

**AN ONOMASTICS ANALYSIS ON FOOD AND BEVERAGE
IN FOOD STALLS IN GREATER SOLO AREA**

THESIS

Submitted as a Partial Requirement

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DEDICATION

This Thesis is dedicated to:

1. My beloved parents
2. Myself
3. My beloved brothers
4. My beloved family
5. English Letters 2016
6. English Letters Department
7. My Almamater IAIN Surakarta

MOTTO

“Man Shabara Zhafira, Whom be patient, will get lucky”

-Ahmad Fuadi

“Indeed, Allah will not change the condition of a people until they change what is
in themselves”

(Q.S. Ar-Ra’d: 11)

“Selesaikan apa yang sudah dimulai”

-Mom

PRONOUNCEMENT

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I hereby sincerely state that the thesis titled “An Onomastics Analysis on Food and Beverage in Food Stalls in Solo Area” is my real masterpiece. The things out of my masterpiece in this thesis are signed by citation and referred in the bibliography.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repelling my thesis and academic degree.

Surakarta, 18 Desember 2020

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Alhamdulillah, all praises be to Allah, the single power, the lord of the universe, master of the day of judgement, God Almighty, for all blessings and mercies so the researcher was able to finish this thesis entitled An Onomastics Analysis on Food and Beverage in Food Stalls in Solo Area. Peace be upon Prophet Muhammad SAW, the great leader and good inspiration of world revolution.

The researcher is sure that this thesis would not be completed without helps, supports, and suggestions from several sides. Thus, the researcher would like to express her deepest thanks to all who had helped, supported, and suggested her during the process of writing this thesis. This goes to:

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The researcher realizes that this thesis is still far from being perfect. The researcher hopes that this thesis is useful for the researcher in particular and the readers in general.

Surakarta, 12 Desember 2020

The researcher,

Fitri Aida Alfiani

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ABSTRACT

Fitri Aida Alfiani, 2020. *An Onomastics Analysis on Food and Beverage in Food Stalls in Solo Area*. Thesis. English Letters Study Program, Cultures and Language Faculty.

Advisor : Robith Khoiril Umam, S.S., M.Hum.

Key Word : Onomastics, Semantics, Regular, Descriptive, Denotation, Connotation.

A name of food and beverage has its meaning. Some of the names have a meaning and some do not. Those names can have a meaning depending on the food stalls or the chef. Therefore, every food stalls have its naming formula in onomastics on food and beverage. Addressing this issue, this descriptive qualitative research attempts to reveal (1) formula used in naming of food and beverage, (2) the reason of food stalls give a name, and (3) what are the meaning behind of food and beverage name.

The data of this research were a phrase, pictures, and audio interview with the food stalls. The data were taken from the food stalls in Solo area. The data were analyzed by employing Riyadi Santosa's componential analysis. Semantics approach was applied in this research to reveal how to categorize the data in the domain. Derived from the analysis, this research revealed two types of naming formula, namely regular and descriptive. Regular and descriptive types presented two categories, namely denotation and connotation.

The result of data analysis discovers 66 data analyzed in this research. The first result in this analysis is the regular type with denotation category find out 38 names. The second result is the descriptive type with denotation category finds out 17 names. The third result is the descriptive type with connotation category finds out 11 names. It can conclude that the food stalls in Solo area tend to use regular names with denotation category. However, the food stalls do not always use regular names, and they are also using descriptive names with connotation as a name for the food and beverage.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, in the business area, language is not only for communication but also an instrument to earn money. Language is beneficial for a seller of food and beverage that often uses the play language to label their food and beverage. This is because the seller knows the name of their products is working on a business, buyers will be looking into the name of food and beverage before they order and this is the first way to get attention from them. If the label of products makes them curious propensity, they will order the food and beverage. According to Olivares (2011), the name is the first feature of the brand identity, whether it refers to brands of products or services, or corporate or business identity. A culinary businessman should pay attention when giving the label of their products because the label is the first thing that makes the consumers curious about the products. There are already many restaurants using English names on their products in Indonesia, but there are also many restaurants that sell their products using code-mixing names or Indonesian names. Currently, a business culinary now uses the English name for their food and beverage for labelling because it gets comfortable when their target marketing is Indonesian and foreign.

The researcher focuses the analysis on onomastics of food and beverage only in Solo area. Solo is a large city with many regencies; there are Karesidenan Surakarta, Sukoharjo, Boyolali, Sragen, Klaten, Wonogiri, and Karanganyar. The researcher is collecting the data from food and beverage sell from two regencies; Karesidenan Surakarta and Sukoharjo. The researcher chose two regencies because the food stalls that used English names on their products, mostly in those areas. So, the researcher decided to take only two regencies of Solo area. Use an English name is profitable for the business because today the adolescents are interested in paying attention to the lifestyle trend, including the food and beverage. They are like to take a photo of the products, foods, beverages, and other stuff they used and share on their social media. To the user, most of the names are purely symbols since their mere purpose is the identification and nothing else because he is unaware of the namer's motives and message and sometimes the history behind the name itself (Alexandre Kimenyi, 1989). This is the opportunity for a culinary business to develop their business and introduce Indonesia's local food and beverage of Indonesia or the seller can acculturate between Indonesian food and western food, Indonesian food and Chinese food, Indonesian food and Indian food, etc.

In this research, the researcher interested in analyzing an onomastics on food and beverage uses the English name because the researcher's background is linguistics study concentration. Linguistics is

the study of language, and Semantics is a branch of linguistics that study the relationships between linguistic forms and entities globally; that is how literary connect to things. Semantics analysis also attempts to establish the relationships between verbal descriptions and states of affairs in the world as accurate (true) or not regardless of who produces that description (George Yule, 1996: 4). A right name for food and beverage is persuasive the buyer to buy it. Good form and choice words captivated the reader of the menu. If the owner or the chef understands how big the effect of names and understands the semantics study, they will make an interesting name for food and beverage.

Onomastics is one of the ways for branding food and drink. According to Batoma (2006), the onomastics meaning of a name is a cluster of several layers meaning. In business, it is important to know the meaning of the name we give to the products. So, we can easily to promote the products in society. In Indonesia, many foods stalls that used onomastics with the code-mixing language, such as Indonesian and English, and only English name. They have different meanings and purposes when giving a name. Some businessmen use their products; names because they only sell western food and beverage, and others because after the trend.

In addition, there is a term called semantics. According to Charles W. Kreidler (1998:3), Semantics is the systematic study of meaning, Linguistic Semantics is the study of how language organizes and express

meaning. Product labelling is important in business, but giving a label cannot carelessly. In semantics, there is a branch study that will simplify to labelling the products, they are denotation and connotation. Every name of food and beverage does not have a specific meaning, it depends on the owner or chef that gives the name. There are two categories for more in-depth discussion to analyze the name of food and beverage: denotation and connotation.

According to Charles W. Kreidler (1998:43), Denotation is the knowledge they have that makes their use successful. The knowledge they have that makes their use successful, it means that everyone has their limited knowledge. When they listen to utterances or sentences, they have different opinions about the utterances or the sentences because the knowledge that they have is not the same, so they use the knowledge to interpret. According to Charles W. Kreidler (1998: 44) Connotation is language furnishes the means for expressing a wide range of attitudes. In connotation, the words, utterances, and sentences are not always literal meaning, they have secondary meaning. The meaning of connotation sometimes does not represent the look, it can be the writer or speaker use emotions and culture when he or she gives the sentences or utterances.

The focus of the research is onomastics on the food stalls in the Solo area. The researcher is doing the observation and collecting the data from Karesidenan Surakarta and Sukoharjo. The criteria of food stalls observed by the researcher give the name of food and beverage using the

English name. This is the example of data based on enough criteria mentioned above:

Ice thetic / fruit soup



Figure 1.1 Ice Thetic

As the example figure 1.1 when the consumers read the menu, Ice thetic, they will imagine the food that they order will be something like ice cream but actually, the food is not suitable with the expectation of consumers. These expectations can establish an effect state (Mela, 1999) that may bias their taste evaluation. The purpose of seller gives name Ice thetic is she or he wants to use playing word to make something different than the others in giving a label of the products, the name Ice thetic when someone pronounces it, it sounds like aesthetic but changes become ice thetic. Ice thetic's meaning is the seller wants to present a beautiful appearance but not cut down the taste. The idea comes from the seller likes to buy fruit soup, but she always gets bored when she is looking at the fruit soup so, she or he makes the different fruit soup. In this case, the name of

Ice thetic is included in connotation because the name of food does not represent the food and has secondary meaning.

As described above, this research's positioning is to extend the earlier research in onomastics on food and beverage. The researcher focuses on analyzing the naming on food and beverage in restaurants. The title of this research is "An Onomastics Analysis on Food and Beverage in Solo Area".

B. Limitation of the Study

The writer limits her analysis of an onomastics analysis of naming food and beverage in Solo area. The writer takes two regencies of Solo area for completing the research, there are Karesidenan Surakarta and Sukoharjo. The reason of the writer takes two regencies because those areas have many food stalls using English names. The researcher chooses the food stalls based on the menu's name. The criteria of food stalls that use English names for the menu's name, first usually, the target of the food stalls is the employee. It's because the location of the food stalls in the center of city. Second, the target is the college student and family, the food stalls with this target usually provide lower prices but offer food and beverage with medium to high standards. The writer takes a picture of the data to prove her observation. There are some names on food and beverage that describe and reflect it and the others does not. This research focuses on the divide names of food and beverage. Furthermore, to limit

the problem and avoid the complexity in distinguishing data analysis, the researcher uses a theory by Brian Wansik, Koert van Ittersum, James E. Painter (2004) and supported the onomastics theory by Batoma (2009) and branding theory by Margaret Mark and Carol S. Pearson (2001). To find the meaning or aim the names of food and beverage in Solo area and how they are branding the products.

