

Reading The Space, Understanding Action: A Semiotic-Pragmatic Analysis Of Coworking Space In Urban Indonesia

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Abstract—The phenomenon of coworking spaces reflects a profound transformation in the landscape of work and urban social life in the digital era. Through a semiotic-pragmatic approach, coworking spaces are understood as spaces in which design, facilities, and rules of use form a system of signs that influences users' behavior and social interaction. Open layouts encourage collaboration while also raising challenges related to privacy needs; advanced technological facilities and modern design reflect the values of professionalism and innovation; while the communities formed within them function as a means of shaping professional identity and strengthening networks. Coworking spaces are not merely places to work, but also embody a shift toward a knowledge-based economy, work flexibility, and cross-disciplinary collaboration in the contemporary urban context. The implications include the importance of inclusive and adaptive spatial design, the integration of coworking spaces into sustainable urban planning, and their potential to encourage social innovation and transform work culture in the digital era.

Keywords—Coworking space, semiotic-pragmatic analysis, urban Indonesia, spatial design, professional identity

I. INTRODUCTION

Coworking spaces have become an important phenomenon in the digital urban landscape, marking a fundamental shift in work patterns and urban social interaction (Fast & Jansson, 2025; Syamsiyah, 2025, Wahono et.al., 2025). These shared workspaces emerged in response to the needs of freelancers, entrepreneurs, and digital nomads who require flexible, collaborative, and efficient work environments (Chevtaeva & Denizci-Guillet, 2021; Sukirno et al., 2023). This phenomenon is closely related to the growth of the digital economy and creative industries, in which coworking spaces serve as platforms for collaboration, innovation, and professional community building (Bouncken & Reuschl, 2018; Anggraini et al., 2023). In addition to providing physical facilities such as desks, high-speed internet, conference rooms, and administrative services, coworking spaces also offer added value in the form of networking, training, and capacity development that are highly needed by actors in the creative industry and startups.

The rapid development of coworking spaces in urban centers has been driven by increasingly mobile and digital work patterns, especially among millennials and creative workers (Anggraini et al., 2023). These spaces are not only a solution to the high cost of renting conventional offices, but also encourage a shift in the meaning of the workplace, where social interaction, knowledge exchange, and cross-disciplinary collaboration become central values (Fast & Jansson, 2025). In the context of the creative city, coworking spaces function as physical environments that support the growth of the creative class, strengthen innovation ecosystems, and contribute to local economic growth through the creation of creative products and services (Anggraini et al., 2023).

Although the popularity of coworking spaces continues to increase, an in-depth understanding of how these spaces shape and are shaped by socio-linguistic dynamics in urban environments remains limited. This study aims to fill that gap by analyzing

communication practices and social interaction in co-working spaces through a pragmatic-linguistic perspective (Sukirno et al., 2023; Anggraini et al., 2023). The study begins with observations of spatial design, layout, and facilities to understand how these elements function as a system of signs that communicates particular values. The analysis then focuses on patterns of everyday interaction and communication, with special attention to speech acts, the negotiation of meaning, and identity formation among users of the space. Through this approach, the study is expected to enrich understanding of changes in communication culture in the urban context of the digital era.

This study uses a sample from a coworking space network under the pseudonym 'Pergi Kerja' (hereafter referred to as PK), which has 25 branches across seven cities in Indonesia. Data were collected through direct observation, virtual tours via PK's official website, and semi-structured interviews with seven informants who were PK users. Data analysis was conducted using the Miles and Huberman (1994) technique, which includes data reduction, data display, and verification, to identify patterns, themes, and meanings that emerged organically from the data. This study aims to answer two main questions:

1. How do the design elements, layout, and facilities at PK function as a system of signs that communicates the values of flexibility, collaboration, and innovation?
2. How do patterns of everyday interaction and communication among PK users unfold, particularly in relation to speech acts, the negotiation of meaning, and the formation of professional identity in the digital era?

