

Culinary Naming of Food Stalls in 4 Cities of Pendalungan: Semantic Study

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Abstract— This research delineates the meanings of food stalls within pendalungan area with 4 chosen cities, namely Jember, Bondowoso, Situbondo, and Banyuwangi. The data were collected through observation and making notes. Food stalls whose names are recorded as data were located on public spaces, namely market, town square, hospital, and ways along the trip to reach those selected areas. Employing Chaer's classification of naming things and revealing lexical and associative meanings, the names of collected food stalls were paired associatively with the classification of food names by Fitriasis. The result shows that among 272 food stalls' names, there are 4 of 9 Chaer's classification, to wit, the names of the inventors (in this culinary case, this classification includes the name of the sellers) with 12.5%; the origin place (covering names of city or country) where the food was initially known by public (including the place where the stalls are located) with 3.9%; abbreviation with 0.4%; and new naming with 83.3%. Further, the analysis on lexical and associative meaning results that food stalls' names such as PETIR (lightning), MERCON (firework), JUDES (bitchy), NYONYOR (bruise), TEROR (terror) etc. are associatively linked to the taste of the meals, while KABUT (fog) is associated with the color of the food, and BUTO (giant), MEGA (huge), KERIKIL (gravel), LONGSOR (landslide), and AMBYAR (mess/disordered) etc. representing their size and appearance. Among the aforementioned corresponding meanings, the names with taste likeness reach the highest number (67.6%) followed by the appearance and size of the dish, and color with 29.4% and 2.9% respectively. This research found that the more the unique names picked by the sellers, the more the customers' attention will be caught. In addition, even though the sellers may arbitrarily name their food stalls, even with negatively-sense of meanings, the names should mirror potentially the qualified taste and innovative dishes

Keywords— Culinary naming, lexical meaning, associative meaning.

I. INTRODUCTION

Name symbolizes an entity. A person's name represents his entity. Personal pronoun signifies personal entity. A name designated to an object is the reference of the object. Different considerations underlie designation of an object's name. Reciprocity of the name and the object is indicative that the name entitled to an object is the representation of the object. A designated object as a 'car', therefore signifies its shape, function, and use. This also works for personal name. Mardiatun as a person's name represents an entity of a human being. Thus, naming is significant in finding the best representation of the entity.

Essentially, the choice of which label/name to use serves the foremost objective of projecting positive 'designation' or impression semantically. Generally, the decision to choose

certain name to identify certain business, organization, or company falls under the attempt to gain the best virtue or 'luck'. It is thus expected that the positive value carried by the chosen sign translates into positive impression in the minds of the designated customer. Name of a restaurant supposedly invite customers to experience what the meaning of the name offers. 'Lestari' or 'preserved' in 'Rumah Makan Lestari', 'Jaya' or 'Victorious' in 'Rumah Makan Antan Jaya', 'Jawa Timur' or 'East Java' in 'Rumah Makan Jawa Timur', 'Rumah Makan Padang', 'Sumber Nikmat' or 'Origin of Delight' in 'Rumah Makan Sumber Nikmat' are some examples. By agreeing on the convention of the general meaning of the names, the owners expect customer to experience them in person.

Recently, uncommon naming for restaurants gained popularity. These restaurant owners break the general convention of positive impression of the naming by choosing unconventional and even controversial names. In some cases, they impose semantic extremity. 'Mie Setan' or literally 'Devil Noodle' is one example. This certainly raises some questions. At the very least it attracts attentions. Most notably within predominantly moslem society, devil is cursed figure who swears to lead human being to go astray. Therefore, most believers would try to the best of their ability to go against devilish lures. Naming convention in personal naming of business will not include semantic closeness to this entity. Being the enemy of mankind, anything related to the devil is profoundly dissociated in naming convention. Another example would be 'Rumah Makan Teror' or 'Terror Restaurant' which is a seafood restaurant. The word 'terror' denotes attempts of inflicting profound and prolonged fear from which the perpetrator appropriately referred to as terrorist. There is none of positive connotation attached to the word and being considered enemy of the state the choice of using it supposedly exposes proclivity for all-around negative reception. Yet, it begs a question why some choose to use it? What is the motive of such choice?

II. THEORETICAL FRAMEWORK

Linguistic research working with data in culinary world is interesting. Culinary discussion offers not only matters of meeting people's dietary needs. Nawiyanto et al [1] suggest that culinary discussion also brings about people's expressions and strategies of maintaining staple sufficiency. Using samples from the village of Tanjungrejo, a subdistrict of Wuluhan in Jember regency, Fuad and Hapsari [2] attempt to

specify symbolization and local expression of local food indicative of local wisdom. Fitrisia's [3] 2019 dissertation research finds five components out of three word classes (Noun, Verb, and Adjective) of local food naming in Aceh. Accordingly, there are nine fundamentals in food naming: fictitious personification, main ingredient, color, cooking/preparation technique, shape resemblance, seasoning, taste, cooking utensils, and onomatopoeia. It also suggests six functions of culinary in the peoples' socio-cultural lives, namely appreciation and respect of others, humility, forgiveness, cooperation or communal work ethic, gratitude, and hospitality.

People's orientation toward food also shifts as globalization changes people's life style. Foreign culture introduces different diet as well as idealization of its labeling. Suddenly the philosophy of food based on local wisdom leans toward foreign values under the impression of more modern, even better, culinary and eating experiences. People break away from conventional naming system to a more open and exploratory system to make way for their product to come to the attention of more customer, thus broader market share. "Branded Life" becomes the new norm in dietary pattern that also introduces a new system of sign and supposedly universal understanding [4].

