


Yuniar Firjinia Fatwa

THE USE OF EPONYMS IN STREET NAMING IN THE CITY OF JEMBER, EAST JAVA: A LINGUISTIC LANDSCAPE STUDY

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THE USE OF EPONYMS IN STREET NAMING IN THE CITY OF JEMBER, EAST JAVA: A LINGUISTIC LANDSCAPE STUDY

Yuniar Firjinia Fatwa¹⁾, Astri Widayruli Anggraeni²⁾, Dina Merdeka Citraningrum³⁾

^{1,2,3}Indonesian Language and Literature Education, Faculty of Teacher Training and Education, University Muhammadiyah Jember

Gumuk Kerang, Karangrejo, Kec. Sumbersari, Kabupaten Jember, Jawa Timur 68124

¹Email yuniarfirjiniaf@gmail.com

²Email astriwidayruli@unmuhjember.ac.id

³Email dina.merdeka@unmuhjember.ac.id

Abstrak

Penamaan jalan bagian dari lanskap linguistik tidak hanya berfungsi sebagai penanda lokasi, tetapi memuat nilai sejarah, budaya, dan identitas lokal. Di Kota Jember, banyak nama jalan menggunakan eponim (nama tokoh berpengaruh), namun kesadaran masyarakat terhadap makna historis dan simbolik di balik nama masih rendah. Fenomena ini menarik untuk dikaji karena penamaan jalan mencerminkan dinamika sosial dan historis masyarakat. Penelitian ini bertujuan mengidentifikasi kategori eponim pada penamaan jalan di Kota Jember dan menjelaskan makna kontekstualnya yang mencakup asal tokoh, latar sejarah, kontribusi, serta hubungan nilai tokoh dengan budaya lokal Jember. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi peta digital Google Maps dan studi literatur dari situs resmi pemerintah, media lokal seperti Radar Jember, situs desa, serta publikasi online (Wikipedia, artikel ilmiah, literatur sejarah). Data berupa nama jalan eponim dianalisis untuk mengelompokkan kategori dan menafsirkan latar historis serta nilai yang terkandung di dalamnya. Ditemukan delapan kategori eponim, yaitu Raja (8), Tokoh Agama (7), Wali Songo (3), Pahlawan Nasional (14), Pahlawan Revolusi (4), Tokoh Pendidikan (2), Tokoh Kesehatan (1), dan Tokoh Masyarakat (2). Kategori Pahlawan Nasional mendominasi, mencerminkan penguatan nilai nasionalisme, perjuangan, dan pengabdian. Makna kontekstual menunjukkan fungsi penghormatan tokoh, penguatan identitas lokal, nilai religiusitas, serta apresiasi kontribusi di bidang pendidikan dan kesehatan. Penamaan jalan berbasis eponim di Kota Jember berperan sebagai media simbolik yang menghubungkan ruang publik dengan narasi sejarah, moral, dan kebanggaan kolektif masyarakat. Penelitian ini memperkaya kajian lanskap linguistik di kota menengah Indonesia dan menjadi rujukan pemerintah daerah dalam perencanaan tata ruang berbasis nilai budaya lokal.

Kata Kunci: eponim, jalan, lanskap linguistik, Jember.

Abstract

Street naming, as a part of the linguistic landscape, serves not only as a spatial identifier but also conveys historical, cultural, and local identity values. In Jember City, many streets are named after eponyms or influential figures, yet public awareness of the historical and symbolic meanings behind these names remains low. This phenomenon is significant to study because the naming of streets reflects social and historical dynamics within society. The purpose of this research is to identify the categories of eponyms used in Jember's street naming and to describe their contextual meanings, which include the origin of the figures, historical background, contributions, and their relation to Jember's local culture. This study uses a descriptive qualitative approach with data collected through Google Maps observation and literature reviews from government websites, local media such as Radar Jember, village portals, Wikipedia, academic articles, and historical records. The collected data, consisting of eponymous street names, were analyzed to classify categories and interpret the historical and cultural values reflected in them. Eight categories were identified: Kings (8), Religious Figures (7), Wali Songo (3), National Heroes (14), Revolutionary Heroes (4), Educational Figures (2), Health Figures (1), and Community Leaders (2). The National Heroes category dominates, symbolizing the strengthening of nationalism, struggle, and dedication. The contextual meanings highlight respect for figures, reinforcement of local identity, religious values, and appreciation of contributions to education and health. Overall, eponym-based street naming in Jember functions as a symbolic medium connecting public space with history, moral values, and collective pride.