C. Problem Statement

Based on the background of the study above, the problem statement of this research is:

1. What naming formula is revealed from the meaning of food and beverage in food stalls?
2. Why do the food stalls name the food and beverage such as?
3. What are the meaning behind of food and beverage name?

D. Objective of the Study

The objective of the study based on the problem statement above is as follows:

1. To describe what naming formula is revealed from the meaning of food and beverage in food stalls.
2. To describe why the food stalls name the food and beverage such as.
3. To describe what are the meaning behind of food and beverage name.

E. Benefit of the Study

In this research, the benefit of the study is divided into two kinds, they are practical benefit and theoretical benefit. The writer hopes that this research will give some benefits.

1. Practical Benefits

- a. The readers are able to recognize and describe about food and beverage.
- b. The readers are able to understand and describe about onomastics naming food and beverage.
- c. The readers are able to know and describe about the important of naming on food and beverage.

2. Theoretical benefits

- a. The writers want to complete the earlier Semantics study.
- b. The research will focus on the Semantics theories and research about denotation, connotation, and onomastics names.
- c. The research will give a contribution in Semantics studies, especially in onomastics.

F. The Definition of Key Terms

1. Onomastics

Onomastics is one of the ways to give a label or name for a place, person, etc. Onomastics needed to give a proper name, not just any name. The concept of proper names is directly linked to John Stuart Mill's famous distinction between denotation and

connotation (Mill 1994). According to this distinction, proper names are denotative terms, that is, terms which denote or refer to objects without signifying any attributes of these objects (Batoma, 2009).

2. Semantics

Semantics is a branch of linguistics and it discussed about the meaning of words, phrases, sentences, or utterances. Semantics has many divisions, some of them are reference, denotation, connotation, morphemes, etc. As stated by C. Kreidler (1998:3), Semantics is the systematic study of meaning, Linguistic Semantics is the study of how language is organized and express meaning.

3. Branding

Branding is an important thing for a businessman, especially self-branding, it can make good vibes for the businessman and make a new relation in business area. In branding a product, the owner must know what he or she wants because it affects every product sale. The meaning of a brand is its most precious and irreplaceable asset (Margaret Mark & Carol S. Pearson, 2001). Sometimes, the businessman does not care about the branding but in fact, it is one of the infestations in their own business.

CHAPTER II

REVIEW ON RELATED LITERATURE

A. Theoretical Review

1. Onomastics

Onomastics is necessary for naming a product because it will impress the quality or image of the brand. According to Batoma (2009:218), that the onomastics meaning of a name is a cluster of several layers of meaning. A name has a meaning or not depend on the name giver. If the name-giver wants the product to have value or meaning, she or he can use connotation way to help construct the name, but if she or he wants to give the literal meaning, she or he can take denotation way to build the name.

According to William Bright (2003:670), the word *name* is often used to mean a term which can refer to anything. For example, Apple is the name of a fruit, and Nike is the name of brand shoes, clothes, etc. Everything in the world has a name, even a virus. One of the effects give the proper name for a product can make it easy to know. So, selected the proper name for branding a product is important. This theory also applies to names of food or beverage. The food stalls must give the right name for the product, it will influence buyers' attractiveness. The chefs or the food and beverage owners usually give a name based on the basic ingredients

or involved their emotion in naming the product. It will make a strong name for the food and beverage.

2. Denotation and Connotation

A. Denotation

Denotation is one of the divisions in semantics. As stated by Charles W. Kreidler (1998:43), denotation is the knowledge they have that makes their use successful. Everyone has their understanding and description of words that actually, it's possible that different meaning of what is meant by the speaker. For example, the word "door" is everybody can interpret. It might be a sliding door in a vertical or horizontal direction. It might be the door car. It can be a lot of meanings. In this situation, denotation is important to help interpret words, phrases, or sentences.

'Denotation' tends to be described as the definitional, literal, obvious, or common-sense meaning of sign (Daniel Chandler, 2002:137). The meaning of denotation word can find in the dictionary and there is no need to search further about its meaning. This means that giving a name to the food or beverage with the denotation method is easier because it can tell the buyers the food or beverage contents. According to Emodi and Livina N (2011) that the denotation of word is the explicit literal meaning. As a sample, the chef or the owner can give a name for the food or beverage such as chicken salted egg, the buyers will know that the main ingredients of their food are chicken and salted egg.

A. Connotation

Connotation is an important thing for people who work in business, media, academic fields, etc. Those areas need to know more in-depth about the meaning of the word they are saying or writing. Connotation refers to the personal aspect of meaning, the emotional associations that the word arouses (Charles W. Kreidler, 1998:45).

The term 'connotation' is used to refer to the socio-cultural and 'personal' associations (ideological, emotional, etc.) of the sign (Daniel Chandler, 2002:138). In business, connotation has a big impact on influencing customers. The right application of connotation for naming a brand or product can make a strong impression. Usually, the writer or speaker uses a word that has a meaning based on their opinion or cultural background and emotions. The emotive overtone of words is always pleasant. This is because advertising seeks to influence the audience and, as such, words of pleasant connotations must be used (Emodi, Livina N, 2011:319). So, they can make the name of a product as attractive as possible to get a good impression. The chef can name a food or beverage that involves the emotion but it does not fit with the food or beverage appearance. It is because the namer give the name using a connotation way.

3. Branding

The meaning of a brand is its most precious and irreplaceable asset (Margaret Mark & Carol S. Pearson, 2001:10). A brand is one of the most important in the business because it represents your products. However, a business, not only an excellent brand for developing your business but also you must do good management too. The brand namer should be careful to choose the archetypal of the brand because it will represent the meaning of the entire product and the owner of the product.

According to Margaret Mark & Carol S. Pearson (2001), there are five steps to discovery a brand's archetypal identity:

a. Searching for brand soul.

The soul of the brand needed to attract the attention of the customer. The owner can build the soul of the brand by the quality of the product. They can show it when promoting the product in a magazine or advertisement. For example:

Ex 1:

Graham Gordon Wulff developed the original formula of Oil of Olay in South Africa in the 1940s. The company lore says that the original formula was developed as an inunction to treat the dehydrated skin of British pilots who suffered burns during World War II. When

Richardson-Vicks marketed the product in 1970, they have an idea to would not sell the specialness 'secret' of the Oil of Olay. They started to made ads in television advertising and the commercials showed the beautiful women from all over the world who used Oil of Olay. Then, the feeling of woman-to-woman they made with a headline "Do you see your mother when you in the mirror?" this strategy was to take the user feel while watching with her family.

b. Searching for the brand substance.

The second step suggested to "the delve" the truth of product or service. Explore what the product or service truly delivers consistently and may guide to new avenues that are equally encouraged. When the quality of the product does not clearly show an archetypal identity, the company can make an experience in real life, day-to-day use the product by the customer and it goes providing the data or information to know the lack of the product and develop into a great product or service.

Ex 2:

The banks and loan associations come from Caregiver institutions. Every bank or loan association has its own identity to attract the attention of the

customer. It can be with trust and openness or short-term loan interest. For example, there are two banks have different policies and strategies to get the trust of the customer. The first is George's Bank, the bank is willing to help the customer that has in bad condition, they empty and their wallets and their saving to help the customer's problem. The second is William Bradley, he was a president of his hometown bank in Crystal City, Missouri, that he never confiscated on customer's farm or home during in difficult condition, the bank and the customer found a way to solve it.

From example 2, it shows that every bank or caregiver has a different identity. From the difference identities, the customer can select the services that are suited to their needs.

c. Finding the competitive leverage.

In step three, the owner needs to know the value of their products or services. It can be one of the ways to fit your brand in the marketplace because you know your quality and specialness. When the customer was looking for stuff, they will be as a seeker of truth. The truth can be the meaning of quality, quality, etc, depending on the seeker.

Ex 3:

Archetype Brand Picture and/or text of ad

Hero	Nike	Just do it!
Caregiver	Fila	Your feet will be as comfortable as the rest of your body.
Innocent	Saucony	Quietly making great fitting shoes since 1898.

d. Know your customer

The fourth step is the last step to ensure your analysis archetypal will powerfully relevant and appropriate with your target. You can make the target based on customer need like the commodity, specific needs, and trending things. Specific needs like a facial wash for dry skin or apparel for big size, etc trending things like culinary food or fashion style, etc. You can make your ad with the concept “lifestyle”, so it will make people see mirror images of themselves in the advertisement.

e. Staying on course: managing the ‘Brand Bank’

A brand is an infestation of the company and it is a warehouse of rich meaning. Various ways are taken in the name of that brand to attract new users. Create the brand bank is not simple, the companies must be maintaining the archetypal brand that they can cash in through the brand expansions. But as more the brand

becomes multiproduct, the need for more aware banking is needful.

Ex 4:

Nike's brand offering is associated with the sport, so maintaining and supporting the hero brand archetype can be fairly automatic.

4. Semantics

Semantics is a branch of linguistics study that discusses the meaning of text or utterance. As stated by C. Kreidler (1998:3), Semantics is the systematic study of meaning, Linguistic Semantics is the study of how language organized and express meaning. In semantics, we can particularize the real meaning of words, phrases, and sentences that use by people. There are many scopes in semantics, they are reference, sentences, and arguments, denotation, connotation, etc.