II. DISCUSSION

A. *The semiotic-pragmatic approach as an analytical framework.*

The semiotic-pragmatic approach offers an analytical framework for understanding the dynamics of communication and social interaction in coworking spaces as a contemporary urban phenomenon. Semiotics allows us to analyze how elements within coworking spaces function as signs that shape meaning, while pragmatics helps us understand how that meaning is interpreted and used in specific social contexts (Chang, 2021).

In the context of coworking spaces, a semiotic approach can be used to analyze how spatial design, layout, and other visual elements function as a system of signs that communicates values such as collaboration, flexibility, and innovation (Bouncken, Aslam, & Qiu, 2021; Wijayanti et al., 2019). Meanwhile, pragmatic analysis can help us understand how coworking space users interpret and respond to those signs in their everyday interactions (Dipta et al., 2024). The semiotic-pragmatic framework also allows us to explore how coworking spaces function as complex urban 'texts' in which meaning is negotiated and transformed through social and linguistic practices (Thibault & Pellegrino, 2023). This approach can reveal how coworking spaces reflect and shape contemporary urban discourse on work, collaboration, and community.

By integrating semiotic and pragmatic perspectives, coworking spaces can be analyzed not only as physical entities that provide work facilities, but also as symbolic arenas in which communication processes, identity formation, and the negotiation of meaning actively take place. Interior design, spatial layout, visual symbols, and rules for the use of space work simultaneously as a system of signs that conveys values such as collaboration, flexibility, and innovation. Meanwhile, interactions among users reflect a pragmatic dimension in which these meanings are enacted, reinterpreted, or even challenged in everyday social practice. This approach opens up space for a more complex understanding of coworking spaces as social spaces that reflect the transformation of work culture and social structure in the digital urban era. Thus, semiotic-pragmatic analysis makes an important contribution to mapping how changes in the way we work are closely connected to changes in the way we live, interact, and build communities in the context of the contemporary city.

B. *Basic concepts of social semiotics: a focus on meaning in social interaction*

Social semiotics, as a branch of semiotics that focuses on how meaning is formed and interpreted in social contexts, emphasizes that signs and systems of meaning are not fixed, but are shaped by social processes and influenced by particular cultural contexts (Hodge & Kress, 1988). Several key concepts in social semiotics include: (1) Semiotic resources: elements used in communication, including language, images, gestures, and other cultural artifacts (van Leeuwen, 2005); (2) Multimodality: the recognition that

communication involves various semiotic modes that interact to create meaning (Kress & van Leeuwen, 2001); (3) Social context: the understanding that the meaning of signs is highly dependent on the social and cultural context in which they are used (Halliday, 1978); (4) Semiotic practices: a focus on how individuals and groups use semiotic resources in everyday social interaction (Hodge & Kress, 1988); (5) Power and ideology: an analysis of how signs and systems of meaning are influenced by and influence power structures in society (van Leeuwen, 2005).

Social semiotics emphasizes that meaning is not inherently attached to signs, but is formed through practices of use and interpretation in specific social contexts. In this view, signs are understood as part of broader social practices in which meaning is dynamic, contextual, and continuously negotiated by communication participants. This approach allows a more comprehensive analysis of semiosis because it includes various modes of communication such as verbal, visual, gestural, spatial, and material artifacts used in social interaction (Kress & van Leeuwen, 2001). In this context, every form of expression - from spatial design to the use of visual symbols in the work environment - can be seen as a semiotic construction that conveys particular values, ideologies, and identities. Therefore, social semiotics offers a rich framework for examining how meaning is created, negotiated, and transformed across diverse domains of social life, including media, educational institutions, cultural practices, and public spaces such as coworking spaces, which function not only as workplaces but also as arenas of social and symbolic representation of changes in work culture and urban interaction in the digital era.

