



WHAT IS IN A NAME? EXPLORING THE NAMING OF RESTAURANTS IN PURWOKERTO

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Abstract. Toponymy is a branch of onomastics that studies place names. Toponyms are not only limited to the names of cities, villages, or streets but also include naming more specific places, such as restaurants. The locations studied in this research are restaurants located in Purwokerto. This research aims to understand the meanings of restaurant names in Purwokerto. The qualitative descriptive method used in this study displays data as descriptions rather than numerals. The data collection techniques used are interviews and literature studies. After collecting the data, a semantic approach was used in this study to examine the data to decipher the referential meaning associated with the names of the restaurants in Purwokerto. The research found that the restaurants are named based on characteristics of the restaurants, the owner's name, place of origin, menu, and owner's hopes. Of the 32 restaurants studied, three have names based on distinctive characteristics, seventeen have names referring to personal branding, four have names based on their location, five have names based on the highlighting menu or specialty, three have names based on unique selling proposition and three have names based on vision and aspiration.

Keywords: toponymy, semantics, restaurant, Purwokerto, referential meaning

A. Introduction

In essence, all human activities cannot be separated from language. Language is used as a tool to express individual or group identity, and how that identity is reflected in the language used. Language is a human communication tool that has an important role in the formation of a name. Through language, a name has a unique and varied appeal.

According to KBBI, toponymy is a branch of onomastics that investigates place names. Toponymy is not only limited to the names of cities, villages, or roads but also includes naming more specific places, such as places to eat. Many factors influence the naming of various eating places so it becomes a characteristic and differentiator from other eating places. These factors are applied based on human mindset, daily language, and local cultural influences. According to the Sapir-Worf Hypothesis (in Kramsch, 2001:11) the use of language affects the way a person thinks and behaves.

The naming process is analyzed using semantics, which studies or examines the meaning of a name that has certain reasons for its naming. A naming is related to a symbol or symbol related to a concept that appears when spoken (Septiani, et al. 2020). In Dia, E., et al. 2022) semantics is a scientific study of word meaning, origin, and shifts or changes in word meaning. According to Parera in Septiani, et al. (2020), semantics is a study that discusses the analysis of meaning in linguistics.



Toponymy was created because there are reasons behind it, one of which is in the restaurant business. The name of a restaurant often serves as the first point of interaction between a business and its potential customers. In many cases, a restaurant's name is not just a label, but a reflection of its identity and concept to represent. In Purwokerto, an area known for its rich culinary diversity, restaurant names play a significant role in attracting patrons and establishing a memorable brand presence. This article delves into exploring how restaurant names are chosen. Through this analysis, this study will gain insight into the intersection of creativity and business strategies within Purwokerto's vibrant food scene

B. Methods

This research uses a qualitative description approach, which presents data in the form of descriptions rather than numbers. According to Sugiyono (2014), a qualitative approach is a naturalistic method whose research is conducted in natural conditions (natural setting). The data of this research are the names of food stalls sourced from the naming and toponymy philosophy of restaurants in Banyumas located in North Purwokerto. According to Sudaryanto, the data collection method is a way that must be implemented, while the data collection technique is a way to implement the method. Data collection was done by interview technique and literature study. The interview technique was conducted by interviewing the owner or employee of the restaurant who understood the meaning behind the name of the restaurant. The literature study was conducted by reading the results of previous research, journals, and theoretical references that are aligned with the object of research. Data analysis using a semantic approach to determine the referential meaning of the naming of places to eat in Purwokerto.

C. Results and Discussion

Pateda (2010) states that referential meaning is a meaning that is directly related to the reference pointed to by the word. Referential meaning is the meaning of language elements that are closely related to the world outside the language, in the form of objects or ideas, and can be explained through component analysis. Referential meaning is also defined as meaning that is directly related to reality or reference (referent). Referential meaning relates to a concept that has been agreed upon by the language community (Djajasudarma, 2013). Based on data collection and data analysis, thirty-two restaurant names were found to be included in the referential meaning. The research results are described in the following table.

Table 1. Restaurant naming in Purwokerto

No	Naming of restaurants	Amount
1	Personal Branding	17
2	Highlighting Menu or Specialty	5
3	Location	4
4	Unique Selling Proposition	3
5	Vision and Aspiration	3
Total		32

1. Personal Branding

The naming of the restaurant is made by referring to the name of the person who invented or created the restaurant. Based on the results of the analysis conducted, seventeen names were found that refer to people's names. In the data described in the table, it is found that the naming of the restaurant is based on the name of the owner of the restaurant such as Bu Tini's restaurant which is taken from the owner's name, Mrs. Tini. Other data found naming based on personal branding in Warung Pak Seno with the owner named Seno, Pak Rustam's food stall with the owner named Rustam, and Pak Sidik's food stall with the owner named Sidik. In addition, Mrs. Susi's food stall was also found using the name of the owner herself. The same with Mrs. Susi, Mrs. Pon's food stall and Mrs. Eni's food stall.