As stated by George Yule (2010:112), Semantics is the study of words, phrases, and sentences. The study of meaning in semantics is concerned with objective or general meaning. A literal word with a general meaning may be easy to understand the meaning or describes in dictionaries. Objective meaning needs more effort to understand the meaning of the words or phrases and sentences, it might involve the opinion of the people who says the words or phrases and sentences.

Semantics has several divisions, among them are denotation and connotation.

5. Naming formula of food and beverage

A name for food and beverage is important in business culinary. It can provoke the customer's interest, so the owner of a business culinary must pay attention to give a name in the product. Descriptive names might add a positive halo to a food (Cardello, 1994; Cardello & Sawyer, 1992). There are two types of names based on the theory by Wansink, Ittersum, Painter, namely Descriptive and Regular. Descriptive means a name that might make a person's expectation about the taste of food or beverage. In designing descriptive names, we used a mix of geographic names, nostalgic names, and sensory-related names that were presented both on menu boards and on display labels next to the items in the cafeteria line (Wansink, Ittersum, Painter, 2004). This way can be useful to attract the sensory evaluations of the customer, especially youth. One's prior expectations of a food can have a notable impact on subsequent post-consumption evaluations (Cardello, Schutz, Snow, & Lesher, 2000). Regular means the name that describes the ingredient or it has no secondary meaning. The food or beverage that use regular names, usually appropriate with the looks of it.

The packaging of a food or beverage may provide a cue that influences taste evaluations, and it could be particularly important with

relatively unfamiliar product categories (Tuorila et al., 1998). Some people might prefer to choose a food or beverage with simple names, those names categorize as regular names. It happens because they like to know the substance of the food or beverage that can see on the menu paper. Those kinds of food or beverage include to regular name, it means the ingredients of food and beverage appropriate with the name or it's no secondary meaning.

B. Previous Study

To prove the originality of this research, the researcher presents the previous researchers who have conducted a different study on the semantics analysis. The researcher found three researchers that relate to this research. The first previous related study is Eric Kunto Ari wibowo (2017), his research entitled *Linking Arabis, Islam, and Economy: Onomastics on Business Name of People of Arab Descent in Indonesia*. His research aims to show how people of Arab Descent (PoAD) named their business in the modern era, when most businessmen using English words to names their products, and what the strategic reason they chose to use Arabic Names.

The second is Navaporn Sanprasert Snodin, Jira jitra Higgins, and Surakarn Yoovathaworn (2017), their research entitled *How Thai Businesses utilize English in their product names*. The research aims to convey how the Thai businessmen give names for their products. They give the name on the products in many ways, such as use Thailand

language, code-mixing between Thai and English language, and use a word that only the Thai knows the meaning. They want the products well known in home-grown and international but they do not get rid of their language and culture for naming the products. This way can make the products easy to know or can be a symbol that the products are from Thailand.

The other additional resource is Alberto PinillosLaffon, Fernando Olivares Delgado, and Daniel Rodriguez Valero (2016), their research entitled *The name of the Corporate Brand. A Taxonomy of the names of Family Business in Spain*. The study focuses on the names of a family business in Spain. The owners of the businesses always take at least one word from a surname in their families to give to their company names. Even though, the owner of the business is a woman that usually she has to take her husband's surname when she is a married woman.

There are many similarities and differences in those previous studies with the researcher analysis. The first is the focuses of Eric Kunto Ari Wibowo's research on people of Arab descent business names and the difference with her analysis is she focuses on the names of food and beverage with names. So, in Wibowo's research there is a specific category of data from certain ethnic that is Arab descent. Wibowo's category data is not always English names. The second, in Snodin, Higgins, and Yoovathaworn, focused to the local community, namely One Tambon One Product (OTOP) that uses English language to name the products.

There is no category the product must have a food and beverage or furniture and etc. The researcher's similarity is that the researcher analyzed the business that uses English name for the products. The last one is the research from Alberto, Olivares, and Valero. Their target research is a family business or family firm. So, the name of the business dominated by the surname of the family owner. It is the different target of data with this research. In this research, the researcher has no specific category of business, it can be a family business or franchise. The researcher only focuses on the category of a name as a data that is a name with English language.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The researcher uses a descriptive qualitative research method to analyze the problem. Qualitative descriptive means not only providing data based on certain themes, but including the development of concepts derived from observation, classification, and interpretation of inter-category relationships to obtain conceptual patterns of a cultural phenomenon (Strauss & Corbin, 2003, in Santosa, 2017). Descriptive qualitative research is descriptive data that be in the form of data is words written or utterances of a person that has been observed. The researcher focuses on the naming formula, the reasons, and the meaning of the name food and beverage in food stalls in Solo area. This research method reveals and explains the onomastics of food and beverage in food stalls. The research's final result is the denotation most using on naming food and beverage in food stalls in Solo area.

Onomastics is one of the ways to help build a name, and denotation and connotation are two of many parts in semantics to reveal the meaning of the texts or utterances. So, the onomastics analysis approach is the appropriate research for analyzing as the study of semantics. This research used the onomastics analysis approach to analyze the type of name on food and beverage located in Solo area. Based on Brian

Wansink, Koert van Ittersum, James E. Painter's theory (2005) to revealed the naming formula and used the theory form to relate the food stalls with sell branding. The name food and beverage's meaning is needed to reveal because it helps the researcher to categorize the name into two types. The types of data are regular and descriptive. The regular name means the name only has a literal meaning and the descriptive name means the name has a secondary meaning or involves a bias sensory human.

In this research, the researcher 1) describe the naming formula of food and beverage by two types of Brian Wansink, Koert van Ittersum, James E. Painter (2004), 2) describe the reasons of food stalls give the name of the products by an interview the food stalls, 3) describe what are the meaning behind of food and beverage by the theory Charles W. Kreidler (1998).

B. Data & Sources of Data

Data is facts or figures from which can conclude. There are two types of data, they are primary data and secondary data. Primary data is collected for addressing the problem at hand, and Secondary data is collected for purposes other than the problem at hand (Victor Oluwatosin Ajayi, 2017). The data can be words, phrases, sentences, pictures, audio, or videos. This qualitative research is used the data from the names of food and beverage in food and beverage located in Solo area. The primary data source is from the researcher observation and interviewing the owner or the chef who give or know the meaning of names on food and beverage. The secondary data source this research is the picture or the audio.

Riyadi Santosa (2017), stated that data source is the source from which the data was obtained. Therefore, the source of data is the English name of food and beverage in food stalls in Solo area. This research's data is not only names of food and beverage but also the pictures and audio. The picture is to prove the truth of data. Furthermore, the function of the audio is needed for the researcher when the researcher interviews the food stalls. The audio helps the researcher to remember if something is missing when the hearer listens in advance

C. Technique of Collecting Data

The researcher uses documentation, observation and interview techniques to collect the data. The documentation technique means the researcher takes pictures of the food and beverage that include the data.

The researcher also compares the name of food and beverage with the appearance. The appearance of food or beverage does not always fit with the names. The researcher also compares the name and ingredients for regular names, whether it fits. The researcher needs to interview the owner or the chef that give those names for the descriptive names. Data collection methods are important, because how the collection is used and what explanations it can regenerate are determined by the methodology and analytical applied by the researcher (J Grad Med Educ, 2016).

The researcher used certain steps for collecting the data as follow:

1. The researcher selected the restaurants in advance and observed it.
2. The researcher choose the name of the menu and interview the owner or the chef.
3. The researcher records the talks and take a picture of the menu.
4. The researcher compares between the appearance of food and beverage with the names.
5. The researcher made a table to classify the data based on the types.
6. The researcher analyzed the data through semantics.

7. The researcher explained the data.

3.1 The data collected in form of table and categorize the data into type of descriptive and regular type.

No	Name of Food	Category	Type of name	Name of Beverage	Category	Type of name
1.	Chicken salted egg	Denotation	Descriptive	Black tea cheese cream	Denotation	Descriptive
2.	Cheese castle	Denotation	Descriptive	Ocean blue	Denotation	Descriptive
3.	Rice bowl chicken black pepper	Denotation	Descriptive	Pinacolada	Denotation	Regular

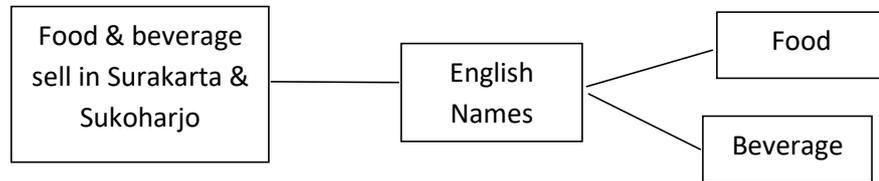
After collecting the data, the researcher needs to present the data in the next chapter to complete and prove the researcher's analysis. The data is attached in the appendix sheet to make the readers easier to find the data.

D. Technique of Analysis Data

The researcher carries through the research to collect the data and to make analysis to find out the result of the research. The researcher uses the interpretation and description technique to analyze the data. The researcher analyzed the data on onomastics on food and beverage names in Solo area. As stated by Riyadi Santosa (2017), there are four steps to analyzing the data, they are domain, taxonomy, componential analysis, and cultural theme.

1. Domain

Grbrich (2007) explains that domain is the natural part of the large structure of a cultural phenomenon. The structure consists of elements direct or indirect form of a phenomenon, social, or linguistics that are related to the structure. Spradely (1996) organize domains by type (included term) and part (covered term). The type of domain is based on the superordinate inter-subordinate and sub-ordinate relationships. Meanwhile, the relationship of part domains is based on the composition relationship between the whole and parts (part-whole relationship). A phenomenon in qualitative research is multiple or plural that must understood interactively, and interpreted holistically (Lyncoln & Guba, 1985). It means a social phenomenon or language has aspects that are not single, often complex so the researchers must limit their research due to time constraints. In this case, the writer combines the included term and covered term as follow:



Picture 3.2 The combination of included term and covered term.