Keywords: eponyms, street, linguistic landscape, Jember.

1. INTRODUCTION

Linguistics, as a discipline studying language, focuses on both its internal structure and its connection to speech communities (Srisudarso et al., 2024). Sociolinguistics represents one branch of this field that examines the relationship between language and social context, encompassing the study of linguistic landscapes. Landry and Bourhis (1997: 23–25, as cited in Artawa, 2023) define linguistic landscape as the degree of language visibility across public signage within a territory, including traffic signs, billboards, street names, place names, and other forms of public inscription. Backhaus (2007) emphasizes that linguistic landscapes serve dual purposes: providing information while simultaneously reflecting the social, cultural, political, and ideological forces within a society. Street naming emerges as a compelling research subject because it represents social and historical dynamics rather than merely indicating directions (Erikha, 2018). Particularly intriguing are streets named through eponyms the practice of adopting personal names for place designation (Crystal, 2008) which articulate local belonging and honor historical figures. However, many citizens remain unaware of the historical significance embedded in street names they traverse daily, including in Jember City with its numerous eponymous streets, creating a disconnect between the symbolic presence of these names and public consciousness of their underlying meanings.

The phenomenon of employing eponyms in street nomenclature constitutes a symbolic practice observed across various cities, including Jember, East Java. Eponymous street designations demonstrate collective tribute to specific figures while reinforcing historical memory and communal belonging within public spaces. In Jember, names such as Jalan Sultan Agung, Jalan KH. Wachid Hasyim, Jalan RA Kartini, and Jalan Sunan Kalijaga illustrate diverse eponym categories spanning royalty, Wali Songo saints,

national heroes, educators, and religious leaders. Oktaviana & Junawaroh (2023) investigated street naming in Banyumas using historical figures names as commemorative naming, revealing that such designations serve dual roles: spatial markers and vehicles for collective memory alongside representations of cultural belonging. Velazco et al. (2024) examined eponymous terminology usage in educational contexts among Ecuadorian lecturers, demonstrating how eponyms enrich terminological understanding in classroom environments. Meanwhile, Kovalchuk (2019) explored the meanings and cross-cultural functions of eponyms in English and Ukrainian. This gap underscores the necessity for research integrating eponym analysis with linguistic landscape perspectives on street nomenclature in Indonesian cities, particularly Jember with its diverse eponymous heritage.

This study aims to identify eponym categories employed while explaining their contextual significance, encompassing figure origins, historical backgrounds, and the relationship between these figures' values and Jember's local culture. This approach aligns with Amilia & Anggraeni (2019) perspective that meaning extends beyond lexical interpretation to encompass contextual dimensions shaped by language use within socio-cultural settings. Eponymous street naming transcends mere spatial labeling to mirror ideological orientations and evolving communal character (Mulyawan, 2022).

Theoretically, this research contributes to advancing linguistic landscape scholarship in Indonesia, particularly concerning semiotic public spaces such as street nomenclature. Linguistic landscape studies in Indonesia remain limited and predominantly concentrate on metropolitan regions, whereas medium-sized cities like Jember possess linguistic spaces of considerable complexity deserving scholarly attention (Firdausiyah & Suhandano, 2025). Practically, these findings can inform local governments in organizing and reinterpreting street names as components of

urban character development while fostering public awareness of local historical narratives.

2. METHODS

This study is a descriptive qualitative research (QD) aimed at developing knowledge through understanding and discovering the use of eponyms in street naming in Jember City, East Java. According to Sugiyono (2016), qualitative research refers to a method applied to study phenomena in their natural context, with the researcher functioning as the key instrument in the process. Jember City was chosen as the research location because it represents a medium-sized urban area with rich linguistic and cultural diversity, and it possesses a street-naming system that reflects both national and local identity values. Therefore, the city is considered relevant for analysis within the framework of linguistic landscape studies. Considering that eponyms reflect local identity and historical values, this approach is highly relevant because it emphasizes contextual and interpretative interpretation rather than quantification (Yuliani, 2018). The characteristics of qualitative research in this study are evident in the data and data sources, data collection techniques, data analysis techniques, as well as the interpretation and explanation of data meaning (Citraningrum & Werdiningsih, 2017).

The data were obtained from two main sources: digital map observation through Google Maps, which allows verification and virtual documentation of street names in accordance with guidelines for eponym-based street naming research, and online literature review, including official websites (e.g., postal code sites, local media such as Radar Jember, village websites) and online publications (Wikipedia, scientific articles, historical literature) containing street names that have been classified. Each entry was recorded in a worksheet (table) with attributes such as street name and eponym category. This technique was chosen because the study aims to

explore and describe the use of eponyms in street naming in Jember City, East Java.