C. Actions and interaction in spatial contexts through a pragmatic lens

As one of the branches of linguistics, pragmatics studies how context affects meaning and language use in social interaction. In relation to space, pragmatics focuses on how linguistic action and interaction are influenced by spatial context. The basic concepts of pragmatics include: (1) Speech acts: how utterances not only convey information, but also perform social actions (Kushartanti et al., 2007); (2) Context: the understanding that linguistic meaning depends greatly on the situation, place, and relationship between speakers (Rahardi, 2015); (3) Implicature: implied meaning communicated beyond what is explicitly said (Leech, 1993); (4) Deixis: the use of linguistic expressions that refer to contextual elements, including space and time (Sumarlam, 2017).

In spatial contexts, pragmatics does not only discuss situational language use, but also explores how physical and social environments shape and are shaped by communication practices and interaction. Layout, spatial boundaries, and access to particular elements in a shared workspace, for example, can encourage or instead limit collaboration and the exchange of ideas among users (Bouncken & Reuschl, 2018). A pragmatic approach allows us to understand how space functions as a context of communication that is not neutral, but rather as an entity that actively 'communicates' through the design, symbols, and social structures embedded within it (Chang, 2021). In this case, space is not merely a backdrop, but also a semiotic actor that shapes meaning, mediates interaction, and influences the formation of social identity. Pragmatic analysis of space also includes how individuals negotiate their meanings and positions within social structures through the ways they move, interact, and make use of particular spaces. In the digital era, understanding of space in pragmatic studies has expanded significantly - it is no longer limited to physical space, but also includes virtual space and digital representation. This creates new challenges while also opening opportunities to examine how visual and interactive representations of space, such as virtual tours available on the websites of coworking space providers like PK, can shape prospective users' perceptions of the functions, values, and social experiences within those spaces (Dipta et al., 2024). These representations are important because they can influence expectations, decisions to use the space, and even actual interaction patterns in the physical space concerned.

D. Characteristics, social functions, and the role of coworking spaces in urban contexts and the digital era.

Coworking spaces have emerged as a significant urban phenomenon in the digital era, reflecting fundamental changes in how people work, interact, and build communities in urban environments. Their presence marks a shift from conventional work models toward systems that are more flexible, collaborative, and technology-based. More than merely places to work, coworking spaces have become social spaces that facilitate the exchange of ideas across disciplines, build professional networks, and accommodate more autonomous and project-based work styles. In urban contexts, coworking spaces also reflect new dynamics in the use of city space by combining economic, social, and cultural functions in a single integrated environment. Characteristics such as open design, access to advanced technology, and user diversity create a work ecosystem that supports innovation and creativity. Socially,

coworking spaces function as arenas of interaction that bring together individuals from different backgrounds, enabling collaboration that is not bound by institutional limitations or formal hierarchies. In the digital era, coworking spaces have also developed as representations of the knowledge economy and of urban lifestyle transformation that increasingly prioritizes mobility, connectivity, and flexibility. Thus, analysis of the characteristics, social functions, and roles of coworking spaces can provide a deep understanding of the transformation of workspaces and social practices in the contemporary urban landscape.

The characteristics of coworking spaces reflect a blend of formal workplace elements with an informal, creative, and dynamic atmosphere (Sukirno et al., 2023). These spaces are designed to accommodate the diverse needs of modern workers, ranging from freelancers and entrepreneurs to professionals from various industrial sectors. In general, coworking spaces are equipped with facilities that support productivity and work efficiency, such as high-speed internet connections, flexible meeting rooms, lounge areas for informal interaction, and various additional amenities such as pantries, personal lockers, and phone booths (Angraini et al., 2023). Their interior design focuses not only on aesthetics, but also on ergonomics, natural lighting, and visual elements that stimulate creativity and comfort. This relaxed yet still professional atmosphere is deliberately created to encourage openness, collaboration, and the exchange of ideas among users (Süyük Makaklı et al., 2019). Thus, coworking spaces function not only as places to work, but also as social and cultural ecosystems that facilitate cross-disciplinary interaction and reflect new work values in the digital era.