Name of Data	Category	Data	Non-Data
Ice thetic	Connotation	√	
Ocean Blue	Denotation	√	
Ayam crispy			√

Table 3.3 The illustration of picture 3.2 in the form of table.

2. Taxonomy

(Riyadi Santosa, 2017) The taxonomic analysis aims to reduce the large data into groups based on the natural categories of the object of research. What is meant by the classification of this data includes organizing knowledge into logically separate categories.

Table 3.4 the analysis of names based on the types, regular and descriptive.

Category	Regular	Descriptive
Denotation		
Connotation		

3. Componential analysis

According to Riyadi Santosa (2017), basically, componential analysis connects, components or aspects, in this case between components in the domain and components in the taxonomy that have

been carried out in the analysis of the domain and taxonomy. Domains are placed vertical and taxonomies are placed horizontally.

Table 3.5 the analysis of componential.

The combination between domain and taxonomy

Food stalls	Type of Onomastic			
	Reg		Desc	
	Den	Con	Den	Con
The Warungan				
D'Ayam Crispy				
Rocket Chicken				
Warung Upsize				
KedaiMbokben				
Ahola				
Cheezit Tea				
Pujasera				
GM Food Court				
Steak and Milk				
Oui.Bakery				

4. Cultural theme analysis

As stated by Riyadi Santosa (2017) cultural theme analysis is an analysis looking for a “substantive theory” that can be grounded from the result of a research analysis that we did previously. In general, the analysis of cultural theme is done by putting a common thread or pattern of relationships obtained from the compounding analysis into the context of the use of the full language.

Linear with the definition of four steps analyzing data, the procedure of analyzing the data are as follow in bellow:

1. The researcher looking for restaurants or food stalls that sell the food and beverage with English names.
2. The researcher chose the names based on the type of onomastics.
3. The researcher interviews the owner or the chef that know the background of the name food or beverage.
4. The researcher compares between the appearance of food and beverage with the names.
5. The researcher takes the picture or audio while interviewed the owner or the chef.
6. The researcher classifies the data based on the type of onomastics.
7. The researcher tries to interpret the data that match the type of onomastics.
8. The researcher makes a coding of data to ease the data identification, for example, **VI / Des / Den / Warung Upsize**.
 - a. Number VI refers to the number of data.
 - b. Des refers to a type of onomastics that means Descriptive.
 - c. Den refers to the category of names that means denotation.
 - d. Warung Upsize refers to the place that food or beverage sold.

E. The Validity of the Data

The validity of data is needed to check the trust of the data. If the data does not validate, it will make doubt the trustworthiness of the data. According to Denzim (1970) that triangulation distinguished four types, they are data triangulation (retrieve data from a number of different sources to form one body of data), investigator triangulation (using multiple observers instead of a single observer in the form of gathering and interpreting data), theoretical triangulation (using more than theoretical positions in interpreting data), and methodological triangulation (using more than one research method or data collection technique). In this research, the researcher used pictures as a source of data and the researcher involved a validator in checking the data. The researcher chooses the validator that expert on this topic. He is a Lecturer in IAIN Surakarta and also a researcher in *Balitbangdiklat*, Indonesian Ministry of Religious affairs, Jakarta, writer for mass media, speaker and tutor in scientific forum and workshop, reviewer and researcher for national scientific journal.

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

In this chapter, the researcher analyzes the research finding and discussion based on the theoretical, as stated in Chapter II. The purpose of this chapter is to answer the problem statement. The researcher will show the results of finding in the research based on categorizing the data that has been analyzed.

A. Research Finding

In this chapter, the researcher describes and identifies the types of onomastics on food and beverage in Solo area. This research provides two problem questions. The first research statement is the naming formula of food and beverage applying Brian Wansink, Koert van Ittersum, James E. Painter's theory (2004). The second is the reason of food stalls give the name of their products by Margaret Mark & Carol S. Pearson (2001). The third is the meaning behind of food and beverage name by Charles W. Kreidler (1998).

The researcher identifies the types of naming that the food stalls might use categorize the data by applying the theory of Charles Kreidler (1998), which connect with a semantic section especially the denotation and connotation of meaning. After the process data analysis, the whole naming types and categorizing the name occurs in food stalls in Solo area, especially in Surakarta and Sukoharjo.

There are 66 data of names food and beverage that found in food stalls in Solo area. The final of this research explained based on each problem statement, as it follows:

1. The type of food and beverage naming formula in food stalls applying theory by Brian Wansink, Koert van Ittersum, James E. Painter (2004).

The researcher categorizes the 66 data into two types of naming formula on food and beverage in Solo area. The researcher explores the meaning of names on food and beverage into two categories: denotation, the name with literal meaning, connotation, the name with secondary meaning, or the parable. The researcher's purpose for the meaning of names on food and beverage is to make it easier to classify the names into two types of naming formula.

Wansink, Ittersum, Painter (2004), stated that in designing descriptive names, we used a mix of geographic names, nostalgic names, and sensory-related names that were presented both on menu boards and on display labels next to the items in the cafeteria line. The researcher does not identify the food stalls always use descriptive names to attract the buyer. As stated by Wansink, Ittersum, Painter (2004), "Given the interest in better understanding the subtle drivers of obesity, it is interesting to speculate whether descriptive menu names lead people to consume more of the food than they otherwise would have".

Table 4.1 the type and category of name food and beverage found in Solo area.

No.	Regular		Descriptive	
	Denotation	Connotation	Denotation	Connotation
1.	Black Tea Cheese Cream		Red Velvet	Ice Sexy Blue
2.	Hazelnut Chocolate Cream		Jamaican Rainbow	Rainbow
3.	Pinacolada		Ocean Milk	Sunset
4.	Mocaloha		Red Ter On	Sexy Red
5.	Chocoloha		Ice Bubble Gum	Blue Heaven
6.	Green Tea Tropica		Strawberry Light	Ocean Blue
7.	Ovocado		Korean Smooky	Ice Thetic
8.	Hot Marshmallow Cocoa		Tuna Melted	OK (Ovomaltine Kraft)
9.	Milk Shake Blue		Cheese Castle	Fire Big
10.	Rice Bowl Chicken Black Pepper		Lemon Pound Cake	Fire Wings
11.	Chicken Salted Egg		Fudgy Brownies	Lotus Blondies
12.	Chicken Korean		Marie Regal	

	Sauce		Banana Pudding	
13.	Chicken Cheesy		Fish Dumpling	
14.	Cheese Corn		Meat Lover	
15.	Banana Cake		Cheese Burger	
16.	Matcha Chocolate Cake		Greenchy	
17.	Chocolate Chiffon			
18.	Matcha Chiffon			
19.	Cinamon Rolls			
20.	Apple Pie			
21.	Nutella Swirl			
22.	Marie Regal Banana Pudding Matcha			
23.	Chocolate Cookies			
24.	Chunky Cookies			
25.	Peanut Butter Crinkle Cookies			
26.	Lemon Meringue Pie			
27.	Oatmeal Raisin Cookies			
28.	Smore Pie			

29.	Garlic Bread			
30.	Garlic Cheese			
31.	Baked Macaroni			
32.	Pizza Seafood			
33.	Carbonara Fries			
34.	Asian Spicy Chicken Spaghetti			
35.	Black Calzone			
36.	Bread Stick			
37.	Thin Calzone Beef			
38.	Double Pepproni Small Pizza			

The table 4.1 which presents 66 data type and categorization could be simplified into the table below:

Table 4.2 the amount of the type and categorization's name of food and beverage.

No	Category	Regular	Descriptive
1.	Denotation	38	17
2.	Connotation	-	11
Total		66	

The table 4.2 shows that the dominant type of name on food and beverage in Solo area is that regular name with denotation category. The second position is a descriptive name with denotation category. The third is a descriptive name with connotation category. According to Wansink, Ittersum, Painter (2004), the heightened expectations for these name descriptively-named foods led diners to generate a greater number of favorable comments about the food, and to rate more caloric than its identical (but regularly-named) counterpart.

However, the number of food and beverage names with regular and descriptive names found by the researcher was different from the statement from Wansink, Ittersum, Painter. The number of food and beverage names mostly used by the food stalls in Solo area is regular. The researcher proves it with analyzes type and categorizes the name of food and beverage as below:

a. **Regular**

1) Black Tea Cheese Cream - (I / BTCC/ Reg /Den/ Cheezit Tea)

Black Tea Cheese Cream is one of the variant menus with a unique taste because of sweet tea mixing with cheese and cream. Cheese has a salty taste mixed well with the sweet taste of black tea. It is called black tea cheese cream because of ingredients from sweet

black tea, cheese, and cream on the top.

Black Tea's name is because tea powder is black but when mixed with water and cheese has a color like tea mostly. This beverage included regular type because the customer will know that the beverage is from black tea, cheese, and cream and they do not need to guess what the main ingredients are. The naming of Black Tea Cheese Cream is denotation because it has no secondary meaning of the name.

2) Hazelnut Chocolate Cream - (II / HCC/ Reg /Den/ Cheezit tea)

Hazelnut Chocolate Cheese Cream is fit with the name of the menu. It is a hazelnut chocolate mix with cheese and cream. The taste of sweet hazelnut chocolate and cheese is suitable for increasing the queasy taste from very viscous hazelnut chocolate.