Faisah, et al, [5] report several unique naming of food and beverages in Jember area. "Bakso asap" (asap being the acronym for 'ayam' and 'asap' which literally means chicken and beef informing the base ingredients of the 'bakso' or meatball), "nasi goreng selimut" (blanket friend rice), "ayam remuk" (broken/mashed chicken), "bakso serabutan" (dispersed/unorganized meatball), "es jerman" (jerman being the acronym for 'jeruk' (orange) and 'manis' (sweet)), "es tuyul" (iced drinks referring to certain mystical creature), and "wedhang cor" ('cor' here literally refers to mixture of cement, gravel, and sand for concrete building construction). The semantic analysis of these names offers an understanding that the associative meaning of the words used will project innovative image of distinctive taste. Researching coffee shop naming or branding in Surabaya, Santosa [6] notes that by associating product branding with personal feelings coffee shop owners hope to build positive image and energy for their customers. Some examples are "Janji Jiwa" (Soulful Promise), "Lain Hati" (Different Heart), "Kopi Kenangan" (Memorable Coffee), "Kopi Kangen" (Longing Coffee), "Pelipur Lara" (Cheer up), "Awal Cerita Kopi" (The Beginning of Coffee Story), "Kopi Teman Baik" (Best Friend Coffee), "Kopi Teman Mikir" (Sharing Partner Coffee), "Kopi Koko Nakal" (Bad Chinese Lad Coffee), and "Titik Koma" (Semi Colon). Silviana;s [7] research informs that Jember area shows significant growth in culinary business that to grab customers' attention unique brands/names had to be invented like ayam lava (lava chicken), bakso kabut (misty meatball), ceker gobyos (sweaty chicken foot), mie angel (complicated noodle), bakso rudal (missile meatball), mie setan (satan noodle), mie iblis (devil noodle), bakso mercon (firecracker meatball), bakso judes (blabbermouth meatball), bakso setan (satan meatball), usus setan (satan intestine), ceker iblis (devil chicken foot), oseng mercon (firecracker stirfry), ayam

pelakor (paramour chicken), keong racun (poison sea snail), jamur jontor (burning mouth mushroom), mie kosot (Madurese vocab for untangled), mie tobik, mie tapok (slap in the face noodle), and mie torkop (Madurese for punch). The analysis of these names suggests that the signs used are clear indication of the food's taste and plating.

The results of the aforementioned researches show that culinary naming is a prominent start of the business as culinary enthusiasts may first get attracted by the name more than the actual food. This, by far, indicates that the naming speaks more about the customers than the actual product that the sign has been exploited for financial benefit [4]. owing to the previous researches and Susilo's proposition, the present research serves as a follow up research by suggesting more data samples taken from Jember, Bondowoso, Situbondo, and Banyuwangi. Beside promoting wider areas of data collection, this research will enhance the analysis in terms of diction within the contexts of locality and social and economic potentials.

In exploring the semantic of the naming, the research applies the nine naming background by Chaer [8] namely sound imitation or onomatopoeia, parts identification, unique characteristics, inventor and maker, origin, material or ingredient, likeliness, contraction, and coining. The naming background of culinary stalls/restaurants prompts two methods, lexical and associative meanings. Lexical meaning refers to the meaning of the lexeme or word that refers directly to dictionary while associative meaning refers to the meaning attached to the lexeme or word which are not referable to lexical reference or dictionary. The latter owes Fitrisia's [3] research on culinary naming system which employs several components as fictitious personality, main ingredients, colors, production techniques, shape likeliness, seasonings, tastes, cooking utensils, and onomatopoeia.

III. RESEARCH METHOD

The present research is qualitative by nature as it works with words or phrases in culinary stalls naming in four areas also known as tapal kuda area which includes four regencies, Jember, Bondowoso, Situbondo, and Banyuwangi. Data are collected through visual observation and note taking. The names of the culinary stalls are noted and centers of public activities like town squares and markets are observed. The researchers note and document unique food stalls' names. During observation, short interviews are also conducted. The data then are classified according to Chaer's [8] proposition on naming background. Lexical meaning analysis involves rigorous dictionary look ups and associative meaning analysis is accomplished by working with the contexts of the culinary products at hand. Once the associative meanings are established, the naming formulation will be attested to Fitrisia's [3] dissertation.

IV. DISCUSSION

Field data collection takes place along the way from town squares, markets, and malls toward public space down the city centers. The data are carefully selected based on the uniqueness of the names. The following table sums up the

distribution of the 272 names collected.

TABLE 1. The Towns and Numbers of Data

No.	Towns	Total
1	Jember	30
2	Bondowoso	50
3	Situbondo	49
4	Banyuwangi	143
TOTAL		272

The time allocation and the numbers of existing restaurants determine the distribution of the data based on the relevant city/area. The data collected depends entirely on the time of data collection. More collection is required as the growing number of potential data, i.e. restaurants' names will continue to grow as per the data collection period of the present research. Time constraints also limits researchers work in gathering the optimum possible data, so more data within the geographical area of the research invites continuous work for future researchers.

Overall, the data can be classified using two major determinants, namely the product and the unique restaurants' names as follows.

TABLE 2. The Classification of Foods and Total

No	Food Classifications	Towns and Total					%
		JB R	BD W	STB	BW I	TOT AL	
1	Meatball, Chicken noodles, Bakmie	15	15	16	19	65	23,9
2	Beverages/drinks (juice, coffee, etc.)		14	12	36	62	22,8
3	Foods (Nasi pecel, soto, lalapan ayam, bebek)	9	15	14	62	101	36,8
4	Snacks (tahu kecek, sosis, martabak, terang bulan, dll)	3	6	7	24	40	14,7
5	Seafood	2			2	4	1,5
6	Chinese Food	1				1	0,4
TOTAL		30	50	49	143	272	100

Note =

- JBR = Jember
- BDW = Bondowoso
- STB = Situbondo
- BWI = Banyuwangi

Restaurants that offers rice as the staple and different side dishes like nasi pecel (vegetables with peanut sauce dressing on rice), nasi soto (brewed beef with herbal and stock broth on rice), and lalapan ayam or lalapan bebek friend chicken or duck with cooked vegetable and hot sauce dominate the data based on the products classification by 36.8 %. The most popular dish of meatball soup and chicken noodles and their deconstruction menus comes second with 23.9 %. Beverages (juiced fruits, coffee, cincau (plant based gelatinous drink), etc., returns 22.8 % of the whole data. These closeness of the data dispersion (1.1 % difference) between these two classification a strong indication that they are among the most popular variety of culinary products. Meanwhile snack type products like the ones developed from tofu (tahu kecek or mashed tofu with chili sauce topping), sausages, martabak

(flattened dough with minced meat fillings), different types of banana based snacks, terang bulan (thick pancake with different sweet and savory fillings), etc. are 8 % less popular. It is understandably common as snacks are less sought after compared to the staples so they are not as popular among vendors. However, there is an interesting phenomenon involving seafood and Chinese food resulting from the data calculation. The areas being surveyed do not include coastal area so the number of seafood restaurants is relatively minor or even almost non-existent. The same assumption applies to Chinese food restaurants as the tapal kuda areas being surveyed happen to be dominantly of Madurese and Javanese ethnicity with very few or even none Chinese community members.