The collected data were then analyzed to uncover the contextual meaning of each eponym, which includes the origin of the figure, historical background or contributions, and the relationship of the figure's values to Jember's local culture or symbolic meaning. This analysis aims to understand how each street name represents the cultural identity and historical values of the community while serving as a tribute to the contributions of certain figures. The researcher also conducted additional literature review to strengthen the interpretation of the contextual meanings derived from street naming. Thus, each street name is analyzed as a representation of cultural and historical values, which can serve as examples and sources of inspiration for the people of Jember meanings derived from street naming. Thus, each street name is analyzed as a representation of cultural and historical values, which can serve as examples and sources of inspiration for the people of Jember.

3. RESULTS AND DISCUSSION

Categories of Eponyms in Street Naming in Jember City

Street naming in Jember City systematically reflects the practice of using eponyms, namely the naming of streets after notable figures as a form of tribute to their contributions to national or local history. Based on observations and classifications, the researcher identified eight categories of eponyms used in street naming across Jember City. Table 1 below classifies the eight identified categories of eponyms and presents examples of street names within each category. Each entry also includes the main characteristics that illustrate the historical background or symbolic function represented by the names.

Table 1. Categories of Eponyms in Jember Street Naming

No.	Eponym Category	Street Name	Main Characteristics
1	Kings	Sultan Agung Street, Gajah Mada Street, Hayam Wuruk Street, Dharmawangsa Street, Kertajaya Street, Jayanegara Street, Kertanegara Street, Airlangga Street	Figures from Indonesian kingdoms
2	Religious figures	Fatahillah Street, KH. Ahmad Dahlan Street, KH. Shiddiq Street, KH Wachid Hasyim Street, KH Agus Salim Street, Kyai Husnan Street, KH Moch Yasin Street	National and local Islamic scholars
3	Wali Songo	Sunan Giri Street, Sunan Bonang Street, Sunan Kalijaga Street	The nine saints who spread Islam across Java
4	National Heroes	R A Kartini Street, PB Sudirman Street, Gatot Subroto Street, Untung Suropati Street, Diponegoro Street, Trunojoyo Street, Slamet Riyadi Street, Imam Bonjol Street, Moh Yamin Street, Teuku Umar Street, Basuki Rahmat Street, MH Tamrin Street, DR Sutomo Street, Oto Iskandardinata Street, Yos Sudarso Street	Freedom fighters of Indonesia
5	Revolution Heroes	Letjen Suprpto Street, Ahmad Yani Street, Letjen Sutoyo Street, Piere Tendean Street	Martyrs of the September 30th Movement incident
6	Educational Figures	KH. Dewantara Street, Dewi Sartika Street	Pioneers of national education system
7	Medical Figures	Dr. Wahidin Street	Notable personalities in healthcare sector
8	Community Leaders	Sudarman Street, Letkol Moh Sroedji Street	Local prominent figures in Jember City

Based on the classification results, there are eight categories of eponyms used in street naming in Jember City, namely: Kings, Religious Figures, Wali Songo, National Heroes, Revolutionary Heroes, Educational Figures, Health Figures, and Community or Local Figures. The first category, Kings, refers to influential rulers of the Nusantara kingdoms who left a mark on national history, exemplified by the following streets: Sultan Agung Street, Gajah Mada Street, Hayam Wuruk Street, Dharmawangsa Street,

Kertajaya Street, Jayanegara Street, Kertanegara Street, Airlangga Street. The second category, Religious Figures, includes influential Islamic leaders at both local and national levels, such as those commemorated in Fatahillah Street, KH. Ahmad Dahlan Street, KH. Shiddiq Street, KH Wachid Hasyim Street, KH Agus Salim Street, Kyai Husnan Street, KH Moch Yasin Street.

The third category, Wali Songo, represents the nine saints who spread Islam in Java and symbolize the Nusantara Islamic tradition, as

reflected in Sunan Giri Street, Sunan Bonang Street, Sunan Kalijaga Street National Heroes, the fourth category, are individuals officially recognized by the state for their contributions to the independence struggle, represented by streets such as R A Kartini Street, PB Sudirman Street, Gatot Subroto Street, Untung Suropati Street, Diponegoro Street, Trunojoyo Street, Slamet Riyadi Street, Imam Bonjol Street, Moh Yamin Street, Teuku Umar Street, Basuki Rahmat Street, MH Tamrin Street, DR Sutomo Street, Oto Iskandardinata Street, Yos Sudarso Street.

