

## NAMING F&B BUSINESS IN MARGONDA DEPOK: WORD FORMATION STUDY

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### ABSTRACT

The linguistic landscape of public spaces in Depok, particularly along Margonda Street as the central of Depok city, reflects considerable language diversity. Language, functioning as signage, is utilized across various public domains, including streets, open areas, public facilities, and commercial establishments such as coffee shops and food courts. This study specifically investigates the naming practices of food and beverage (F&B) businesses in the Margonda area of Depok. The primary aim is to analyze the linguistic units and word-formation processes employed in these commercial names. One illustrative example is the brand name *Hypnotea*, which is formed through blending, combining the words *hypnotize* and *tea*. This process demonstrates how morphological strategies contribute to the creation of concise and memorable brand identities. This research adopts a qualitative descriptive approach, employing observational methods to collect data without direct interference from the researchers. A total of 10 F&B brand names were examined, revealing two principal types of linguistic units: single words and phrases. The analysis identified several word-formation processes, including blending, borrowing, clipping, onomatopoeia, and reduplication. Among these, reduplication emerged as the most frequently occurring process, accounting for approximately 40% of the data. The findings suggest that effective brand naming strategies tend to use formal and timeless lexical choices, which are more likely to achieve long-term recognition and appeal. In contrast, names based on informal language, slang, or gimmicks may lack lasting impact. The study concludes by recommending future research on other sectors within the F&B industry, such as noodle brands, to further enhance the understanding of linguistic practices in commercial naming within urban Indonesian contexts.

### ABSTRAK

Lanskap linguistik ruang publik di Depok, khususnya di sepanjang Jalan Margonda sebagai pusat kota Depok, mencerminkan keragaman bahasa yang cukup besar. Bahasa, yang berfungsi sebagai papan tanda, digunakan di berbagai domain publik, termasuk jalan, area terbuka, fasilitas umum, dan tempat usaha komersial seperti kedai kopi dan food court. Penelitian ini secara khusus menyelidiki praktik penamaan bisnis makanan dan minuman (F&B) di daerah Margonda, Depok. Tujuan utamanya adalah menganalisis unit linguistik dan proses pembentukan kata yang digunakan dalam nama-nama komersial ini. Salah satu contoh ilustratif adalah nama merek *Hypnotea*, yang dibentuk melalui pencampuran, menggabungkan kata-kata *hypnotize* dan *tea*. Proses ini menunjukkan bagaimana strategi morfologi berkontribusi pada penciptaan identitas merek yang ringkas dan mudah diingat. Penelitian ini mengadopsi pendekatan deskriptif kualitatif, menggunakan metode observasional untuk mengumpulkan data tanpa campur tangan langsung dari para peneliti. Sebanyak 10 nama merek F&B diperiksa, mengungkapkan dua jenis utama unit linguistik: kata tunggal dan frasa. Analisis tersebut mengidentifikasi beberapa proses pembentukan kata, termasuk pencampuran, peminjaman, pemotongan, onomatope, dan reduplikasi. Di antara semua itu, reduplikasi muncul sebagai proses yang paling sering terjadi, mencakup sekitar 40% data. Temuan tersebut menunjukkan bahwa strategi penamaan merek yang efektif cenderung menggunakan pilihan leksikal yang formal dan abadi, yang lebih mungkin untuk mencapai pengenalan dan daya tarik jangka panjang. Sebaliknya, nama yang didasarkan pada bahasa informal, bahasa gaul, atau gimik mungkin tidak memiliki dampak yang bertahan lama. Studi ini diakhiri dengan merekomendasikan penelitian mendatang pada sektor lain dalam industri F&B, seperti merek mi, untuk lebih meningkatkan pemahaman praktik linguistik dalam penamaan komersial dalam konteks perkotaan Indonesia.

### INTRODUCTION

Depok is a city located in West Java Province. Depok is 20 km away from the capital city of Jakarta Province. In Depok appears linguistics landscape. Linguistics landscape refers to the use of language in public space. Depok has a lot of diversity in terms of languages in public space. Language as a sign is used in various ways of public spaces such as streets, open spaces, some public facilities, and various buildings including coffee shops.