A. The Classification of Culinary Naming Stall

Of Chaer's nine classification of naming system (sound imitation or onomatopoeia, parts identification, unique characteristics, inventor and maker, origin, material or ingredient, likeliness, contraction, and coining), the data analysis yields only four relevant classifications based on the collected samples.

TABLE 3. The Total of Classification Based on Chaer's Naming System

No	Naming System	Total	Percentage
1	sound imitation/onomatopoeia		
2	part identification		
3	unique characteristics		
4	inventor and/or maker	32	12.5%
5	origin	10	3.9%
6	material/ingredients		
7	likeliness		
8	construction	1	0.4%
9	coining	214	83.3%
TOTAL		257	100%

Table 3 above does not summarize all data collected. Some data have to be merged due to them (names) being identified as branches of the same vendor. "Roti GEMBONG GEMBUL" (GEMBONG GEMBUL bakery) is one particular example as this vendor has some branch stores in three different regions surveyed, Jember, Bondowoso, and Banyuwangi. Thus, the data count only as one name. It is clear that there are only four classifications of naming background that meet the data. They are inventor or maker, origin (or location), contraction, and coining. The following part discusses the finding based on Chaer's naming classification.

1) Inventor and/or maker

Name of the inventor or the head chef often inspires the naming of the restaurant. This does not limit to the personal names of the inventor alone. Sometimes the names of the person who runs and funds the business are attached to the names of the business place. The names may not be the formal names (as printed in the persons' ID card). Some other times personal names are not the only identification of the person behind the business. Physical appearance of the person that generally attracts attention also works, surprisingly. Thus, we find "GUNDUL" (literally hairless of bald), "GEMBROT" (literally 'obese'), among others. Social roles also serve the function of personal identification to the business. More

specifically those that may project positive impression or expectation of the quality of the dishes or cooking skills, traditionally. Thus, we have “MERTUA” (mother in laws), “IBU” (mother), “MAMA”, to provide some examples. The following lists more samples of such naming.

TABLE 4. Food Stall Names Based on the Inventor and/or Maker

Towns	Food Stall Names	Total
Jember	Bakso dan mie ayam CEMPLUK	5
	Bakso dan mie ayam GEMBROT	
	Kedai mie MERTUA	
	Bakso DALANG asli Malang	
	Roti Gembong GEMBUL	
Bondowoso	Bakso GEMBUL	7
	Mie Ayam GUNDUL	
	Kopi PAK KOPOK	
	Roti Gembong GEMBUL	
	Kopi TUKANG GORENG	
	Kopi TUAN	
Situbondo	Aneka masakan PUTRI BU BANJIR	8
	Aneka gorengan PAHLAWAN	
	Bakwan PRESIDEN	
	Bakso EMBUL	
	Cilok KRIBO	
	Kafe OBSIDIAN	
	Aneka tahu BOSSQUE “NAYAMAN ONGGU”	
Banyuwangi	Es Jeruk BOSS	12
	Minuman MEGAWATI	
	Warung KI GAUL	
	Nasi goreng FORZA	
	Martabak RAJA	
	Boba MENANTU	
	Bakso Tenes HM BUCHORI	
	Roti Gembong GEMBUL	
	Resto THE WAHIDAH	
	Minuman SI UNYU	
	Rumah Makan KABAYAN	
	Restoran JULE’S KITCHEN	
	Angkringan MAMA	
Lesehan CAK BAGONG		
TOTAL		32

Vendor naming based on the personal identification falls under several sub-group or sub-classifications: 1) actual/personal names/nick names (MEGAWATI, CAK BAGONG, JULIE’S KITCHEN, OBSIDIAN, FORZA, HM BUCHORI, KABAYAN); 2) family or community roles or kinship terms (MERTUA, TUAN, PUTRI BU BANJIR, PAHLAWAN, PRESIDEN, BOSSQUE, BOSS, RAJA, MENANTU, THE WAHIDAH, and MAMA); 3) distinct personal characteristics CEMPLUK (chubby), GEMBROT, GEMBUL (colloquial for GEMBROT or obese), EMBUL (playful name for GEMBUL), KRIBO (curly, specific to hair), GAUL (updated, in terms of fashion and lifestyle), UNYU (colloquial for cute). Vendor naming that involves personal names revolves around the identification of the seller. The sub-class of personal names is very common despite having little or no connection with the products. As for the sub-class of social role or kinship terms sheds light to a more profound philosophical value in relation with the referred individuals. ”MERTUA” and “IBU” or “MAMA” is primarily chosen to project a longing for homey cooking as most married customers are generally agreed to want to re-experience the

motherly love of home cooking. Besides, certain social roles imply higher social status, e.g. TUAN (mister. Master. Lord), PUTRI (princess), RAJA (king), PRESIDEN (president), and BOSS which then project certain higher class of taste and service. Further, physical appearance of the seller becomes a distinct characteristic that customers are expected to relate almost instantly with the products offered as they are very easily recognized. These identifications often follow kinship terms.

2) Origin

Place of origin becomes one viable option for naming. As do home cooking, foods of one’s origin or home town is something any foreigner always looks for. Therefore, some vendors offer typical hometown cooking to attract corresponding customers. Besides, place names often serve a decent sign for the restaurant and at the same time identify specialty menu of the area. Vendors also employ this naming strategy. In the research, this strategy is relevant to 11 vendors. The following table summarizes restaurants taking place names as their signifiers.