The fifth category, Revolutionary Heroes, includes military figures who died during significant historical events, such as those commemorated in Letjen Suprpto Street, Ahmad Yani Street, Letjen Sutoyo Street, Piere Tendean Street. The sixth category, Educational Figures, honors individuals who contributed to the development of education, such as KH. Dewantara street and Dewi Sartika street. The seventh category, Health Figures, recognizes contributors in the field of medicine, exemplified by Dr. Wahidin street. The eighth category, Community or Local Figures, includes individuals who have significantly contributed to regional development or have local influence, such as Sudarman street and Letkol Moh. Sroedji street. These categories illustrate the diversity of street name sources, ranging from political,

religious, and social domains to educational contributions.

Contextual Significance of Eponym Categories

The contextual meaning of using eponyms in street naming across Jember City reflects the community's cultural identity and historical values. This naming practice also serves as a tribute to individuals who have made significant contributions at national or local levels. To present the findings systematically, the data are organized in tables according to the identified eponym categories.

Street names function not only as geographical markers but also as representations of collective memory and social values (Zhang, 2020). The use of eponyms helps preserve the remembrance of influential figures whose achievements have shaped Jember's historical and cultural development.

The discussion focuses on interpreting the contextual meanings of each eponym category by examining the figures' backgrounds, the reasons behind their selection, and their relevance to Jember's cultural identity. The analysis reveals that street naming operates beyond linguistic labeling; it serves as a medium that communicates local values and reinforces the community's historical awareness.

Table 2. Kings Category (8 Street Names)

No	Street Name	Historical Figure	Historical Context	Contextual Meaning in Jember	Represented Values
1	Sultan Agung	Mataram King	Persistently resisted VOC, profoundly influential in Javanese history	Symbol of struggle and pride, courage in defending sovereignty	Struggle, Sovereignty
2	Gajah Mada	Majapahit Prime Minister	Palapa Oath to unite the archipelago	Symbol of unity and loyalty to the nation	Unity, Loyalty
3	Hayam Wuruk	Majapahit King	Led the kingdom's golden era (14th century)	Recognition of archipelago's glory, pride in national identity	Glory, Leadership

No	Street Name	Historical Figure	Historical Context	Contextual Meaning in Jember	Represented Values
4	Dharmawangsa	Medang King	Advanced Javanese literary culture (late 10th century)	Tribute to cultural heritage, reminder of civilization's dynamics	Culture, Resilience
5	Kertajaya	Final Kediri King	Led during challenging times	Reminder of steadfastness facing changing eras	Steadfastness, Adaptation
6	Jayanegara	Second Majapahit King	Ruled early 14th century	Symbol of the long journey forming archipelago's greatness	Process of Glory
7	Kertanegara	Final Singhasari King	Vision to unite the archipelago (1268–1292)	Visionary leadership, grand aspirations leaving valuable legacy	Vision, Leadership
8	Airlangga	Kahuripan King	Wisely built political stability (early 11th century)	Model of unity and rising spirit	Wisdom, Stability

Table 3. Religious Leaders Category (7 Street Names)

No	Street Name	Historical Figure	Primary Role	Contextual Meaning in Jember	Represented Values
1	Fatahillah	Scholar & military commander	Brave, religious, highly dedicated	Symbol of courage and social devotion	Courage, Devotion
2	KH. Ahmad Dahlan	Muhammadiyah Founder	Islamic education reform	Symbol of reformation spirit and modern education	Reformation, Education
3	KH. Shiddiq	NU Scholar Jember	Islamic preaching and education in Jember	Recognition of local figure building religious foundation	Local Preaching, Education
4	KH. Wachid Hasyim	NU Figure, First Religion Minister	Pioneered foundation of national life	Symbol of scholars' role in state affairs	State & Religion
5	KH. Agus Salim	Diplomat & movement figure	Independence diplomacy	Intelligence, principled firmness, diplomatic contribution	Diplomacy, Intellectuality
6	Kyai Husnan	Jember local religious figure	Local Islamic preaching and education	Honor for regional scholar's contribution	Local Contribution
7	KH. Moch Yasin	Jember Scholar	Religious education and guidance	Reminder of local figure's service building spirituality	Local Spirituality

Table 4. Wali Songo Category (3 Street Names)

