergo an acronym to become JT, but it becomes Jatim. It maintains the first two letters of the first component and three first letters on the second component. The explanation is on the graph below.

Bank Ja tim = Bank **Jawa Timur**



In line with the previous datum, from datum (53) to (58), it is found an abbreviation of warkop that is an acronym for warung kopi. It maintains the first three letters of each constructing component. It is then followed by some vocabularies to mark the location or the ownership.

3.2.3 Abbreviation of Acronym Type Forming Three Vocabularies

Public space naming with acronym does not only form one or two vocabularies, but also form three vocabularies. The following examples are data found in the field.

(59) **Warkop** Ronggowale 1

(60) **Warkop** Cak San

(61) **Perbankin** Kota Surabaya

In line with the previous warkop abbreviation, warkop acronym in datum (59) and (60) are taken from the first three letters on each constructing component, namely *war* and *kop*. *War* is taken from *warung* and *kop* is taken from *kopi*. The retention existing in (59) and (60) is different with the retention in (61). In datum (61), Perbankin is an acronym for Persatuan Menembak Sasaran dan Berburu Indonesia. It uses retention on the first three letters on the first component, the last three letters on the second component, and the first two letters on the sixth component.

3.2.4 Abbreviation of Acronym Type Forming Four Vocabularies

Four vocabularies in public space naming which undergo abbreviation of acronym type are:

(62) POS **LANTAS Polsek** Tegalsari

(63) POS **LANTAS Satlantas** Surabaya

(64) **Mirota** Batik, Handicraft, & Cafeteria

Those three data above are classified as abbreviation of acronym type. *Lantas* in datum (62) and (63) is an acronym for lalu lintas. From those data, it appears that the acronym process of it is by maintaining the first two letters on the first component and the last three letters on the second component. The next is the presence of *polsek* in (62) that is an abbreviation for kepolisian sektor. *Polsek* undergoes an abbreviation process by maintaining the middle letters, mainly the third until fifth letter, on the first component and the first three letters on the next component, meanwhile in (63), *satlantas* is an abbreviation for satuan lalu lintas. It maintains the first three letters on the first component, two first letters on the second component, and the last four letters on the last component.

In data (64), it is discovered that *mirota* is an acronym for mie dan roti tart. It undergoes the retention on the first two letters on the first component, first two letters on the third component, and first two letters on the last component.

3.1.3 **Fragmentation**

Beside acronym, some public space names also use abbreviation of fragmentation type. The following fragmentations are a part of vocabularies to name addressing. Some of which are used to give a restaurant name.

The following examples are those found in the field.

3.3.1 Fragmentation with "Pak" Vocabulary

Some public places add *pak* for its name, including:

(65) Warung **Pak** Ali

(66) Soto Lamongan **Pak** Hasan

(67) Warung **Pak** Man

- (68) Warung **Pak** No
- (69) Nasi Pecel dan Rawon **Pak** Kus
- (70) **Pak** Yogi

From datum (65) to (70), it is found that *pak* vocabulary is classified as abbreviation of fragmentation type from the word bapak. It is then followed by a name of an individual which indicates the ownership of the public place. On the fragmentation from *bapak* to *pak*, it is done through maintaining the last three letters of the component.

3.3.2 Fragmentation with “Bu” Vocabulary

Other than *pak* fragmentation, there is also a writing of *bu* which is an abbreviation for ibu. The following data are found in the field.

- (71) Pisang Goreng **Bu** Anie & Depot 88 Abie
- (72) Warung **Bu** Yuyun

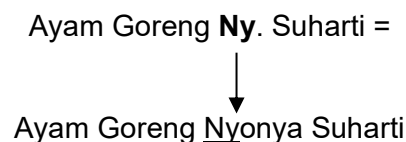
Both data above have similarity that both have a fragmentation from ibu vocabulary becoming *bu*. It is done with a retention of the last two letters on the component. In line with *pak* fragmentation, the use of it is also followed with the owner's name of the public space.

3.3.3 Fragmentation with “Ny” Vocabulary

Another vocabulary found after *pak* and *bu* is the fragmentation for “Ny.” as an abbreviation for nyonya. The following datum is found on the field.

- (73) Ayam Goreng Ny. Suharti

The explanation is on the graph below. It is done by maintaining the first two letters on the component.



3.1.4 The combination of abbreviation

It is found that some public space names are in the form of combination between shortness and acronym, and also shortness and fragmentation. The examples are as follows.