TABLE 5. Food Stall Names Based on Its Origin (or Place)

Town	Food Stall Names	Total
Bondowoso	1. ENGLAND Martabak	4
	2. Kopi D’JAVA	
	3. Es DEGAN GAPURA	
	4. Es Teler +62	
Banyuwangi	1. Sate ayam PASAR SENG	6
	2. Angkringan PERTELON	
	3. Lalapan KUBURAN	
	4. Lalapan SAMUDRA	
	5. Minuman es semangka INDIA	
	6. Kafe HILING INDONESIA	
TOTAL		10

From table 5 we learn that names of place of origin and the location becomes a feasible alternative for restaurant naming. The range of typical local food on offer is signified by the geographical names of the restaurants. ‘Martabak ENGLAND’ indicates that the way the food is prepared and served will resembles the street foods in England. Martabak is very similar to pancake in western gastronomy. Supposedly, this particular Martabak is prepared with thinner dough with sweet and savory taste that is closer to England style than the thicker and sweeter American pancake. D’JAVA, which is a coffee shop, puts forward well-known Javanese variety of coffee beans to sets it apart from Sumateran even Brazilian or Vietnamese. The next one, INDIA. Once popular for viral unique watermelon drinks, the name lures the vendor to attach it to his business hoping to gain profit whilst the popularity still lasts. Indonesia with +62 international telephone code, is a tropical country blessed with exotic fruits. ‘es teler +62’ which is a specialty restaurant serving mixed fruits, similar to fruit salad or cocktail, promotes this rich and exotic fruits exclusive to Indonesia as a tropical country. Another restaurant puts Indonesia after the word ‘HILING’ which originally English for ‘healing’ suggesting that by coming over its customers will experience relaxed and pleasant trips to Indonesia’s numerous and beautiful get away places.

Location names of the restaurant is also a strategic choice for naming. Distinctiveness of the location of the restaurant

has concrete and more realistic sense of meaning and more complex and rich sense of experience, unlike taste for naming which is more abstract. This potentially makes it easier for customers to remember the restaurant and expectedly to pay a second visit. The result of the survey informs four type of location used for naming: GAPURA (gate), PASAR SENG (metal sheet market), PERTELON (T-junction), and KUBURAN (cemetery). Obviously, these locations are very easily recognized visually. ‘Gapura’ is very commonly found on roads at bordering village of towns. Identifying restaurant with this particular landmark will be of great benefit, so do the other three. There is however one restaurant in our survey that takes the name ‘SAMUDRA; which literally means ‘the ocean’ that does not refer to its present geographical location. This restaurant only implies that it serves different sea foods that certainly is inseparable to the notion of the sea or ocean.

3) Construction

There is only one sample in our data that belongs to this classification: WARLES. It is the common contraction of ‘warung lesehan’ which literally translates to restaurant where everyone sits on the floor. This type of restaurant becomes very popular for rather profound reason that the main service area where everyone is sitting on the floor acknowledges equality, less formal communal gathering and high sense of solidarity. The dishes served most commonly are humble home cooking making the most of ingredients found in the surrounding area. Philosophically, human should be humble and in harmony with nature. By sitting together on the floor, the atmosphere is full with ease.

4) Coining (New Naming System)

Coining is the main topic of the present research. Distinctive names of restaurants have become the head turner for customers. Unique names trigger customers’ curiosity that they would buy the food mostly to satisfy their curiosity. If the quality and typical taste have been keep aligned with the associated image of the names themselves, more customers will come not just to satisfy their initial curiosity but to actually re-experience the culinary journey. This research finds 215 restaurants (appendix 1) of unique signs in the four cities of the tapal kuda region, Jember, Bondowoso, Situbondo, and Banyuwangi. Of the hundreds, different restaurants in different areas offering different menus also flourish. The following reports classifications of new restaurants using peculiar names on the base of their innovative menus. The number does not repeat the total number of restaurant surveyed as we do not include restaurants having same signs that offer same menus.

The presentation of the data in the discussion rests only in the category of culinary products namely 1) meatball soup and different varieties of noodle dishes, 2) rice based menu and side dishes, 3) snacks, and 4) beverages. Meatball soup and noodle dishes are normally served in one restaurant; thus, they are put under the same category. Only a handful of restaurants in this category specialize in any of the dishes while most would almost certainly serve both thus dictates the naming. This is one fascinating phenomenon this research reveals. The following category dominates the data as rice has been the staple and most certainly served with different side

dishes. This deserves its own space for deliberation. The next discussion is dedicated for snacks. Recently, the number of vendors selling snacks grows exponentially. The introduction of new methods of preparation and servings make ways for innovation in new identities do stand out in culinary competition. The last part of the discussion will deal with varieties of beverages. This segment of culinary business is heavily determined by the weather. Dry season when temperature rises, customers demand quenchers and vendors’ response is obvious in streets overwhelmed by its vibrant presences.

TABLE 6. Food Stall Names Selling Meatball and Noodle

Meatball		Noodle
1. GOBYOS	16. PROYEK	1. JUDES
2. KABUT	17. BLEDEK	2. TEROR
3. BUTO	18. SUPER	3. SETAN
4. JUDES	19. GRANAT	4. NDOWER
5. PETIR	20. ROYAL	5. BLEDEK
6. MERCON	21. SEMAR MESEM	6. NYONYOR
7. MEGA	22. NDES0 RASA	7. KAMPLENG
8. KERIKIL	KUTO	8. RAINBOW
9. BOM	23. NDOWEH	9. SAKERA
10. SUMO	24. OBOR	Pedhes tak
11. KENYANG	25. SALEHO	Kapra
12. MAS BRO	26. ACLAK	10. JOTOS
13. HODO	27. OKE	11. APUNG
14. TEBAR PESONA	28. BERANAK	
15. RAKSASA	29. MEJA	

The table summarizes the results of the research that of the first category, vendor selling meatball soup outnumber noodle dish. Same names will only appear once as they represent the same product. Meatball soup is basically meatball served in beef broth which is not uncommon. Innovations put into play include upsizing the meatballs or the opposite and extra fillings e.g. chili paste. The naming then follows accordingly. However, some names irrelevant with the specified meatball it may suggest remains a factor mostly for new vendors to name their restaurants. Sometimes hyperbolic or sensationalized names like GOBYOS (severe sweat), BLEDEK (thunderbolt), MERCON (firecracker), SUMO (Japanese traditional sport), GRANAT (grenade) serve a singular purpose to attract attention.