Hazelnut Chocolate Cheese Cream is one of the variants in Cheezit Tea. The beverage included in descriptive because it is surely Hazelnut Chocolate that mixed cheese with cream. The customers know what the beverage contains before they see the beverage. Hazelnut Chocolate Cheese Cream is denotation because the name has no secondary meaning and the name only shows the main ingredients.

3) Pinacolada - (III / Pin/ Reg / Den / Ahola Manahan)

Ahola is a brand of soft drink that sells tropical drinks and it has many variants. Pinacolada is one of many variants, the ingredients of it made from extract pineapple and cola.

One of the variants in Ahola Manahan is Pinacolada, it has a sweet and fresh taste because of pineapple mix with cola. Pinacoda included in denotation because it only shortens the name of pineapple and cola and there is no secondary meaning.

4) Rice Bowl Chicken Black Pepper - (V/ RBC/ Reg / Den / Warung Upsize)

Rice Bowl Chicken Black pepper is a meal served in a bowl and the main meal is chicken with black pepper seasoning and adding with carrots, lettuces and cabbage. The meal has savory and a little bit spicy, it is because of black pepper seasoning.

Rice Bowl Chicken Black pepper is one of the variants meal in Warung Upsize. The Name of the food is that included in denotation because the name has no secondary meaning. Moreover, they can know the contents of the food by reading the name of the menu.

5) Chicken Salted Egg - (VII / CSE/ Reg / Den / Warung Upsize)

Chicken Salted Egg is a food that served chicken as the main menu but it is different from the others because the chicken is topping by melted egg. There are rice, chicken, with melted egg,

slices of carrots, and slices of cucumber in a bowl. The taste of food is savory, it is different from the name that “salted” it is not kind salty but more like savory.

Chicken Salted Egg is the name of a food in Warung Upsize. Contents of food are rice, chicken with melted egg, slices of carrots, and slices of cucumbers. Name of food belongs to denotation because it is clear when the buyer reads the name on the list no something does not make sense after we see the food. Also, the name of the food has no secondary meaning.

6) Chicken Crispy Korean Sauce - (VIII/CCKS/ Reg/ Den / D’Ayam Crispy)

Chicken Crispy Korean Sauce is one of the favorite menus in D’Ayam Crispy. It is chicken with Korean sauce that famous and the main ingredient itself is from cheese. Chicken Crispy Korean Sauce served with rice, spicy chicken, and surely Korean sauce.

Chicken Crispy Korean Sauce is the name of a food that sell in D’Ayam Crispy, the name is included in denotation because the food served fit with the name. The contents of food are rice, spicy chicken, and Korean sauce. When the buyers read the menu name, they will know that the special thing from the food is the sauce. The name of the food has no secondary meaning, it is a literal meaning.

7) Chicken Cheesy - (IX / CC/ Reg/ Den / Rocket Chicken)

Chicken Cheesy is the name of the food in Rocket Chicken. There are rice, chicken with spicy sauce, and cheese sauce in a serving of Chicken Cheesy. The chicken with spicy sauce is more like spicy from pepper, it will fit we douse the chicken into cheese sauce because the taste of spicy will increase.

Chicken Cheesy is included in denotation because the name has no secondary meaning. The name clarifies when the buyer reads it, they will know the menu that the possibility they buy is chicken but also they will be curious about the cheesy.

8) Cheese Corn - (XII / CC/ Reg /Den / Warung Upsize)

Cheese Corn is a name of the menu in Warung Upsize. It is a bread with corn mix with milk and melted cheese for topping. The menu has a sweet taste and savory because of the mix between milk and melted cheese.

Cheese Corn belongs to denotation because of the name has no secondary meaning only a literal meaning. The word “cheese” is because the topping for the bread is milk mix with melted cheese and “corn” because the bread also contains corn.

9) Banana Cake - (XIII/ BC/ Reg/ Den/ Oui.Bakery)

Banana cake is one of the menus in Oui.Bakery which uses a banana as the main ingredient. The Banana Cake’s name is included in denotation because the food has no secondary meaning, and it can

be seen from the presentation of the food that the name shows the banana cake but the seller just beautifies it with additional topping.

10) Matcha Chiffon - (XVI/ MC/ Reg/Den/Oui.Bakery)

Matcha Chiffon is a kind of sponge cake but it has a matcha taste. The special things of the Matcha Chiffon are the flour and the matcha original from Japan. So, this made the texture of the Matcha Chiffon soft and fluffy.

Matcha Chiffon is the name of the cake in Oui.bakery that included denotation because of it has no secondary meaning. The name is Chiffon because the texture looks like a kind of sponge that is so fluffy and matcha is the cake's flavour.

b. Descriptive

1) Red Velvet - (IV/ RV/ Des /Den/ Warung Upsize)

Red Velvet is one of the favorite beverages in Warung Upsize. The ingredients are beet, milk, sugar, and water. Red Velvet is a beverage that an appearance like strawberry milk but redder, the taste of Red Velvet is sweet. The ingredients are beet, milk, sugar, and water. The red one is from an extract beet that has the red one. This beverage always fits with any foods because the taste does not make queasy.

Red Velvet is included to descriptive because the name of Red Velvet always identic with beet and it does not make a surprise by

the taste, but not everyone knows that the Red Velvet ingredient main is beet then mix with milk. The name of the beverage included in denotation because it does not have secondary meaning.

2) Jamaican Rainbow - (VI/ JR/ Des / Den / Young Crew)

Jamaican Rainbow is a beverage that branded tropical drink. The beverage ingredients are mango syrup or orange (we can choose), melon syrup, Pepsi, and lemon. The beverage has a sweet taste when we drink first drink and last a little bit sour because of the lemon.

The beverage included descriptive because people who buy the beverage will know that it is a tropical drink with many tastes because of mixed with one or more variants. The variants that mix are mango syrup or orange, melon syrup, Pepsi, and lemon. The name of the beverage is included in denotation because Jamaican in English means Jamaica people or short pants so, it is just to make customer when they drink the beverage feels like fresh or on the beach that identic with people who wear short pants.

3) Korean Smooky - (I / KS/ Des / Den / GM Food Court)

Korean Smooky is one of the snacks that sell in GM Foodcourt. The snack ingredients are chocolate and cheese snacks, Oreo chocolate topping, chocolate chips topping, milk, and nitrogen gas. The unique snack because the ingredients mix with liquid from nitrogen gas.

Korean Smooky Snack is one of the snacks that very famous in teenager circle because this snack has something that makes it different. When we eat the snack will smoke like smoking. The smoke is from one of the ingredients of the snack that is nitrogen gas. The name Korean Smooky included descriptive because when customers heard or see the name of the snack they will curious about the sense of smoke, there is a smoke that billows forth on the snack, it is kind of Momogi snack that sprinkled with chocolate chips and milk. Korean Smooky Snack included denotation categorize because it has no secondary meaning, only telling the snack's uniqueness.

4) Tuna Melted - (III / TM/ Des /Den /Warung Upsize)

Tuna melted is a favorite menu in Warung Upsize, the menu contains a bread with Tuna that has been mashed and mix with melted cheese. The taste of Tuna is a little spicy because the seasons are from chilli sauce, pepper, and chilli, and it is tasteful because of onion and cheese on covering the bread.

Tuna Melted is one of the favorite menus because of the taste and the menu price is appropriate. This menu not only appropriate for the price but tasty must promise. Ingredients of Tuna Melted are tuna that has been mash, onion, chilli sauce, pepper, salt, and cheese. Tuna melted is included in descriptive because the tuna that has been mash presented with bread roasted and melted cheese on top. Name

of Tuna Melted included in denotation because this menu only displays the main ingredients' content and does not other meaning.

5) Lemon Pound Cake - (XVII/LPC/ Des/Den/Oui.Bakery)

Lemon Pound Cake is a cake with a soft texture, sweet from tangerine, and sour from the lemon extract.

The name of Lemon Pound Cake included denotation because it has no secondary meaning. The Lemon Pound means the cake ingredients added with the amount of lemon for the sour taste.

6) Cheese Castle - (VI / CS/ Des / Den / Warung Upsize)

Cheese Castle is a bread that cuts in the middle and fills up with ice cream and closed by a slice of bread. The interesting from this menu is on the top of the bread, there is a kind of castle that fills with slices of banana, waffle, and the important is melt cheese.

It is a bread filled with ice cream, slices of banana, waffle, and melted cheese. The Cheese Castle's name is included in denotation because the food and name are fit, it means when the buyers read the name of the menu, they know that the appearance will look like a castle.

7) Strawberry Light - (XX / SL/ Des/ Den/Italian Delight)

Strawberry Light is a beverage made from strawberry syrup and milk. The Strawberry Light's name takes from the main ingredients

of it from Strawberry syrup and milk. So, the name of the beverage includes in denotation. This beverage included descriptive because of the word “light” as an extra that makes it more interesting.

8) Fudgy Brownies - (XIX/ FB/ Des/Den/Oui.Bakery)

Fudgy Brownies is a brownie with a solid texture and moist on the top. It made from compound chocolate, sugar, cocoa powder, butter, eggs, flour, salt, and baking soda.

The name of fudgy brownies includes denotation categorize it tells the texture of the brownies. Also, the name has no secondary meaning.

9) Marie Regal Banan Pudding Black Sesame-(XXIII/MRBPBS/ Des/Den/Oui.Bakery)

Marie Regal Banana Pudding Black Sesame is a pudding with banana flavor and added black sesame as the food colouring. The main ingredients are biscuit Marie Regal, banana flavor, and black sesame.