The social function of coworking spaces makes them more than just places to work; they serve as active hubs of collaboration where meetings, the exchange of ideas, and interaction among professionals from various backgrounds and industries are facilitated organically (Fast & Jansson, 2025). Through these shared workspaces, networking opportunities are created that not only broaden professional connections, but also encourage the formation of innovative cross-sector collaboration. Activities such as workshops, seminars, and community events become important means of supporting collective growth and knowledge sharing (Angraini et al., 2023). In addition, coworking spaces play a crucial role in addressing the challenge of social isolation commonly experienced by freelancers and remote workers. By providing spaces that enable informal social interaction, coworking spaces create a sense of togetherness and connectedness that is important for users' mental health and work motivation (Sukirno et al., 2023). In an increasingly individualistic urban context, coworking spaces emerge as a social alternative that strengthens the cohesion of professional communities and forms a more humane and collaborative work ecosystem.

In urban contexts and the digital era, coworking spaces function not only as alternative workplaces, but also as strategic infrastructure that supports the sustainable growth of the creative and digital economy (Sukirno et al., 2023). The presence of coworking spaces often becomes a trigger for the revitalization of urban areas, especially through the use of old or unused buildings that are then transformed into new centers of economic, social, and cultural activity. This transformation strengthens the role of coworking spaces as urban catalysts capable of bringing city spaces back to life through contemporary work practices (Fast & Jansson, 2025). In the digital era, coworking spaces bridge the physical and virtual worlds, creating work ecosystems that enable collaboration across space and time, both face to face and online, through the use of integrated digital technology (Angraini et al., 2023). As such, coworking spaces have become a major support for hybrid work models that have increasingly dominated the post-pandemic period, offering flexibility for individuals to choose work environments that suit their needs, preferences, and productivity (Fast & Jansson, 2025). Beyond their functional role, coworking spaces also play symbolic and identity-related roles, as arenas where values such as flexibility, openness, collaboration, and innovation are not only expressed symbolically through spatial design and culture, but also practiced in users' everyday interactions (Syamsiyah, 2025; Süyük Makaklı et al., 2019). Therefore, coworking spaces represent a new urban work landscape - dynamic, open, and collaborative - that reflects changing work values in digital society.

With their diverse characteristics, social functions, and roles, coworking spaces have become important elements in the urban work ecosystem of the digital era, reflecting and shaping new ways of interacting, collaborating, and creating value in modern cities. From the perspective of urban semiotics, coworking spaces can be understood as cultural signs that represent particular values - such as openness, creativity, and mobility - embodied in a variety of symbolic elements, ranging from open and flexible interior design, to the naming of spaces that reflects work philosophy, to visual branding that emphasizes a productive and innovative lifestyle. Each of these elements has not only aesthetic or practical functions, but also plays a role in shaping perceptions and

expectations of the space, and in communicating the collective identity of the community within it. Meanwhile, a sociolinguistic approach enables deeper observation of the patterns of communication that develop within coworking spaces, including language style, collaborative practices, and discursive norms that regulate interaction among users. These interactions also shape users' social identities, both individually and collectively, and create distinctive discursive practices which in turn reinforce the role of coworking spaces as spaces of meaning production as well as social spaces in the contemporary urban landscape. In this framework, coworking spaces are not merely places to work, but also fields of symbolic articulation and social praxis that reflect the dynamics of new work culture in urban digital society.

E. Spatial Design as a Sign System: An Analysis of PK Coworking Space

This section specifically presents findings that answer Research Question 1, namely how the design elements, layout, and facilities at PK coworking space form a system of signs representing values such as flexibility, collaboration, and innovation. Based on direct observation, virtual tours, and interviews, it was found that various visual and spatial aspects were strategically designed to create an atmosphere that encourages dynamic work and interaction among users. Table 1 summarizes the main observed elements along with interpretations of the meanings that emerge in the context of using the space.

To understand how coworking spaces function as spaces for the production of meaning and social interaction, direct observation was conducted on three main elements that shape the user experience: spatial layout, interior design, and the facilities provided. These three elements not only reflect practical functions, but also convey symbolic and social values that encourage particular patterns of interaction. The following table summarizes the observational results regarding these elements in the context of PK coworking space.