Beside meatball soup, vendors selling varieties of noodle dishes or pangsit noodle (lighter Chinese inspired version of noodles with wonton wrappers as side dish) also work with unique and inviting names. It is very common that beside quality broth, shredded chickens or wonton wrappers as side dish, traditionally prepared chili paste or sambal will enhance eating experience. In fact, generous amount of sambal is always available on the tables for the customers to have on their own. Presentation wise, noodles come in various forms, rounded, flattened, or curly. It is fair to say that this preparation is of the most common innovation. Coloring of the noodle is also a popular strategy to set apart from traditionally white look. These two unsurprisingly determine the naming strategy. Therefore, we have JUDES (blabbermouth), TEROR, NDOWER (swollen lips from burning sensation), NYONYOR (beaten up lips), RAINBOW, and more.

Beside these two dishes, new culinary naming is also

common for vendors selling side dishes on rice. Being the staple food, rice dominates culinary business. One cannot go wrong with selling rice. Still, innovations in the industry mark constant attempts at keeping the business alive and improving it. The following space describes the research finding.

TABLE 7. Food Stall Names Selling Rice and Side Dishes

Food Stall Names		
1. KOBONG	20. NYAMOLOT	37. JENGGIRAT
2. TEROR	21. TENANG	TANGI
3. NDOWER	22. PECOK TELU	38. GULING
4. BLENGER	23. EMPAT MATA	39. APAK ISUN
5. NELONGSO	24. MERDEKA	KEDA
6. GILA	25. MADHANG	40. CANTIK
7. JE-DER	26. LEKOH	41. MUNGIL
8. AMBYAR	27. KULO	42. CJDW RASANE
9. JUDES	28. KONTER PERUT	43. GUE BOOK
10. GILA	29. TOMBO	44. TAKASHIMURA
11. ANDA SUKA	30. KANGEN	45. KQ5
12. MA'NYUS	31. PATAS	46. B29
13. GALAK	32. PEYEK	47. 212
14. BARBAR	33. TERBANG	48. WOK 88
15. LUMAYAN	34. ADEM AYEM	49. NJAJANAN 88
16. IMBUH DEWE	35. JINGKRAK	50. R5
17. BALIK	36. PENYAR	51. 551
18. MANING	37. IKI MURAH	52. CUNAI 99
19. RATU	38. GULING	
SAMBAL	39. RAJA SAMBAL	

From the table, we see that rice vendors uses identical names with those selling meatball and noodle dishes. The wording or diction in the names promotes the regular association of sensational experience. KOBONG (Javanese for burning), TEROR, NDOWER, JEDER (Javanese for exploding sound), JUDES, GALAK (vicious), and GILA (insane, crazy) associate with the heat from the chili coming with the dish. This heat as a sensation is further enhanced using elevated personal figures, like RAJA (king) or RATU (queen). One can expect different experience eating dishes characterized by the king of chili paste (RAJA SAMBAL). Other than the promoted taste, vendors also consider pricing as component of their naming strategy stipulated by LUMAYAN (mediocre, affordable), IKI MURAH (cheap), TENANG (take it easy), KQ5 (street vendor), TAKASHIMURAH (borrowing typical Japanese morpho-phonemic to express colloquial expression of ‘tak kasih murah’ meaning ‘I’ll give you big discount’), IMBUH DEWE (get more by oneself), and MERDEKA (liberty, victorious). The added value of comfort and both exterior and interior design also inspires vendors to apply relevant naming. ADEM-AYEM (peace of mind), MUNGIL (cute), CANTIK (pretty) are some examples. Interestingly, certain naming strategy does not have clear reasoning. This mostly involves the use of supposedly mysterious code comprising combination of letters and numbers like 212, B29, 88, R5, ect. The signified notions of some are still predictable but would require customers some times of relating them with certain popular incidents, landmarks, or home address. Some owners may have their own personal or even secretive reason behind the choice. Others playfully exploit pronunciation similarity of contracted forms with colloquialism almost definitely to attract attention. CJDW pronounced locally as se-je-de-we is

almost identical to Javanese phrase ‘seje dhewe’ meaning ‘distinctive’ or ‘unlike others’. It is then expected that customers would want to have total experience they cannot find in any other place. TAKASHIMURA, as explain above is another example. Also, KQ5 which is pronounced exactly like ‘kaki lima’ or street vendors suggesting that the prices are very economical. This biggest strength of the vendor is very effectively chosen to be ‘eye catching’ so it only takes second before the customers decide to come and try what the vendors have in store.

The next product is snack as one of the product classifications. Innovations and innovated naming is also observable in this segment of culinary business. Here is what this research finds.