No	Street Name	Wali Figure	Preaching Method	Contextual Meaning in Jember	Represented Values
1	Sunan Giri	Gresik Saint	Established preaching center	Symbol of preaching through education and community guidance	Education, Preaching
2	Sunan Bonang	Tuban Saint	Spread Islam through arts (gamelan, songs)	Religious dissemination through cultural channels	Cultural Preaching
3	Sunan Kalijaga	Demak Saint	Spread Islam while respecting Javanese traditions	Symbol of tolerance and social harmony	Tolerance, Harmony

Table 5. National Heroes Category (14 Street Names)

No	Street Name	Hero Figure	Primary Role	Contextual Meaning in Jember	Represented Values
1	R.A. Kartini	Women's emancipation figure	Fought for women's education	Symbol of gender equality and education	Emancipation, Education
2	P.B. Sudirman	First TNI Commander	Led struggle against Dutch	Symbol of courage and national devotion	Courage, Devotion
3	Gatot Subroto	TNI General	Defended Indonesian sovereignty	Discipline, courage, military sacrifice	Discipline, Dedication
4	Slamet Riyadi	Hero	Fell in independence war	Dedication and sacrifice for homeland	Sacrifice
5	Untung Suropati	East Java resistance leader	Fought against VOC	Moral steadfastness and courage, never surrendering	Courage, Steadfastness
6	Diponegoro	Javanese Prince	Led Diponegoro War	Patriotism and moral steadfastness	Patriotism, Justice
7	Trunojoyo	Madurese Prince	Rebellion vs Mataram & VOC	Pride in resistance history and courage	Resistance
8	Teuku Umar	Acehnese Hero	Guerrilla strategy against Dutch	Steadfastness, cleverness, sacrifice	Strategy, Sacrifice
9	Imam Bonjol	Padri War Leader	Resistance in West Sumatra	Faith steadfastness and struggle	Faith, Struggle
10	Mohammad Yamin	Intellectual & fighter	National movement figure	Critical thinking and intellectual contribution	Intellectuality
11	M.H. Thamrin	Politician	Independence fighter	Social concern and people's movement spirit	Social Concern
12	Dr. Sutomo	Budi Utomo Founder	National movement organization	National awareness and education spirit	National Awareness
13	Oto Iskandardinata	Fighter & political figure	Independence politics	Dedication and patriotism	Patriotism
14	Yos Sudarso	Indonesian Navy Officer	Fell defending maritime sovereignty	Love for homeland and sacrifice	Sacrifice, Dedication

Table 6. Revolution Heroes Category (4 Street Names)

No	Street Name	Hero Figure	Event	Contextual Meaning in Jember	Represented Values
1	Letjen Suprpto	G30S/PKI Victim	Military devotion (1965)	Symbol of courage and sacrifice	Military Devotion
2	Ahmad Yani	Army Commander	Fell during G30S/PKI	Moral steadfastness and selfless devotion	Steadfastness, Devotion
3	Letjen Sutoyo	G30S/PKI Victim	Fell executing military duty	Loyalty and courage in state duty	Loyalty, Courage
4	Pierre Tendean	Army Officer	Fell protecting General Ahmad Yani	Symbol of sacrifice and loyalty	Loyalty, Sacrifice

Table 7. Educational Figures Category (2 Street Names)

No	Street Name	Educational Figure	Contribution	Contextual Meaning in Jember	Represented Values
1	Dewi Sartika	Women's education pioneer	Established first women's school	Recognition of women's educational access	Emancipation, Education
2	KH. Dewantara	Taman Siswa Founder	National education	Education as foundation of nation-building	Education, Social Awareness

Table 8. Health Figures Category (1 Street Name)

No	Street Name	Health Figure	Contribution	Contextual Meaning in Jember	Represented Values
1	Dr. Wahidin	Health & education figure	Public health awareness	Recognition of health and welfare importance	Health, Welfare

Table 9. Community Leaders Category (2 Street Names)

No	Street Name	Community Figure	Role	Contextual Meaning in Jember	Represented Values
1	Sudarman	Jember Regent	City development	Recognition of development and welfare contributions	Local Development
2	Letkol Moh. Sroedji	Jember national hero	Fell fighting Dutch (1949)	Honor for devotion maintaining regional security	Local Devotion

Category 1 (Kings): Most royal figures originate from the Majapahit Kingdom era, with 4 out of 8 figures representing this period, reflecting appreciation for the archipelago's past

glory and the enduring legacy of one of Indonesia's most influential kingdoms. This dominance demonstrates Jember's recognition of the historical significance of Majapahit as a

unifying force in the archipelago and its contribution to Javanese cultural identity.