Table 1: Three Main Elements of PK Coworking Space Based on Observation

Main Element	Sub-Element	Description
1. Layout	Spatial Zoning	Includes private office areas, shared workspaces (coworking areas), meeting rooms, lounges, phone booths, event spaces, pantries, and relaxation areas
	Spatial Organization	The layout supports flexible movement, spontaneous collaboration, and also provides private spaces for individual work needs.
2. Interior Design	Aesthetics & Atmosphere	Features a modern and stylish design with natural lighting, ergonomic furniture, and inspiring decor that creates a professional-yet-relaxed atmosphere.
	Value Representation	Symbolizes the values of flexibility, collaboration, productivity, innovation, and inclusivity within the urban professional community.
3. Facilities	Technology	High-speed WiFi, digital access systems, room-booking applications, and technology-based security.
	Support Services	Receptionist, onsite staff, cleaning service, mail service, administration, business consultation, pantry, free coffee/tea, drinking water, phone booths, lockers.
	Membership System	Various membership models: daily, monthly, dedicated desk, private office, virtual office, flexible, and multi-location.
	Interaction & Community	Community events, networking, workshops, collaboration among users, as well as informal interaction in lounge areas or event spaces.

The physical elements in PK coworking space do not function merely in a practical sense, but also act as a system of signs that articulates the core values of the workspace in the digital era. Through a semiotic approach, various physical aspects of the space can be read as visual, spatial, and linguistic representations that together shape social meaning in the context of modern work.

First, in terms of layout, PK applies spatial zoning that reflects flexibility and responsiveness to diverse work needs. The data in Table 1 show a clear division between private offices, open coworking areas, lounges, as well as meeting rooms and pantries connected through open circulation. This zoning allows users to choose spaces according to their work style, whether individual or collaborative. The circulation that connects the main work area with supporting facilities also creates opportunities for spontaneous interaction. This element not only supports efficiency, but also represents the value of collaboration that lies at the core of work culture in PK coworking space. The placement of service areas such as pantries and meeting rooms near public zones also strengthens accessibility and interaction among users. These findings are in line with the studies of Sukirno et al. (2023) and Süyük Makaklı et al. (2019), which emphasize that open and integrated layouts encourage collaboration and the exchange of ideas, while also becoming arenas for the negotiation of meaning and the formation of professional communities. The semiotic-pragmatic approach used in this article highlights that spatial layout and zoning function not only practically, but also as a system of signs that articulates the values of flexibility and collaboration through users' everyday social practices and interactions (Hodge & Kress, 1988; van Leeuwen, 2005; Fast & Jansson, 2025, Syamsiyah, 2025).

Second, interior design plays an important role as a visual marker that reinforces the identity of the contemporary workspace. Comfortable ergonomic furniture and inspiring decoration - such as the slogan 'Create Your Purpose' - communicate a commitment to productivity and innovation. The data in Table 1 also confirm the use of abundant natural lighting and touches of greenery in the interior design, creating an atmosphere balanced between professionalism and comfort. This shows an awareness of the importance of mental health and well-being in the contemporary work environment, as expressed in the studies of Süyük Makaklı et al. (2019) and Anggraini et al. (2023) regarding the importance of spatial atmospheres that support users' visual and psychological comfort. Within the framework of social semiotics, these visual and spatial elements become semiotic resources that shape the meaning of the space as a place that is not only productive, but also humane and inspiring (Kress & van Leeuwen, 2001; van Leeuwen, 2005). A multimodal approach - combining visual, spatial, and linguistic aspects - reinforces the message that PK co-working space is a space that supports balance between work and well-being (Gürsimsek, 2012).