- (74) Halte **Basra TP**
- (75) **Prof. Dr. dr. H.** M.S Wiyadi

In datum (74) it was discovered that the abbreviation combination is between acronym and shortness. *Basra* is classified as acronym because it can be pronounced, while TP is unclassified as acronym, but as a shortness instead. TP is an abbreviation for Tnjungan Plaza. It is different with datum (75) where the combination used is abbreviation and shortness. It has several mentions of titles classified as shortness, including Dr. as an acronym for doktor, dr. as an acronym for dokter, H. as an acronym for Haji, and a vocabulary *prof.* classified as a fragmentation from *profesor*. The explanation is on the following graphs.

Prof. Dr. dr. H. M.S Wiyadi =

↓
Profesor Dr. dr. H. M.S Wiyadi

Prof. **Dr.** dr. H. M.S Wiyadi =

↓
Prof. doktor dr. H. M.S Wiyadi

Prof. Dr. **dr.** H. M.S Wiyadi =

↓
Prof. Dr. dokter H. M.S Wiyadi

Prof. Dr. dr. **H.** M.S Wiyadi =

↓
Prof. Dr. dr. haji M.S Wiyadi

On the first vocabulary, there is a fragmentation process on the first letters of its component, while on the second vocabulary, a shortness is done by maintaining its first and last letter of the component. Not quite different with the shortness of Dr, it is done by distinguishing the first letter. In *dokter*, the final abbreviation is dr., even though both have the retention on the first and the last letter of the components. For the next abbreviation, it discovered that H. abbreviates the word haji.

Some public space names have undergone abbreviation process, although there are a few differences in it. However, it can still be classified based on the linguistic characteristics of those names.

3.2 The Factors of Abbreviation Writing in Public Spaces

The writing in abbreviation technique in public spaces is deemed more efficient than writing in complete form. Some things which are taken into consideration are, i) to minimise the space, since that land limitations cause limited placards containing the names; ii) to make it easier to pronounce, as in the naming of Hongkong and Shanghai Banking Corporation is easier to pronounce as HSBC; iii) to make it easy to remember, as in Jasa Nugraha Ekakurir, better known with its abbreviation JNE and Kentucky Fried Chicken known as KFC; and iv) to follow customs, such as ATM which is an abbreviation for Automatic Teller Machine and has been generally applied to all bank trademarks, educational level writing such as SD, an abbreviation for Sekolah Dasar, SMP for Sekolah Menengah Pertama, and SMA for Sekolah Menengah Atas.

In addition to efficiency, the technique of writing abbreviation in public spaces is also caused by the community accepting its existence, as is the presence of language as an agreement of its speakers. The presence of abbreviations is also a means for trademark owners to spread new abbreviations to be accepted by the community based on reading habits.

Some abbreviation writing techniques have been accepted. Meanwhile naming technique in abbreviation on public places in Surabaya requires to be known and documented in order to become synchronous language studies that can be learned at a later date. This research was conducted as an attempt to document linguistic phenomenon, especially in development of language among urban communities living in big cities.

4. CONCLUSION

Based on the data found, there are several types of abbreviations found in naming public spaces in Surabaya, including (i) shortness, (ii) acronyms, (iii) fragmentation, and combination between acronym-shortness and shortness-fragmentation.

In the shortness, it is found several retention methods, such as maintaining the first letter in the first component, the first letter in the second component, and the first and the third letter in a component. In acronym, it was discovered several retentions of the first two even three letters of the first component. In fragmentation, there are retentions of the last two until three letters on its component, in addition, there is also the retention of the first two letters on its component. On the other hand, there is also the writing of public space names in Surabaya which combines acronym-shortness by maintaining the first two until three letters of the components. In the shortness-fragmentation, it is found the retention of the first four letters in its constructing components, as well as abbreviations arranged based on its first and the last letter of the component.

In addition to efficiency, abbreviation writing techniques in public spaces are also caused by the community's intention to minimise the place for writing, to ease people to pronounce, to make it easy to remember, and to follow habits as the presence of language as an agreement of its users. The presence of abbreviations is also a means for trademark owners to spread new abbreviations to be accepted by the community based on reading habits.

The use of abbreviation in naming public spaces does not only occur in Surabaya, but also in some other cities in Indonesia. It is deemed more efficient than writing them in full because some abbreviation forms have been understood by the community, but there are still many forms that are not understood yet. In fact, some people consider that an abbreviation has a relationship with one another when they have similar forms, even though it bears different name if elaborated.

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