Category 2 (Religious Leaders): Commemorated religious figures include national-level scholars from major organizations like Muhammadiyah and NU, along with influential local scholars in Jember, demonstrating a balanced recognition between nationally prominent religious leaders and those who made significant contributions at the regional level. This pattern reveals the importance of Islamic scholarship in shaping both national consciousness and local community values, with particular emphasis on educational and social reform movements.

Category 3 (Wali Songo): The three commemorated Wali Songo figures are known for preaching methods that respected local culture and employed cultural approaches, highlighting the importance of cultural sensitivity and tolerance in religious propagation throughout Javanese society. This selection emphasizes the value of peaceful, culturally adaptive approaches to spreading religious teachings, demonstrating how Islam was successfully integrated with existing Javanese traditions. Category 4 (National Heroes): Commemorated national heroes come from various Indonesian regions including Java, Aceh, West Sumatra, and Madura, with the majority being military figures and armed fighters, representing the diverse geographical and ethnic composition of Indonesia's independence struggle. This diversity reflects Jember's

acknowledgment that national independence was achieved through collective efforts across different regions and ethnic groups, reinforcing the spirit of national unity and shared sacrifice.

Category 5 (Revolution Heroes): All four revolution heroes are victims of the 1965 G30S/PKI incident, who fell while carrying out military duties, representing a specific and significant moment in Indonesia's modern history

that shaped the nation's subsequent political trajectory. This concentrated focus on one historical event underscores its profound impact on national consciousness and serves as a memorial to those who died defending the state during a critical period of political turmoil.

Category 6 (Educational Figures): Both commemorated educational figures focused on educational struggles for the people, including women's educational emancipation and character based national education, emphasizing the foundational role of accessible and quality education in nation-building. This pattern highlights Jember's recognition that education serves as a cornerstone for social progress, particularly in advancing gender equality and developing nationally conscious citizens.

Category 7 (Health Figures): Only one health figure is commemorated, indicating appreciation for health's role in community development, though this limited representation suggests that health sector contributions may be underrepresented compared to other categories. This singular recognition, while honoring the importance of public health awareness, points to a potential gap in acknowledging medical and health professionals' contributions to societal wellbeing.

Category 8 (Community Leaders): Both commemorated community leaders are local Jember figures who provided tangible contributions in regional development and defense, highlighting the city's recognition of homegrown leaders whose impacts were felt directly within the local community. This pattern demonstrates Jember's commitment to honoring local heroes who shaped the city's development and protected its interests, reinforcing civic pride and local identity.

The contextual significance of street naming in Jember City demonstrates that public spaces serve not merely as geographical markers, but

also as educational media for historical, cultural, and moral values. Street naming across categories royalty, religious leaders, Wali Songo, national heroes, revolution heroes, educational figures, health figures, and community leaders immortalizes the services and character of these figures. Each street reflects values of courage, leadership, devotion, education, unity, and social awareness, enabling Jember's community to draw lessons and inspiration from these figures' lives. Thus, street naming functions both as a tribute and as a reminder of important values shaping the city's community identity and character.

The findings of this study indicate that street naming in Jember City using eponyms is closely linked to local identity, the historical significance of the figures, and the contributions these figures made to society. This aligns with the research conducted by Puti et al., (2022), which states that street names serve not only as locational markers but also as representations of cultural and historical values. However, research on eponym selection shows regional differences, yielding findings that differ from those of Putri & Yuniseffendri, (2025), due to variations in geographic scope and types of eponyms studied. Nevertheless, this study reveals that in Jember, the presence of local eponyms also serves as a strategy for preserving regional historical memory, a dimension that has rarely been highlighted in previous linguistic landscape studies.

Practically, these findings provide guidance for local governments in formulating street naming policies that balance honoring national figures with strengthening local identity. From an academic perspective, this study adds empirical evidence that linguistic landscapes function not only as representations of language but also as a medium for reconstructing local history.

4. CONCLUSION

This study concludes that street naming in Jember City predominantly employs eponyms as

a form of honoring influential figures, both at the national and local levels, categorized into eight groups: Kings, Religious Figures, Wali Songo, National Heroes, Revolutionary Heroes, Educational Figures, Health Figures, and Community or Local Figures, with National Heroes being the most represented category. The use of eponyms not only serves as a locational marker but also embodies historical, religious, nationalistic, and local identity values, thus functioning as a symbolic medium that connects public spaces with narratives of history, morality, and communal pride in Jember.

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