Third, technological facilities become digital signs that reinforce PK's image as a workspace responsive to the demands of the digital era. The presence of an integrated room-booking application, 24/7 access, high-speed WiFi connections, and phone booths for private conversations, as listed in Table 1, reflects efficiency and flexibility in work time adjusted to individual rhythms. These facilities symbolize attention to privacy and productivity - two major values in today's digital world of work. The addition of event spaces and communal rooms also expands the social function of coworking spaces as places for community interaction and professional network development. The studies of Anggraini et al. (2023) and Fast & Jansson (2025) confirm that digital and high-tech facilities in coworking spaces are not only supporting tools, but also systems of signs representing innovation, professionalism, and readiness to face contemporary work challenges. From a pragmatic perspective, these facilities also facilitate the negotiation of meaning and professional identity through patterns of spatial and technological use in everyday interaction (Rahardi, 2015; Dipta et al., 2024).

Thus, the integration of flexible layouts, inspiring interior design, and advanced technological facilities at PK does not merely fulfill practical functions, but also forms a multimodal sign system that articulates the values of flexibility, collaboration, and innovation (Gürsimsek, 2012). Through a semiotic-pragmatic approach, all of these elements play an active role in shaping social practices, interaction patterns, and users' professional identities, while also reflecting the transformation of urban work culture in the digital era.

All of these elements do not stand alone, but complement one another through multimodal strategies. Visual representation through modern design and bright colors emphasizes the value of innovation. Spatial representation through flexible spatial arrangements reflects adaptability. Meanwhile, linguistic representation through motivational slogans such as 'Create Your Purpose' reinforces the collaborative spirit. These findings are also strengthened by the experiences of remote workers in Syamsiyah's (2025) study, which state that the atmosphere of shared spaces such as coworking spaces 'provides social energy without pressure to keep interacting... the right balance, I can focus yet still feel connected to the community, even if only through shared space and unspoken togetherness.' This confirms that the layout and interior design of coworking spaces not only support work functions, but also build collective meaning and the identity of professional communities in the digital era. The synergy of these three elements makes PK

coworking space not merely a workplace, but also a medium that actively shapes and voices digital identity, productivity, and collective work values in the contemporary urban context. These findings are in line with the data in Table 1 and previous studies highlighting the role of co-working spaces as arenas for the negotiation of meaning, innovation, and the formation of professional communities in the digital era.

F. Dynamics of Interaction and Identity Formation in PK Coworking Space

This section specifically presents findings that answer Research Question 2, focusing on patterns of everyday interaction and communication among users of PK coworking space, especially in terms of speech acts, the negotiation of meaning, and the formation of professional identity in the digital era. Interview and observation results show that interaction takes place in an informal yet professional atmosphere, marked by the use of collaborative speech acts such as offering help, sharing information, and using humor as a marker of social closeness. The negotiation of meaning emerges in cross-disciplinary discussions that require clarification of terminology, adjustment of communication style, and agreement on shared values. In this space, the formation of professional identity is determined not only by formal attributes such as position or institution, but also by active participation in the community, contribution of ideas, and digital presence through internal platforms. PK coworking space functions as a semi-public space that allows its users to build professional personae that are fluid, adaptive, and contextual, reflecting shifts in how individuals negotiate their roles in an increasingly digitized work landscape. Table 2 below summarizes ten forms of speech acts that frequently appear in everyday interaction at PK, together with their contexts of use and an analysis of their pragmatic functions that reflect the values of collaboration, flexibility, and mutually negotiated professional identity formation.