TABLE 8. Food Stall Names Selling Beverages/Drink

Food Stall Names	
1. LONGSOR	13. CHOCHO CHINCHAU
2. CENT CENT	14. LABMILK
3. YY	15. JUS GUE KEMBUNG
4. ESPESSIA	16. NYOKLAT
5. NGE-TEH	17. CIMI-CIMI
6. RINDUAKU	18. DELES
7. DRK	19. ALL TIME CLASSIC
8. CINCAU STORY	20. TUKTUKTEA
9. MILOVE	21. LOM NGELAKH
10. KUBISU	22. GEMESH
11. LONTANG LANTUNG	
12. PANJANG UMUR	

The relatively smaller number of vendors selling beverages and snacks compared to rice segment does not betray the research data collection. The naming strategy deserves proper discussion as the samples are quite fascinating. Our first samples signify hopefulness represented by RINDUAKU (My longing or I am longing), MILOVE (supposedly of the regular MY LOVE), and PANJANG UMUR (long life). Combined, the customers are expected to love and long for the drink and have long life so they will come and buy some more. Other vendors, LONGSOR (landslide) and LONTANG LANTUNG (wandering off or going all over the place undecided) declare that the serving of their drink is so generous that it would literally overflow like landslide or spilling uncontrollably out of the glass. Two vendors choose to use the words STORY and CHOCHO. Quite obviously, the word STORY is taken from English to signify richness and enhanced taste and CHOCHO derives from ‘chocolate’ to prompts chocolate flavor. Minor imprecise spelling of the English chocolate, CHOCO instead of CHOCO, is not incidental. The vendor intentionally and playfully replicate the first set of CH combination to make the new word appears more playful. More specifically, this particular vendor combines this flavor based identity with his product, cincau. One would expect to have CHOCHO CINCAU. To everyone surprise, the insertion of ‘H’ in the playful CHOCHO repeats here to make up CHOCHO CHINCHAU. When pronounced accordingly, the result sounds very playful and almost comical. This will certainly draw attention. Other vendors play with NG- and NY- as prefixes. In Javanese morphology, these two are derivative markers. When added with the prefixes of NG- and NY- a noun will change into an action verb with the noun as

the direct object. Looking at NGETEH and NYOKLAT as the sign of the vendor will directly invite customers to drink TEH or tea and SOKLAT odr chocolate. Other playfulness is also observable in the following samples: LOM NGELAKH and GEMESH. The first contracts the standard Indonesian ‘belum’ which colloquially written as ‘belum’ thus ‘LOM’ in some areas. The word NGELAKH itself comes from Javanese ‘ngelak’ meaning thirsty and is written with additional ‘K’ at the end to make it look informal and cheeky. The combination is meant to ask if customers feel thirsty. The latter is from the standard word ‘gemas’ meaning ‘mixed feeling when someone is looking at something or someone that is adorable’. The informal form ‘GEMES’ is chosen then added with ‘H’ at the end to break the formality and project playfulness. This word-work resonates more to youngsters dominating the market share of the product. The vendor expects that customers will experience mixed feeling as the drinks is adorable or fun that they would return for more. Other sample, LABMILK, seems to highlight the sophistication of the product preparation that promises exceptional taste. This name predictably is combination of ‘laboratory’ and ‘milk’ suggesting that the milk has undergone sophisticated treatment in laboratory to ensure that none of the products on offer is available without passing certain quality check in the ‘LAB’. Customers will not be disappointed. Other vendor offers tea drink originating from other country. Coming from Thailand, the name ‘Thai Tea’ has been overused therefore this vendor tries to find an alternative. From the chosen name TUKTUKTEA we can identify that the country of origin is represented by the name of local means of transportation identical to Thailand, the tuk-tuk. The three syllables apparently are interesting when pronounced and draws curiosity of the potentially different taste of the tea. Working around ways to show particular place name with its special markings or uniqueness is an alternative naming strategy.

Combination of two words or employment of other creative word-works inspired by foreign language for culinary naming is a strategy feasible in the following data.

TABLE 9. Food Stall Names Selling Snacks

Food Stall Names	
1. TER-TER	7. MASTER
2. JOSS	8. DONATO
3. HAPPY BANANA	9. GREEN BRIGHT MOON
4. BRINGAS	10. JAJANTOAST
5. HAKIKI	11. JIWATOAST
6. LAROS	12. MENUL

Some of the names from the table borrow either whole or in parts English words. HAPPY BANANA, MASTER, GREEN BRIGHT MOON, JAJANTOAST, and JIWATOAST are among the examples. The enjoyment of having different types of banana based snacks or food is projected by the owner by the word ‘happy’. The next vendor ensures that the quality of the takoyakis on offer is great as they are prepared by a ‘MASTER’ chef. The next name is rather long. GREEN BRIGHT MOON is sweet martabak vendor. The owner attempts at translating the food popularly known in East Java as ‘terang bulan’ as BRIGHT MOON. As typically it comes in brownish white, the owner highlights the GREEN coloring in

its signature terang bulan. Other sample, JAJANTOAST, shows a toast vendor using English sign combined with Javanese word JAJAN which literally translates to ‘street food or snack’. Other toast vendor wants to offer a more profound experience that is not just any food but its soul (JIWA) fulfilling or inseparable part of one’s life kind of toast. After receiving one of these items, his life will be very good. While, TER-TER, JOSS, HAKIKI, and MENUL are taken from local and national language. ‘TER’ marks a superlative form. For cooking, food is the most important in terms of taste, quality and popularity. JOSS tries to inform the same idea in a more informal way. HAKIKI tries to relate customers to the essence of a real food taste or tasting. The last, MENUL is Javanese word to refer to something soft and special.

This research also finds vendor or restaurant naming that tries to represent something other than the product related naming strategy. The rarity of this naming somehow still invites curious mind to explore a bit further.

TABLE 10. Café Names

Café Names	
1. GARIS KERAS	6. SYLA.COM
2. NGOPI YUKS	7. PINARAK
3. STOP SINI	8. SEDULURAN SELAWASE
4. SEDUH LUR	9. KAROS
5. PAWONE	

The restaurant names above do not directly communicate culinary products. Some directly invite customer to come and try: NGOPI YUKS (Let’s have a cup of coffee), STOP SINI (let’s stop and come here), PINARAK (Javanese for please come). Others promotes homey atmosphere and brotherhood such as SEDUH LUR (come and brew brother) and SEDULURAN SELAWASE (popular Javanese jargon for promoting long-life brotherhood). LUR and SEDULUR derives from the Javanese word ‘DULUR’ which literally means family member. When contracted, LUR becomes a very common Javanese addressing terms used to both family member or close friends, even stranger as a form of comity. Other vendor uses the names PAWON (Javanese for traditional kitchen area) which suggest that customers will directly feel at home without the hustle of adaptation. KAROS actually is an interpretation of shortened phrase KAKAK ROS (older sibling whose nickname is ROS). Again, it promotes sense of homey atmosphere that when one comes over his very own sibling will welcome him. The next data, SYLA.COM offers a stable internet connection as a bonus for its customers. Constant connectedness is guaranteed.