Marie Regal Banana Pudding Black Sesame is the name of pudding in Oui.Bakery. The name included in denotation because of the content of the pudding is appropriate with the name. Marie Regal Banana Pudding Black Sesame included descriptive type because the

long name makes the buyer's curiosity come up even though, the name describes the main ingredients.

10) Charcoal Marie Banana Pudding – (XXXI/ CMBP/ Des/Den/Oui.Bakery)

Charcoal Marie Regal Banana pudding is a pudding with banana flavor. The main ingredients are biscuit Marie Regal, banana flavor, and organic charcoal.

Charcoal Marie Regal Banana Pudding is the name of pudding in Oui.Bakery. The name included in denotation because of the content of the pudding is appropriate with the name. Charcoal Marie Regal Banana Pudding included descriptive type because the long name makes the buyer's curiosity arise.

2. The reason of food stalls based on an interview with food stalls.

The researcher finds out the reasons of the food stalls gives the name for the food and beverage. There are three reasons for naming based on interviewing the food stalls. First is the name appropriate with the main ingredients. Most of the researcher's data is the name that mentions the basic ingredients of the food or beverage. It's common to give a name mention the ingredients because the food stalls make it easy for the buyers to know the contents of the food and beverage or speed up menu selection while ordering. Food from a specific region is an expression of that place (Hyeowon Youn and Jong-Hyeong Kim, 2017). It is produced using local ingredients and is

prepared according to the local specific's skills (Mason and Brown, 1999). The food stalls can adjust a name with local ingredients. It can make the food or the beverage easy to attract the customers because they will be curious about the local ingredients. As a sample, Chicken Crispy Korean Sauce included a regular menu because the name clearly describes the contents of the fried chicken crispy and Korean sauce as topping. The food is originally from South Korea and it's quite popular in that time, so a lot of food sellers made a remake of the chicken crispy Korean sauce.

The second is a trend, it means that the food stalls give a name or label for the product to follow what is happening nowadays. As stated by Palmer and Carpenter (2006) that one of the largest product concentrating marketing efforts on children and youth is food and beverages. They want to develop positive, long-lasting brand relations both with children and teens and with parents to create brand loyalty in the future. This requires the food stalls to keep updated and learn new things about food and beverage. As a sample, Korean Smokey is a snack made from chocolate and cheese snack similar to waffle and covered with chocolate chips, milk, and nitrogen gas. The special thing from Korean Smokey is from the nitrogen gas that the ingredients mixed with liquid from nitrogen gas. So, it makes smoky when we are eating Korean Smokey.

The third is an impression or a message that the owner or the chef wants

to show to the buyers. According to Aaker (1991), the created impression is that one of the basic characteristic of modern marketing is orientation on, and paying special attention to, the creation of the strong brands. This reason is usually used for connotation names because it is a name that can involve the feelings and imaginations of the name giver. For example, Ice Sexy Blue is a name that uses the name-giver's feeling because the beverage served with beautiful glass that makes it look sexy. The word "blue" is because of the color shown in by the beverage.

3. The meaning behind of food and beverage names uses a semantics approach by Charles W. Kreidler (1998).

The food stalls naming the products in various ways. Some of them give a name based on the ingredient or literal meaning and use their emotions to express their feelings through the products. In this case, the researcher uses a semantic approach to analyze the meaning behind of food and beverage names. The researcher takes two divisions of semantic, they are denotation and connotation. As stated by Daniel Chandler (2002) that denotation tends to be described as the definitional, literal, obvious, or common-sense meaning of sign. Connotation refers to the personal aspect of meaning, the emotional associations that the word arouses (Charles W. Kreidler, 1998). The researcher analyze the meaning of food and beverage's name as below:

1. Denotation

1) Black Tea Cheese Cream - (I / BTCC/ Reg /Den/ Cheezit Tea)

Black Tea Cheese Cream is one of the variant menus with a unique taste because of sweet tea mixing with cheese and cream. Cheese has a salty taste mixed with the sweet taste of black tea. It is called black tea cheese cream because of ingredients from sweet black tea, cheese, and cream on the top.

Black Tea's name is because tea powder is black but when mixed with water and cheese has a color like tea mostly. This beverage included regular type because the customer will know that the beverage is from black tea, cheese, and cream and they do not need to guess what the main ingredients are. The naming of Black Tea Cheese Cream is denotation because it has no secondary meaning of the name.

2) Hazelnut Chocolate Cream - (II / HCC/ Reg /Den/ Cheezit tea)

Hazelnut Chocolate Cheese Cream is fit with the name of the menu. It is a hazelnut chocolate mix with cheese and cream. The taste of sweet hazelnut chocolate and cheese is suitable for increasing the queasy taste from very viscous hazelnut chocolate.

Hazelnut Chocolate Cheese Cream is one of the variants in Cheezit Tea. The beverage included in descriptive because it is surely Hazelnut Chocolate that mixed cheese with cream. The customers know what the beverage contains before they see the beverage. Hazelnut Chocolate Cheese Cream is denotation because the name has no secondary meaning and the name only shows the main ingredients of it.

3) Pinacolada - (III / Pin/ Reg / Den / Ahola Manahan)

Ahola is a brand of soft drink that sells tropical drinks and it has many variants. Pinacolada is one of many variants, the ingredients of it made from extract pineapple and cola.

One of the variants in Ahola Manahan is Pinacolada, it has a sweet and fresh taste because of pineapple mix with cola. Pinacoda included in denotation because it only shortens the name of pineapple and cola and there is no secondary meaning.

4) Rice Bowl Chicken Black Pepper - (V/ RBC/ Reg / Den / Warung Upsize)

Rice Bowl Chicken Black pepper is a meal served in a bowl and the main meal is chicken with black pepper seasoning and adding with carrots, lettuces and cabbage. The meal has savory and a little bit spicy, it is because of black pepper seasoning.

Rice Bowl Chicken Black pepper is one of the variants meal in Warung Upsize. The Name of the food is that included in denotation because the name has no secondary meaning. Moreover, they can know the contents of the food by reading the name of the menu.

5) Chicken Salted Egg - (VII / CSE/ Reg / Den / Warung Upsize)

Chicken Salted Egg is a food that served chicken as the main menu but it is different from the others because the chicken is topping by melted egg. There are rice, chicken, with melted egg, slices of carrots, and slices of cucumber in a bowl. The taste of food is savory, it is different from the name that “salted” it is not kind salty but more like savory.

Chicken Salted Egg is the name of a food in Warung Upsize. Contents of food are rice, chicken with melted egg, slices of carrots, and slices of cucumbers. The name of food belongs to denotation because it is clear when the buyer reads the name on the list no something that does not make sense after we see the food. Also, the name of the food has no secondary meaning.

6) Chicken Crispy Korean Sauce - (VIII/CCKS/ Reg/ Den / D’Ayam Crispy)

Chicken Crispy Korean Sauce is one of the favorite menus in D’Ayam Crispy. It is chicken with Korean sauce that famous and the main ingredient itself is from cheese. Chicken Crispy Korean Sauce served with rice, spicy chicken, and surely Korean sauce.

Chicken Crispy Korean Sauce is the name of a food that sell in D’Ayam Crispy, the name is included in denotation because the food served fit with the name. The contents of food are rice, spicy chicken, and Korean sauce. When the buyers read the menu name, they will know that the special thing from the food is the sauce. The name of the food has no secondary meaning, it is a literal meaning.

7) Chicken Cheesy - (IX / CC/ Reg/ Den / Rocket Chicken)

Chicken Cheesy is the name of the food in Rocket Chicken. There are rice, chicken with spicy sauce, and cheese sauce in a serving of Chicken Cheesy. The chicken with spicy sauce is more like spicy from pepper, it will fit we douse the chicken into cheese sauce because the taste of spicy will increase.

Chicken Cheesy is included in denotation because the name has no secondary meaning. The name clarifies when the buyer reads it, they will know the menu that the possibility they buy is chicken but also they will curious about the cheesy.

8) Chicken Cheesy - (IX / CC/ Reg/ Den / Rocket Chicken)

Chicken Cheesy is a name of the food in Rocket Chicken. In a serving of Chicken Cheesy there are rice, chicken with spicy sauce, and cheese sauce. The chicken with spicy sauce is more like spicy from pepper, it will fit we douse the chicken into cheese sauce because the taste of spicy will increase.

Chicken Cheesy is included in denotation because the name has no secondary meaning. The name makes clear when the buyer reads it, they will know the menu that the possibility they buy is chicken but also they will curious about the cheesy.

9) Cheese Corn - (XII / CC/ Reg /Den / Warung Upsize)

Cheese Corn is a name of the menu in Warung Upsize. It is a bread with corn mix with milk and melted cheese for topping. The menu has a sweet taste and savory it is because of the mix between milk and melted cheese.

Cheese Corn belongs to denotation because of the name has no secondary meaning only a literal meaning. The word “cheese” is because the topping for the bread is milk mix with melted cheese and “corn” because the bread also contains corn.

10) Red Velvet - (IV/ RV/ Des /Den/ Warung Upsize)

Red Velvet is one of the favorite beverages in Warung Upsize. The ingredients are beet, milk, sugar, and water. Red Velvet is a beverage that an appearance like strawberry milk but redder, the taste of Red Velvet is sweet. The ingredients are beet, milk, sugar, and water. The red one is from an extract beet that has the red one. This beverage always fits with any foods because the taste does not queasy.

Red Velvet is included to descriptive because the name of Red Velvet always identic with beet and it does not make surprise by the taste, but not everyone knows that the Red Velvet ingredient main is beet then mix with milk. The name of the beverage included in denotation because it does not secondary meaning.