Table 2: Speech Acts in PK Coworking Space

No.	Data (Utterance)	Context of Use	Type of Speech Act	Pragmatic Function	Code
1	Push the Limit	Visual sign in the work area	Directive	Motivates users to work harder	TT-DIR-01
2	Create Your Purpose	Slogan on the meeting room panel	Expressive	Encourages enthusiasm and personal reflection	TT-EKS-01
3	"Welcome!"	Greeting from the receptionist	Expressive	Creates a friendly and inclusive impression	TT-EKS-02
4	"Is there anything I can help you with?"	Interaction between staff and users	Commissive	Offers support and builds trust	TT-KOM-01
5	Event tonight at 7 PM!	Internal announcement	Assertive	Provides information and builds community participation	TT-ASE-01
6	Please clean up after use	Instruction in the shared kitchen	Directive	Maintains cleanliness through a polite reminder	TT-DIR-02
7	"Great presentation!"	Post-presentation comment	Expressive	Gives praise and reinforces self-confidence	TT-EKS-03
8	"Can I join your discussion?"	Request to join an informal discussion	Directive	Creates collaboration opportunities through permission to participate	TT-DIR-03
9	"I'm working on a similar project."	Initiation of conversation among users	Assertive	Opens opportunities for synergy and cross-disciplinary collaboration	TT-ASE-02
10	"See you tomorrow!"	Closing greeting in daily interaction	Expressive	Strengthens social relations and continuity of interaction	TT-EKS-04

Notes:

TT: Speech Act
DIR: Directive
EKS: Expressive
KOM: Commissive
ASE: Assertive

The number at the end of the code indicates the order in which that type of speech act appears in the data.

Figures 1 and 2 provide concrete illustrations of how these elements are applied in physical space.



Fig. 1: Motivational Sign in PK Coworking Space

Figure 1 shows the sign 'Push the Limit' placed in a particular area of PK coworking space. This sign functions as a symbol of motivation that encourages users to go beyond their limits and keep striving harder. As an element of spatial design, the sign not only provides visual direction, but also creates an atmosphere that supports the values of flexibility and high achievement in a shared workspace.



Fig. 2: Slogan in the Meeting Room of PK Coworking Space

Figure 2 displays the slogan 'Create Your Purpose' shown on the wall panel of the meeting room. This slogan serves as a reminder for users of PK coworking space to define their goals and work with focus. As a decorative and inspirational element, the slogan supports the creation of meaning and motivation in the work environment, while also strengthening collaboration and creativity among users.

The interaction patterns that emerge in PK coworking space reflect the logic of hybrid space that combines physical and digital dimensions. In this context, speech acts and the negotiation of meaning do not merely reflect functional communication, but also reproduce values characteristic of the digital era. Analysis of the observation and interview data shows three main patterns that reveal the socio-linguistic dynamics of this space.

First, speech acts and social functions display a distinctive frequency distribution. Directive speech acts dominate (39%) and often appear in forms such as 'Push the Limit' or 'Please clean up.' These expressions function not only as practical instructions, but also as spatial metaphors that connect the physical limits of space with the drive to achieve professional ambition - in line with the findings of Bouncken and Reuschl (2018). Expressive speech acts (33%), such as 'Great presentation!' or 'Welcome!', play an important role in strengthening the sense of togetherness and community solidarity, as explained by Leech (1993). Meanwhile, assertive speech acts (22%), for example 'Event tonight at 7 PM!' or 'I'm working on...', open space for information exchange and the potential for cross-sector collaboration, referring to Searle's (1969) classification.

Second, the negotiation of meaning in hybrid space is realized in three dimensions: temporal, social, and digital. Temporally, 24/7 access to the space allows users to adjust their working hours according to their respective rhythms and lifestyles. Socially, the dynamics of interaction in open lounge areas compared with private rooms reflect tension and compromise between the need for collaboration and the need for concentration. In the digital dimension, the use of applications to book rooms becomes a form of

implicit negotiation over 'rights of use,' helping to prevent conflict and support social cohesion - a phenomenon that can be analyzed through Leech's (1993) theory of implicature.

Third, the formation of professional identity at PK takes place actively and on multiple levels. Referring to Tajfel's (1979) theory of social identity, coworking space functions as a referential group in which users construct their professional identities. This process takes place through three stages: membership categorization (daily vs. monthly) which reflects social stratification among users; identification through the use of premium facilities as symbols of 'urban creative class' status; and comparison in the form of cross-sector interaction (for example between startups and corporations) that reinforces collective identity as agents of digital change. Van Leeuwen's (2005) theory of social semiotics enriches this understanding by emphasizing that professional identity is not fixed, but continuously negotiated in everyday practices - such as participation in informal discussions in the lounge ('Can I join your discussion?' - TT-DIR-03) or exhibitions of work in event spaces.