Based on the data found, there are also names based on nicknames or not the owner's real name. For example, the Cimot restaurant was given this name because Cimot was the owner's nickname when he was young (not his real name). Other data on Dapur De Thonk found a naming background based on the owner's nickname, namely "Thong" from the real name "Anton" which is twisted into "Thonk". "De" itself is taken from 'Pak Gedhe'. There is also Cici's Kitchen which uses the owner's nickname. There is also naming by taking the nickname of the buyer such as Warung Bune which is taken from Ibune's greeting.

In some restaurants, there is a combination of the names of people related to the restaurant or owner. For example, in Ayam Kremes Asfinna, the name Asfinna is taken from the combined names of the owner's husband, wife, and child. Cafeteria Vandila is also short for the names of the owner's children, namely Ivan, Dandi, and Lia.

Some data shows shortening from a combination of words such as in Menwari restaurant with a combination of the owner's mother's name and the title of mother in Balinese. "Men" in Balinese is called mother. "Wari" is taken from the owner's mother's name, Mrs. Haswari.

Some restaurants use the names of the children of the business owners, such as Nasi Goreng Bu Adib, Alfarizki Fried Chicken, cafeteria Vandila, and Ayam Kremes Asfinna. However, Cafeteria Vandila and Ayam Kremes Asfinna use abbreviations for their business naming concepts.

2. Highlighting Menu or Speciality

The results of the data analysis found five restaurant names with one of the menus, main menus, or foods sold in the restaurant. At Pak Doel Ahlinya Kremesan restaurant, the most popular menu is ayam kremes. The same name is also found in the Ayam Kremes Asfinna restaurant with the kremes chicken menu sold in the restaurant. At Warung Sego Ayam restaurant, the naming comes from the Javanese language with Sego which means rice. When combined into chicken rice, it is named so because this food stall provides a variety of chicken menus.

Naming based on the menu is also found in Warung Makan Super Penyetan and Ayam Siram Purwokerto. Super Penyetan is named because some of the menus sold are penyetan which later became the best seller. Furthermore, the name of Ayam is because the menu sold is served with a variety of sauce options such as Padang sauce, black pepper sauce, etc.

3. Location

Based on the research conducted, four names were found based on the place of origin or mention of the name of the place where the restaurant building operates. The data found based on the naming of the place of origin is found in the SD 4 food stall with the naming because it is located near SD 4 Grendeng. In other data, the Kebon Lor food stall was found, because initially, the location of the restaurant was just a kebon (in Javanese) which means garden. The word 'Lor' in Javanese means North, so Kebon Lor means a garden located to the North of the restaurant owner's house.

In other data, naming is found based on the origin of the owner, one of which is Ayam Geprek Plat R whose owner comes from Banjarnegara with the license plate letter R. There is also a Warung Perempatan restaurant that operates at a red light intersection.

4. Unique Selling Proposition

The naming of the restaurant is made by mentioning one of the elements that characterize the restaurant. Based on the results of the analysis conducted, three names were found based on the mention of characteristics. Based on the research, it was found that the name of the restaurant is based on its characteristics, namely Mampir Pawon and Warung Djago Jowo. The name of Mampir Pawon is because this restaurant has a characteristic in cooking food, which



is using a pawon and can be seen directly by visitors. Then, the naming of Warung Djago Jowo is because this place uses the concept of a typical Javanese joglo house and is accompanied by classical Javanese music. The characteristics of the restaurant are also found in the form of restaurants such as Warung Ijo Mamake whose building paint is green with the seller being a mother of two children who is usually called Mamake.

5. Vision and Aspiration

The results of the data analysis found three restaurant names with words or terms that contain hopes, prayers, or meanings that are important to the owner. In Ayam Kremes Asfinna restaurant, the word Asfinna in Arabic means benefits for all. Then similar data is found in Kedai Sejalan, which is named so with the hope of always being in line or getting along with other sellers around the Kedai Sejalan place. In other data, we found Motekar food stall, which is taken from Sundanese Sanskrit meaning independent. The owner hopes that Motekar food stall can run independently and be successful in its business.

D. Conclusion

Language is an individual or group identity. Naming is one form of language identity that has certain functions. A naming is motivated by inspiration that contains philosophy. In everyday life, it can be found that every food stall has a different name. Behind this naming, the owner of the food stall has its own purpose and purpose about the reason for choosing the name. This study examines the referential meaning of food stalls in Purwokerto. Referential meaning is defined as meaning that is directly related to reality or referent.

Based on the results of the analysis and discussion that has been presented, thirty-two food stall data were found. The data is then categorized based on characteristics, owner and maker, place of origin, menu and expectations. Three food stalls have naming based on characteristics, seventeen food stalls have naming that refers to the name of the owner or person, four food stalls have naming based on the place of origin, five food stalls have naming based on the menu, and three food stalls have naming based on expectations.

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