This research will be focused on naming coffee shops in Margonda-Depok. Margonda-Depok suddenly developed to be a business activities area. In addition, from a commercial point of view, Depok area is fertile ground for the establishment of cafes, hotel, restaurants, food and beverage (F&B) and other business units.

The naming of beverage outlets in the administrative area of Depok City is unique. F&B business is the impact of agglomeration in Margonda. The owners of each outlet dominantly use unique way in

naming their outlet. One of the names of F&B business used word formation such as *hypnotea*. Basically, the word for *hypnotea* comes from two separate words *hypnotize* and *tea*. This form namely blending. This name appears in blending process to make an easy in pronouncing one single word "*hypnotea*" instead of two words than "*hypnotize and tea*". In this case, the writers choose this study because the data mostly appear in some cases.

In addition, many researchers have conducted word formation analysis in some particular researchs. Globally, in toponymy or naming such as first, (Düzgün, 2024; Febriyanti & Friantary, 2024; Hearn et al., 2024; Najibullo & Manzura, 2024; Nargizaxon, 2024; Nnenna, 2024). Then (Hadi & Mulyono, 2023) studied EcoLinguistic Insights in Nias Village Name: Unravelling the Dynamic Bond Between Language and Environment. This study endeavors to delve into the ecological significance that underpins the naming of Nias villages, elucidating the intricate connection between language and the environment upon which village names are founded. In pursuit of this objective, the research engages with a purposive sample of 20 informants, representing 151 localities within Nias. Through in-depth interviews, valuable insights are gathered and transcribed to constitute the research data. Employing a descriptive qualitative design, the study leverages a semantic representation protocol to categorize data according to the ecological units embedded in the village names. The investigation's findings reveal that the Nias villages predominantly employ the Nias language lexicon. Notably, 55 villages incorporate the lexicon "hili" denoting 'hill or mountain,' such as "Hilimbana" ('hill-kapuk tree') and "Hiliweto Gela" ('hill-bees'). Additionally, the names incorporate ecological elements such as vegetation, rivers, animals, equipment, events, supernatural objects, and numbers. These names reflect the deep integration of ecological elements into the local community's cultural identity and highlight the rich ecological diversity of the region. The study emphasizes the importance of understanding the cultural and ecological connections in village names for the preservation of Nias Regency's heritage and the promotion of ecological awareness. Next, (Harared & Iriyansah, 2018) have analyzed slang based on its morphological processes and its function. In this research, first, the researchers found some of the types of slang on morphological processes used among drivers Gosend in whatsapp group, namely blending, borrowing, clipping, initials and derivation by adding with specific affixes (suffix). Then, (Harared, 2018a) investigated the slang created based on word formation processes as well as its functions in 1cak.com site. The data were taken from 'trending' and 'legend' posts in 1cak.com site. In this research, first, it is found that some of the types of slang words formation processes according to Yule are used in 1cak.com. They are clipping, blending, borrowing, acronyms, initials, and derivation by adding with specific affixes (suffix). Second, it is found that there are two additional functions of slang language to add to what Coleman has proposed; that there are 26 reasons why people use slang, such as mocking and praising. (Susanto & Rahayu, 2014) also describe and explain the use of the types of speech acts in the language of the ads found in the newspaper The Jakarta Post Online, and determine how the process or how the formation of the language of advertising in letter The Jakarta Post online news as linguistic teaching materials. Furthermore, (Komara, 2018) found word formation used by the franchise business, especially F&B owner in creating product name or brand. Many of the brand names of these F&B products have word formation formula through a blending morphological process. Therefore, this study is intended to analyze the pattern of formation of the word "blend" in the names or brands of these franchised products. This study used a descriptive-qualitative method using the Phonotactics Structure approach to find out the pattern of word formation. From the results of the analysis, the researcher found 13 product or brand names that came from combining two or more words through a blending process and were grouped into 7 new word formation patterns where 2 words were the result of a combination of the First Syllable + First Syllable, 4 words the result combination of Second Syllable + Second Syllable, 1 word combined with First Syllable + Second Syllable, 3 words combined with One Whole Word + Last Three Syllables, 1 word combined with First Three Syllables, 1 word the result of combining the Second Syllable + First Syllable, and 1 word the result of combining the First Three Syllables + Second Syllable. In conclusion, (Giyatmi et al., 2017) discussed blending words in social media and (Giyatmi et al., 2014) study about how brand names with English in Indonesian products are created. This is descriptive research. The data were brand names using English found in Indonesian product which were taken from three supermarkets in Solo namely Hypermart Solo Grand Mall, Hypermart Gorro Assalam, and Carefur from February up to April 2010. The research found that the brand names with English in Indonesian products can be created by applying word formation such as compounding, blending, affixation, reduplication, onomatopoeia, abbreviation, acronym and clipping. The process of compounding consists of pure compounding and modification compounding, The process of blending includes the first syllable of the first words and the first syllable of the second words, the first syllable of the first words and the second syllable from the