B. Lexical and Associative Meanings

Lexical meaning is the meaning attached to the lexeme independent of contexts. It refers to the basic definition as found in dictionary. A word may have different meaning but the intended meaning is dependent of situation where or when the word is used. On the other hand, associative meaning is dependent on idea, memory, and senses (KBBI). Chaer sums up that associative meaning’s construction is not limited to linguistic boundaries. The present research deals with lexical and associative meanings of culinary naming that dissociates culinary products with its intended meaning. Further,

meanings closely associated with serving, location, facilities, hopes, word-works, and the descriptions of the classifications of naming presented above will be excluded from the future analysis. Discussion on vendors or cafe names has been satisfied in the previous part therefore they deny further elaboration. The lexical and associative meaning will apply only to the following list.

TABLE 11. The Numbers Food Stall Names Having Associative Meanings

Food	Food Stall Names	Total
Meatball	GOBYOS; KABUT; BUTO; JUDES; PETIR; MERCON; MEGA; KERIKIL; BOM; SUMO; RAKSASA; BLEDEK; GRANAT; NDOWEH; OBOR; BERANAK	16
Noodle	JUDES; TEROR; SETAN; NDOWER; BLEDEK; NYONYOR; KAMPLENG; JOTOS	8
Food (rice and its side dishes)	KOBONG; TEROR; NDOWER; BLENGER; NELONGSO; JE-DER; AMBYAR; JUDES; GILA; JINGKRAK; GALAK; BARBAR; JENGGIRAT TANGI	13
Beverages/Drinks	LONGSOR; LONTANG LANTUNG	2
Snacks	BRINGAS	1
TOTAL		40

Some names refer to the same lexical set of meaning as PETIR and BLEDEK. The first is of standard Indonesian while the latter is a Javanese word. Lexically, the Indonesian dictionary (KBBI) defines petir (thunder) as thunderbolt resulting in rumbling sound as negatively and positively charged air collide in the air. The sudden rumbling sound triggers shocking effects. While associatively, both words suggest similarly shocking effect from eating extreme heat from spicy food. Identical effects are expected from MERCON (fire cracker), GRANAT (grenade), and BOM (bomb). It is sufficient to conclude that the resulting effects of the sound coming from the words used as the name of these vendors associate with the effects of heat in the food.

Some names inform size: BUTO (big goblin), MEGA, SUMO, RAKSASA (giant), and KERIKIL (gravel). Size matters specifically in meatball soups segment of culinary business. Oversized meatball inspires the vendors' naming. Both BUTO (Javanese word) and RAKSASA (Indonesian word) refer to big tall human like mythical creatures. MEGA suggests thousands in any physical measure denoting a character of being massive in number or gigantic in size. SUMO which is Japanese traditional wrestling is famous for oversized physique of the wrestlers. All of these associates with gigantic meatballs compared to conventional normal sized ones. In contrast, one vendor uses the sign KERIKIL which literally means gravel. Indonesian word KERIKIL denotes small rocks the size of nuts or fruits' beans. The word easily associates with the relatively small meatballs.

OBOR (Indonesian word for fire torch) and KOBONG (Javanese for burning or flaming) also associate to taste. Both represent anything in relation with heat coming from fire. Here, the words try to represent burning sensation one would feel after eating spicy food. So, the associative meaning of these words is the heat coming from hot or spicy food mostly

due to large number of chilies incorporated in the preparation. Bodily reaction of eating this type of food is also represented by the word GOBYOS which is Javanese word that means severe sweating either from exhaustion or heat). In culinary context, it associates with peppery or spicy heat that will make the eater sweat so much.

The next words, NDOWER, NDOWEH, NJE-DER, and NYONYOR, apply to certain physical appearance of lips mostly considered to be anything but normal. 'Ndower' and 'ndoweh' are Javanese words equivalent to Indonesian 'melongo' which depicts open mouth with the lower lip hanging. The next two (njeder or njedir and nyonyor) are also of Javanese words which literally mean swollen lips mostly after enduring severe physical trauma. The abnormal appearance of the lips is the extreme consequence of eating hot or spicy food. Quite instinctively one would open his mouth wide to allow air to ease the heat in the mouth. Physical consequence of this heat is biological alteration of the shape or appearance of the lips causing them to swell from constant inflammation. Thus, these words are associated with the effect of eating over spicy food. The other biological reaction of such experience is that one would be jumping (JINGKRAK) and suddenly rise or even stand up (JENGGIRAT TANGI). It is clear how the names build these multiple associations despite being hyperbolic.

Not only does eating experience cause bodily reactions that base the associated meanings described above, the result of physical action or attack can also be exploited. KAMPLENG and JOTOS are of two examples that this research reveals. Both are actions involving hand movements. Slapping (KAMPLENG) and punching (JOTOS) will certainly result in swelling or bruises if aimed toward one's face. This result aspires the vendors' owners to use the words as their restaurants' identities. Hot and spicy food will make one's face turn reddish just as it would when slapped or punched. The association is then established.

The following data show words calling for the attention to human characteristics, namely JUDES, GALAK, GILA, BRINGAS, and NELONGSO. The first name is Javanese word to characterize a blabbermouth who always talks bad about anything or to others (blabbermouth) while the second is of Indonesian word to describe a person who always gets angry and almost certainly talks harshly. Both are relatively relevant to characterize a person who disregards appropriated or polite manner in speaking. Despite having negative connotation, these two are still considered to be one option vendor use to build up association with what happens to the mouth or what comes out of it after eating extremely hot and spicy food. This type of food can also be associated with the word fiery, or wild. The word GILA which literally translates to 'crazy or insane' can also be easily associated with spicy food to exuberate its extremity that does not make any sense.