11) Jamaican Rainbow - (VI/ JR/ Des / Den / Young Crew)

Jamaican Rainbow is a beverage that branded tropical drink. The ingredients of the beverage are mango syrup or orange (we can choose), melon syrup, Pepsi, and lemon. The beverage has a sweet taste when we drink first drink and in last a little bit sour because of the lemon.

The beverage included to descriptive because people who buy the beverage will know that it is a tropical drink that has many tastes because of mixed with one or more variants. The variants that mix are mango syrup or orange, melon syrup, Pepsi, and lemon. The name of the beverage is included in denotation because Jamaican in English means Jamaica people or short pants so, it is just to make customer when they drink the beverage feels like fresh or on the beach that identic with people who wear short pants.

12) Korean Smooky - (I / KS/ Des / Den / GM Food Court)

Korean Smooky is one of the snacks that sell in GM Foodcourt. The ingredients of the snack are chocolate and cheese snacks, Oreo chocolate topping, chocolate chips topping, milk, and nitrogen gas. The unique snack because the ingredients mix with liquid from nitrogen gas.

Korean Smooky Snack is one of the snacks that very famous in teenager circle because this snack has something that makes different from the others. When we eat the snack will smoke like smoking. The smoke is from one of the ingredients of the snack that is nitrogen gas. The name Korean Smooky included descriptive because when customers heard or see the name of the snack they will curious about the sense of smoke, there is a smoke that billows forth on the snack, it is kind of Momogi snack that sprinkled with

chocolate chips and milk. Korean Smooky Snack included denotation categorize because it has no secondary meaning, only tell the uniqueness of the snack.

13) Tuna Melted - (III / TM/ Des /Den /Warung Upsize)

Tuna melted is a favorite menu in Warung Upsize, the menu contains a bread with Tuna that has been mashed and mix with melted cheese. The taste of Tuna is a little spicy because the seasons are from chili sauce, pepper, and chili, and it is tasteful because of onion and cheese on covering the bread.

Tuna Melted is one of the favorite menus because of the taste and the prize of the menu is appropriate. This menu not only appropriate for the prize but tasty must be promised. Ingredients of Tuna Melted are tuna that has been mashed, onion, chili sauce, pepper, salt, and cheese. Tuna melted is included in descriptive because the tuna that has been mashed presented with bread roasted and melted cheese on top. The naming of Tuna Melted included in Denotation because this menu only displayed what the content of the main ingredients and does not other meaning.

14) Lemon Pound Cake - (XVII/LPC/ Des/Den/Oui.Bakery)

Lemon Pound Cake is a cake with a soft texture, sweet from tangerine, and sour from the lemon extract.

The name of Lemon Pound Cake included denotation because it has no secondary meaning. The Lemon Pound means the ingredients of the cake add with the amount of lemon for the sour taste.

15) Cheese Castle - (VI / CS/ Des / Den / Warung Upsize)

Cheese Castle is a bread that cuts in the middle and fills up with ice cream and closed by a slice of bread. The interesting from this menu is on the top of the bread, there is a kind of castle that fills with slices of banana, waffle, and the important is melt cheese.

It is a bread that is filled with ice cream, slices of banana, waffle, and melted cheese. The name of Cheese Castle is included in denotation because the food and name are fit, it means when the buyers read the name of the menu, they know that the appearance will look like a castle.

16) Strawberry Light - (XX / SL/ Des/ Den/Italian Delight)

Strawberry Light is a beverage made from strawberry syrup and milk. The name of Strawberry Light takes from the main ingredients of it that are from Strawberry syrup and milk. So, the name of the beverage includes in denotation. This beverage included descriptive because of the word "light" as an extra that makes it more interesting.

2. Connotation

1) Ice Sexy Blue - (V / ICS/ Con / Den / KedaiMbokben)

Ice Sexy Blue is a drink that has a sweet taste. The ingredients are from Nata de coco, Selasih, sprite, and blackcurrant. The blue is coming from blackcurrant and displayed with a glass shape that looks interesting.

Ice Sexy Blue included descriptive because the customers know that the beverage is the blue one is written on the name, and the ingredients are from Blackcurrant, Sprite, Nata de Coco, and Selasih. Ice Sexy Blue's name included connotation because of the "sexy" word is not a literal meaning, it is just the beverage that displays with the interesting glass and blue.

2) Rainbow - (X/ R/ Des/Con/ Ahola)

Rainbow is a beverage made from red syrup, yellow syrup, and mixed with blue soda. It becomes an interesting layer like a rainbow and the topped with fresh orange slices and mint leaves.

The name of Rainbow includes denotation because it represents of the appearance of the beverage and the name has no secondary meaning.

3) Sunset - (XI/ S/ Des/Con/ Ahola)

Sunset is a beverage made from fresh pineapple chunks combined with the sweetness of the red syrup.

Sunset is a beverage that the name takes from the appearance of it. The orange is from the pineapple that has been mash. The name of Sunset includes in denotation because it has no secondary meaning only describe the looks of the beverage.

4) Sexy Red - (XV/ SR/ Des/ Con /KedaiMbokben)

Sexy Red is a beverage made from strawberry syrup, nata de coco, basil, mint leaves, and limes.

The name of Sexy Red includes in connotation because the “sexy” word is not a literal meaning and the red describes the appearance of the beverage.

5) Ice Thetic - (II / IT / Des / Con/ Pujasera)

Ice thetic is a fruit soup that has a unique sauce. The fruit soup contains the local fruit like papaya, avocado, melon, banana, and waffle. The sauce is different from the others, we can choose chocolate, guava, watermelon, melon, mango, dragon fruit, and cereal.

Ice thetic is one of the menus and the new one in Pujasera. Ice thetic is like a soup fruit but different from the other soup fruit that ice thetic has waffles and many soups choices. The name of ice thetic is words play from aesthetic that has a meaning concern with the beauty, so this soup displayed with beautiful and the looks makes the customer want to eat the soup and enjoy their talking with the waffles. Ice thetic included in descriptive food. The name of the food belongs to connotation because the name of Ice Thetic has a meaning that is the good appearance displayed by the chef and it may get interested from the customer. The purpose of added waffles is to make the customer enjoy their food while talking.

6) Fire Big - (X / FB/ Des / Con/The Warungan)

Fire Big is the name of one the mainstays in The Warungan, it becomes a mainstay because the food has good taste. Fire Big is rice with fried chicken breast with oyster sauce and adding sesame topping.

Fire Big is the name of a food in The Warungan, the name included to connotation because it is not a literal meaning. “Fire” is because the sauce is spicy but we can choose if we do not like spicy. “Big” is because the chicken that served is breast part and it is the big one than the other parts.

7) Fire Wings - (XI / FW/ Des / Con / The Warungan)

Fire Wings is the name of food in The Warungan, it same as big fire but the difference between both is fire big take chicken breast part whereas fire wings take chicken wings part. The sauce is the same as the fire big and the topping uses sesame too.

Fire Wings is included in connotation because it is not a literal meaning. The “Fire” is for the sauce that spicy but we can choose sauce and “wings” is because the chicken on the menu takes wings part.

8) Lotus Blondies - (XXI/ LB/ Des/Con/Oui.Bakery)

Lotus Blondies is a blonde brownie with lotus biscoff inside and outside of it. Lotus biscoff is a biscuit with a surprisingly crunchy bite and distinctive flavor. Chewy and sweet with a little bit of spice and garnished with lotus biscoff on top of it.

Lotus Blondies is the name of brownie with a biscuit on top. The name of Lotus Blondies is included in connotation because the name makes curious

the reader. The reader might expect the brownies shape like a lotus (flower), but it is the biscuit brand.

9) OK - (VI / OK /Des /Con/ Warung Upsize)

OK is the name of a menu, the ingredients of this menu are Bread, chocolate jam Ovomaltine, Cheese Kraft (brand), butter, and milk. The bread will roast until well-done and the chocolate jam ovomaltine and cheese for covering.

OK, it means Ovomaltine Kraft because they are the basic ingredients of this menu. The taste is sweeter than the appearance, it is coming from chocolate jam Ovomaltine, milk, and the salty taste from cheese. This menu is also being the favorite menu, especially for children. This menu included in descriptive. It belongs to connotation because the seller has a secondary meaning of the name of menu. First, the menu is good taste so when the customer finished their meals they will say okay about the food, it means the menu is good. Second, the menu is cheap because OK just not only fit for dessert but also alternate the rice.

10) Ice Sexy Red - (XV/ SR/ Des/ Con /Kedai Mbokben)

Sexy Red is a beverage made from strawberry syrup, nata de coco, basil, mint leaves, and limes. The name of Sexy Red includes in connotation because the “sexy” word is not a literal meaning and the red describes the appearance of the beverage.

11) Blue Heaven – (XIX / BH/ Des/ Con/ Italian Delight)

Blue Heaven is a drink with a blend of melon syrup and Pepsi blue. The name of the beverage Blue Heaven included connotation because the word “heaven” is not a literal meaning because of the fresh taste of the beverage and the name “blue” describes the beverage’s appearance.

B. Discussion

Based on 66 names food and beverage collected as the data for this research, those names are created for some reasons as the data by the chef or the owner of the food stalls. The researcher finds out the purpose relates to the use of food and beverage descriptive names can influence sales or only use of regular names.

There are two types of names food and beverage based on the theory from Wansink, Ittersum, Painter (2004), descriptive and regular name. The researcher takes the name that connects with the imagination, gender, or the second meaning of the name-giver regarding descriptive names. As stated by Cardello, 1994; Cardello and Sawyer, 1992 in Wansink, Ittersum, Painter (2004), descriptive names might add a positive halo to a food. In this case, the researcher takes the name “Sunset” as an example. Sunset is a time in the evening when the sun goes down or disappears, but the food stalls give that name for a beverage that has color like a sunset, it is because of mixed ingredients in the beverage. Therefore, the name chosen for the descriptive name reflects the name giver’s desire or mood.