front of the second words., the first words and the last syllables of the second words, the first words and two syllables from the front of the second words, two syllables from the front of the first words and the second words, two syllables from the front of the first words and the first syllable of the second words, the first words and the two last syllables from the back of the second words, and the first words and the first syllables of the second words. The affixation process covers prefixes *pro-*, *-bio* and suffixes *-y*, *-er*, *-ness*, *-ish*, and *-s*. The process of reduplication includes pure modification, modification with intensifier meaning and reduplication with sound change. The process of abbreviation found is pure abbreviation and acronym. The process of clipping includes the clipping of letter and syllables.

Variety of naming previously has been conducted in such discussions, but there is still least on the analysis of naming F&B in Depok. Therefore, the writers interested in analyzing naming F&B in Depok in word formation perspectives. The research aims at analyzing lingual unit and naming F&B business in Margonda Depok in word formation study.

## METHOD

The research approach is a qualitative approach by using the qualitative descriptive analysis. The research basically aims at lingual unit and word formation process in the naming of beverage outlet in Margonda-Depok. The findings are described, analysed and classified into its lingual unit and word formation process with some sort of theory by (Yule, 2006), such as acronym, back formation, blending, borrowing, coinage, clipping, conversion, compounding, onomatopoeia, derivation, affixation and reduplication.

In collecting the data, the writers collect primary data that is derived from several findings pictured by data. Once the data is collected and it is classified into categories seen from its lingual unit and its word formation processes. The two major discussions of this research about the naming of beverage outlet only in Margonda-Depok area. In this research, data was classified into its lingual unit such as word, phrases, sentences and word formation processes was analyzed by using (Yule, 2006), such as acronym, back formation, blending, borrowing, coinage, clipping, conversion, compounding, onomatopoeia, derivation, affixation and reduplication.

## FINDINGS AND DISCUSSION

### BLENDING

Blending is a word formation process in which two or more words are concatenated, where at least one of the words is reduced. An example of a blend is *motell* ('motel'), where the reduced forms of *motor* ('motor') and *hotel* ('hotel'). Blending as a word-formation process has gained popularity in recent years (Mattiello, 2013). This increase in popularity is also seen in linguistic research, where blends have received attention in recent years (Gries, 2004; Lehrer, 2007; Mattiello, 2013; Renner, 2015; Ronneberger-Sibold, 2012).

Brand *Hypnotea* could be classified as blending. Blending is a combination of two separate forms to produce a single new term (Yule, 2006). Basically, blending takes the beginning of one word and joining it to the first and the end of the other word.

The word *hypnotea* originates from *hypnotize* and *Tea*. This brand is identified as a word in its lingual unit, and it is used blending word formation processes. *Hypnotea* is created by the word *hypno* and the word *tea*. Two syllable in first word */hypno-/* blends with the first syllable in second word */tea-/*. It is become one single word and create new term. It becomes one single word and creates new term as a brand in marketing.