The negative connotations of the names in the previous paragraph require some efforts to justify whether the associations work. The next names will require even more efforts, if such is even possible. TEROR and SETAN as words with their lexical meanings already rest in a dark area of logical acceptability. Some would choose to talk about

anything but these two among other words within related semantic range. The first has gained wider popularity after some incidents that recur and trigger hatred in unimaginable scale. Consistently, the definition of terror as at generating fear and horror for political or apolitical reason, public acceptance of the word restricts positive sense in many ways. Similarly, satan is the opposite of anything positive. The possible interpretation of owners' intention in using these two will ask us to see the approach the meaning of the words using from almost the opposite direction. As if the owner wants to associate something which are feared with the level of spiciness of the food and asks customers if they can endure or fight the fear. As a marketing strategy, it is fair to claim that the owner of the business challenges potential customer to conquer their fear, thus extreme level of heat or spiciness.

The words KABUT, BERANAK, BARBAR, and BLENGER have no direct lexical meaning with foods. KABUT is an Indonesian word that translates to fog or vapor which is the result of condensation after which temperature drop or rise to certain proximity from the ground and further reduces visual line of sight (KBBI). The whitish result of condensed air is then associated with the color of boiled meatball with white egg coating. The coating associates back to how fog would engulf any object in its path. BERANAK is Indonesian word for biologically giving birth. Regular meatball now has smaller meatballs or other fillings like diced beef, sambal or chili paste, or cheese inside. Cutting the 'pregnant' meatball open will reveal the smaller meatballs inside. This deconstruction of old school meatballs is associated with a mother or any mammals giving birth to babies. The next data BARBAR is borrowed from English. Negative lexical meanings of the word cover person or persons who is vicious, cruel or generally against the norm or uncivilized. This creates an association with anything that opposes traditional norms or commonality thus extra ordinary. In fact, the portion of one serving in this particular restaurant is too much that anyone has to be extremely greedy or hungry to devour it. One has to be barbaric to eat here. In the same vein, when one eats too much he would lose appetite to the level of despising even the best kind of food or simply cannot eat more. In Javanese, he would be described as being (m)BLENGER. This last name then associates with enormous serving that will certainly satisfy one's appetite.

Culinary namings which are unusual and associated with the culinary products are not dominated by food names. The same trend also applies to vendors selling beverages. Some of them include AMBYAR, LONGSOR and LONTANG LANTUNG. 'Ambyar' lexically means disorganized, separated, united, or unconcentrated. In culinary context, it refers to portion of the serving that the glass, bowl, or cups cannot contain it and cause it to overflow thus spill. Next, the word 'longsor' lexically and commonly used to denote the motion caused by gravitational force in sloping areas in the case of land slide triggered by rain or earth quake, It is clear that the iced beverage will slide down from the bowl or glass due to its enormous portion. Similarly, 'lontang-lantung' which lexically means wandering off without specific purpose. A case of a jobless having nothing to do will keep himself

busy by going places supposedly to kill times may fit the socially agreed application of the word. Associated with beverage serving, there is a good chance that the serving will be wasted for the generous amount. There is however a danger that this association may not be completely suggesting positive impression and even more dangerously leads people to think that it is associated with joblessness. Nevertheless, the name maintains its being unique and attention grabbing.

After careful analysis of the available data, almost entirely the names chosen by vendors or restaurants associate with the most prominent feature of culinary products that is the taste. Nevertheless, some prompts customers to the size of the servings and the way the foods are served. Fitrisia's (2019) research notes 9 culinary naming associated with peculiar dictions including fictitious personalities, main ingredients, coloring, preparations, shape similarities, herbs or seasonings, cooking utensils, and onomatopoeia. The following table displays interconnectedness of vendor naming and culinary naming.

TABLE 12. The Referents of Food Stall Names Having Associative Meanings

Food Stall Names	The Referents	Total	Percentage
PETIR, BLEDEK, MERCON, GRANAT, BOM, GOBYOS, OBOR, KOBONG, NDOWER, NDOWEH, NJE-DER, NYONYOR, KAMPLENG, JOTOS, BRINGAS, GALAK, GILA, JUDES, TEROR, SETAN, BLENGER, JINGKRAK, JENGGIRAT TANGI	Taste	23	67.6%
KABUT	Color	1	2.9%
BUTO, MEGA, RAKSASA, SUMO, KERIKIL, LONGSOR, LONTANG LANTUNG, BERANAK, AMBYAR, NELONGSO.	Appearance	10	29.4%
	TOTAL	34	100%

The analysis results in the names chosen for culinary naming associate primarily with taste. It suggests the shift in the orientation toward culinary business venture. Arguably, older generation of culinary businessman tends to be self-centered while recently it is evident that owners lean towards triggering customers' curiosity. To do so diction revolves around breaking the mainstream, trying to look different, even against conventional norms without breaking the association with taste, color, shape of the culinary products.

V. CONCLUSION

The result of analysis on naming the food stalls shows that there have been some changes in naming orientation. Last decade, naming food stalls or vendors were producer-or businessman-oriented because naming was believed as a wish. Choosing good names will give fortune to their business. However, nowadays naming has been consumer-oriented. Choosing words to name the products or stores or food stalls should be unique or contains distinctiveness because these unusual names will attract consumers' attention.

This research covering four regions (Jember, Bondowoso, Situbondo, and Banyuwangi) in East Java, Indonesia, presents that among 9 naming system proposed by Chaer, there have

been found four classifications for 257 food stall names. They are based on the inventor or maker (12.5%), the origin/place (3.9%), the construction (0.4%) and coining (83.3%). Further, the analysis of lexical and associative meaning results that there are some names that are associated with taste likeness (67.7%), and that are associatively connected to appearance (29.4%); while there is one name that associatively represent its color (2.9%).

Fitrisia's classification base of culinary naming as the referents to associate this research data works for three fundamentals, namely taste likeness, appearance or shape resembles, and color. This way of naming is one of culinary brandings. The more unique name, the more attention they get from consumers.

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