Through a semiotic-pragmatic approach, PK coworking space can be read as a multimodal urban text, as stated by Gürsimsek (2012). Within it, spatial design plays the role of a system of signs encoding digital values; user interaction becomes a pragmatic practice that produces and sustains the meanings of collaboration and innovation; and professional identity is formed as a result of interaction between spatial signs, speech acts, and socio-cultural context. These findings are in line with the study by Fast and Jansson (2025), which refers to coworking spaces as an 'arena of urban discourse' - a space in which digital work values are not only represented, but also dynamically negotiated and questioned.

G. Critical Notes

Although this study provides an in-depth picture of coworking space dynamics through a semiotic-pragmatic approach, several limitations need to be considered so that interpretation of the findings remains proportional. First, the study's focus on only one coworking space network, namely PK, limits the generalizability of the findings. Practices, cultures, and interaction dynamics in other coworking spaces in Indonesia, which may have different characteristics, user segmentation, or business models, are not yet adequately represented in this study. Second, the method used is still dominated by a qualitative approach through observation and interviews with a limited number of informants. As a result, the study cannot yet present a comprehensive statistical picture of patterns of spatial use, variations in user satisfaction, or broader trends of cross-sector collaboration. Third, aspects of accessibility and potential social impacts such as gentrification, which are beginning to emerge as important issues in urban coworking space discourse, are only briefly discussed and therefore have not been explored in depth in this study. Therefore, further research with broader scope, involving various coworking space models in different cities, and adopting a mixed-method approach that combines qualitative and quantitative data is greatly needed. This effort is expected to enrich the findings, deepen understanding of the social implications of coworking spaces, and provide more inclusive and applicable recommendations for the development of shared workspaces in urban Indonesia.

III. CONCLUSION

In the contemporary urban context, coworking spaces function as complex arenas in which meaning, identity, and social practices are negotiated and transformed. Semiotic-pragmatic analysis shows that the design elements, facilities, and rules within coworking spaces have not only practical functions, but also form systems of signs that influence users' behavior and interaction. The main findings of this study include: (1) open spatial design in coworking spaces encourages collaboration and the exchange of ideas, but may also hinder the need for privacy; (2) the technological facilities provided and modern design reflect and encourage the values of professionalism and modernity; (3) coworking spaces play an important role in the formation of users' professional identity; (4) the communities formed within coworking spaces become significant resources in the development of professional networks.

Coworking spaces function not only as places to work, but also as mirrors of urban social transformation. They are physical manifestations of fundamental changes in how urban society works, interacts, and views productivity. This phenomenon illustrates a shift toward a knowledge-based economy, increased work flexibility, and the importance of cross-disciplinary collaboration in urban innovation.

This study shows that coworking spaces have significant potential to shape the future of work and interaction in urban areas. However, coworking spaces also present challenges, such as their potential contribution to gentrification and questions regarding long-term accessibility for various groups. Therefore, future implications include: (1) the need for more inclusive and diverse coworking space designs to accommodate different work needs and preferences; (2) the importance of considering the role of coworking spaces in urban planning and the development of sustainable urban communities; (3) the potential of coworking spaces to encourage innovation and sustainability in broader urban contexts.

In conclusion, coworking spaces are not merely temporary phenomena, but have become an integral part of the evolution of the work landscape and urban social life, in which language - whether in the form of spatial design, visual symbols, or everyday communication practices - plays a central role in constructing meaning, identity, and patterns of interaction among users; therefore, a deep understanding of semiotic and pragmatic dynamics in coworking spaces is essential for designing work environments that are effective, inclusive, and sustainable, while also ensuring that these spaces are able to adapt and make positive contributions to the transformation of work culture and communication in the digital era.

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