### BORROWING

*Flash*, *kopi suku* and *kopi soe* could be identified as borrowing. Borrowing is the taking over words from other languages (Yule, 2006). Especially from English as International language. In this data, those words are derived from English language and Javanese language.

*Flash coffe* is located in Jl. Margonda Raya and in Jl.Sawangan Raya Depok. This brand is identified as a phrase in its lingual unit, and it is used borrowing word formation processes. *Flash* as known as the superhero character in marvel, who runs very fast. This word is borrowed and used by the owner to express speed and acceleration to give the customer insight that this brand will serve a very fast coffee for them. Their brand as well imitate such as the using of font and color that represent to flash, like red and yellow.

*Kopi Tuku*. This F&B outlet located in Kelapa Dua Depok. This brand is identified as a phrase in its lingual unit, and it is used borrowing word formation processes. The word *Tuku* is borrowed and used by the owner from Javanese language. *Tuku* in Javanese means to purchase. This word gives the customer insight that if you want to buy coffee just in *Kopi Tuku*.

## CLIPPING

Clipping is a process that created a new word by makes it shorter than the word before deleting one or more syllable (Yule, 2006). In addition, (Ek, 2018) stated clipping is a word formation process that removes some parts of a word. For example, laboratory can be clipped to lab by removing the ending characters -oratory. Another type of clipping removes characters both in the beginning and in the ending of a word. For example, a common internet slang for okay is k. In this case, the clipping has not only removed the ending of the word as in lab but the initial character as well. Typically, this word uses only one syllable.

This brand is identified as a word in its lingual unit, and it is identified as clipping word formation processes category. In a word *Fore* explains the new word that comes from clipping, even it is not verified as new word brand that represents coffee as the product. According to the owner, *Fore* is originally from the word forest. The owner clipped the last syllable of the second syllable -rest. In this case, the owner stated that he wanted that one day at a time *Fore* will grow up like a forest in food and beverage business.

## ONOMATOPOEIA

Langacker in (Tsvektova, 2017) stated onomatopoeia is imitative of non-linguistic sounds. In line with (Giyatmi et al., 2014) (Harared, 2018b) new words sometimes are produced by imitating the sound of animals or other things such gun, boom and explosion. It means, we use onomatopoeia to form a word. People need creativity to create onomatopoeia in naming their brand that created from the a new word.

One of the creative brands used onomatopoeia such as **Glek**. (Yule, 2006) stated that onomatopoeia is the soundless things as well as abstract concept in our world could have been referred to in a language that simply echoed natural sound. *Glek* represents onomatopoeia as non-linguistics sound since someone drinks a beverage the sounds be like. This brand is identified as a word in its lingual unit, and it is identified as onomatopoeia word formation processes.

## REDUPLICATION

To reduplicate means to repeat the whole or partial words for instance *very-very*, *hanky-panky*. The reduplication serves different function among languages. In Indonesia, the reduplication means plural, such as *rumah-rumah* or houses in English.

Some sort of the creative brands used reduplication such as **Gulu-Gulu**, **Xie-Xie**, **Dum-Dum** and **Shake-Shake**. This type of reduplication namely exact reduplication. It means the reduplication process which repeats all the words. Since this type of reduplication is mainly for talking to children or babies, to create a more child-friendly tone. These brands are identified as a word in its lingual unit, and these are identified as reduplications word formation processes

## CONCLUSION AND SUGGESTION

All this considered, writers found some lingual unit and word formation processes of the name of F&B according to (Yule, 2006) used in Margonda Depok. First, there are two lingual units such as word and phrases. Then, there are some words formation processes of the name of F&B in Depok found such as; blending, borrowing, clipping, onomatopoeia and reduplication. Reduplication is the most frequently appears. Our results indicate that in order naming a brand, we must use formal word. You cannot go wrong with formal, timeless word, because it will last forever. Never use informal, slang word or even gimmick for your brand. It happens because in this era, everything must be an eye-catching and easy to remember. The writers suggest for the next research will be focused on coffee's outlet or noodle brands in case to enrich research about naming in this F&B business.

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