Regular name is a name that mentions the basic ingredients of the food or beverage. In this case, mostly, food stalls in Solo area use a regular name for the food or beverage. Nevertheless, this is inversely proportional to the research results conducted by Wansink, Ittersum, and Painter (2004). Many regular names are used in Solo area because many people prefer the food and beverage menus written in English, as long as when they read the menu list, they know what is in it.

As stated by Didik Pudjo Musmedi and Adi Prasodjo (2018), that the external environment affecting individual consumer in their purchasing decision. External environmental can be in the form of (Swasta and Handoko, 2004:64 in Didik P. Musmedi and A. Prasodjo, 2016); (1) social class, (2) reference groups, such as groups of people, neighbor, close friends (3) families, such as husband, children, and other family members, (4) cultures, such as the habitual behavior of people who constantly buying in restaurants. The food stalls needs to pay attention to the location for business. It affects sale of the products and customers. The targets of the food stalls are in various classes. The targets are the employee and young adult For the food stalls located in Karesidenan Surakarta. The food stalls located in Sukoharjo the targets are family and young adult.

In addition, as explained in the research finding section that the food stalls give names to the product based on the basic ingredients used, trend, and the last one is the food stalls want to give an impression or message to deliver to the buyers through the food and beverage. The food stalls

who used names based on the ingredients because the food stalls want a simple name that is easy to understand for any age. For the food stalls who choose names based on trend because the purpose of the market is people who like a “new” food and beverage, this makes the food stalls must learn about new things and develop them again. The last is the food stalls who used connotation names to naming, they want to make a good impression for the food and beverage. The connotation way of naming will increase the buyers’ curiosity. The researcher finds the dominant data, the regular name with denotation category 38 data, and then the descriptive type with denotation category 17 data. The last one is the descriptive type with connotation category 11 data. The food stalls tend to use regular names than descriptive names because it is easier for buyers to understand when reading the menu. The food stalls who use connotation names are trying to express or deliver the imagination or the impression.

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

In this chapter, the researcher explains the results of data analysis that has been carried out by the researcher. The researcher presented the data analysis in previous chapter into two categories and two types. First, based on the data analysis that presented in previous chapter, the food stalls in Solo area tends to use regular names type with denotation category for their products. The use of regular name aims to make it easier for the buyers when they want to order the food or beverage because they can find out what the food and beverage contents.

Secondly, descriptive names with denotation category is in second position as most used names in Food stalls in Solo area. Third, descriptive names with connotation category is the last type of naming formula on food and beverage in Solo area. The use of connotation is rarely used by the food stalls because there are still many buyers who are more interested in food and beverage names that use the Javanese language, but it cannot be denied because the language used in Solo is Javanese.

Besides, the researcher concludes that the food stalls is name their products according to their desires and goals. There are some reasons for the food stalls give names to their food or beverage products, the first is

to names based on the ingredients to the food. The second gives the name of the food and beverage by following the trend, usually this food stalls sees the development of interested food and beverage buyers and the food stalls will remake the food or the beverage. The last one is the food stalls who wants to convey an impression or message through the food and beverage that they make. That are the three reasons of the food stalls give the origin of each name that used by the food stalls.

B. SUGGESTION

The researcher found 66 data of analysis include two types of names and two categories of name meaning. The most dominant onomastics names on food stalls in Solo area is regular names with denotation category. Based on the conclusions of onomastics analysis on food stalls in Solo area, the suggestions as below:

1. For the next researcher

This research can be used as a guide and reference for the future researcher who will research in the field Linguistics especially in onomastics study. Because of nowadays branding in commerce is important. By reading this research the researcher hopes the next researcher can develop the knowledge about onomastics study and naming formula for the food and beverage.

2. For the food stalls

The researcher hopes the food stalls give a name for the food and beverage products with more varied names, perhaps using the connotation names to increase the buyer's curiosity about the food. And the use of English names can make easier for the tourist to order the food and beverage because maybe they will be unfamiliar with Javanese food and beverage names in Solo area.

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APPENDIX

NO.	Picture	Data Coding	Name of Food & Beverage	Naming formula	Food & Beverage Category	Food Stalls	explanation	Valid / invalid
1.		I / KS/ Des / Den / GM Food Court	Korean Smooky	Descriptive	Denotation	GM Food Court	<p>Korean Smooky is one of the snacks that sell in GM Foodcourt. The ingredients of the snack are chocolate and cheese snacks, Oreo chocolate topping, chocolate chips topping, milk, and nitrogen gas. The unique snack because the ingredients mix with liquid from nitrogen gas.</p> <p>Korean Smooky Snack is one of the snacks that very famous in teenager circle because this snack has something that makes</p>	OK

							<p>different. When we eat the snack will smoke like smoking. The smoke is from one of the ingredients of the snack that is nitrogen gas. The name Korean Smooky included descriptive because when customers heard or see the name of the snack they will curious about the sense of smoke, there is a smoke that billows forth on the snack, it is kind of Momogi snack that sprinkled with chocolate chips and milk. Korean Smooky Snack included denotation categorize because it has no secondary meaning, only tell the uniqueness of the snack.</p>	
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2.		II / IT / Des / Con/ Pujasera	Ice Thetic	Descriptive	Connotation	Pujasera	<p>Ice thetic is a fruit soup that has a unique sauce. The fruit soup contains the local fruit like papaya, avocado, melon, banana, and waffle. The sauce is different from the others, we can choose chocolate, guava, watermelon, melon, mango, dragon fruit, and cereal.</p> <p>Ice thetic is one of the menus and the new one in Pujasera. Ice thetic is like a soup fruit but the differences from the other soup fruit that ice thetic has waffles and many choices of soups. The name of ice thetic is words play from aesthetic that has a meaning concern with the beauty, so this soup displayed with beautiful and the looks make the customer want</p>	OK
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							to eat the soup and they can enjoy their talking with the waffles. Ice thetic included in descriptive food. The name of the food belongs to connotation because the name of Ice Thetic has a meaning that is the good appearance displayed by the chef and it may get interested from the customer, and the purpose of added waffles is to make the customer enjoy their food while talking.	
3.		III / TM/ Des /Den /Warung Upsize	Tuna Melted	Descriptive	Denotation	Warung Upsize	Tuna melted is a favorite menu in Warung Upsize, the menu contains a bread with Tuna that has been mashed and mix with melted cheese. The taste of Tuna is a little spicy because the seasons are from chili sauce,	OK



pepper, and chili, and it is tasteful because of onion and cheese on covering the bread.

Tuna Melted is one of the favorite menus because of the taste and the prize of the menu is appropriate. This menu not only appropriate for the prize but tasty must be promised. Ingredients of Tuna Melted are tuna that has been mashed, onion, chili sauce, pepper, salt, and cheese. Tuna melted is included in descriptive because the tuna that has been mashed presented with bread roasted and melted cheese on top. The naming of Tuna Melted included in Denotation because this menu only displayed what the content of the main ingredients

							and does not other meaning.	
4.		VI / OK /Des /Con/ Warung Upsize	OK (Ovomaltine Kraft)	Descriptive	Connotation	Warung Upsize	<p>OK is the name of a menu, the ingredients of this menu are Bread, chocolate jam Ovomaltine, Cheese Kraft (brand), butter, and milk. The bread will roast until well-done and the chocolate jam ovomaltine and cheese for covering.</p> <p>OK, it means Ovomaltine Kraft because they are the basic ingredients of this menu. The taste is sweeter than the appearance, it is coming from chocolate jam Ovomaltine, milk, and the salty taste from cheese. This menu is also being the favorite menu especially, for children. This</p>	OK

							<p>menu is included in descriptive. It belongs to connotation because the seller has a secondary meaning of the name of menu. First, the menu is good taste so when the customer finished their meals they will say okay about the food, it means the menu is good. Second, the menu is cheap because OK just not only fit for dessert but also alternate the rice.</p>	
5.		V/ RBC/ Reg / Den / Warung Upsize	Rice Bowl Chicken Black pepper	Regular	Denotation	Warung Upsize	<p>Rice Bowl Chicken Black pepper is a meal that served in a bowl and the main meal is chicken with black pepper seasoning and adding with carrots, lettuces and cabbage. The meal has savory and a little bit spicy, it is because of black</p>	OK



pepper seasoning.

Rice Bowl Chicken Black pepper is one of the variants meal in Warung Upsize. The Name of the food is that included in denotation because the name has no secondary meaning. And they can know the contents of the food by reading the name of the menu.

6.



VI / CS/ Des / Den / Warung Upsize

Cheese Castle

Descriptive

Denotation

Warung Upsize

Cheese Castle is a bread that cuts in the middle and fills up with ice cream and closed by a slice of bread. The interesting from this menu is on the top of the bread, there is a kind of castle that fills with slices of banana, waffle, and the important is melt cheese.

It is a bread that is filled with ice cream, slices of banana,

OK

							waffle, and melted cheese. The name of Cheese Castle is included in denotation because the food and name are fit, it means when the buyers read the name of the menu, they know that the appearance will look like a castle.	
7.		VII / CSE/ Reg / Den / Warung Upsize	Chicken Salted Egg	Regular	Denotation	Warung Upsize	<p>Chicken Salted Egg is a food that served chicken as the main menu but it is different from the others because the chicken is topping by melted egg. In a bowl, there are rice, chicken, with melted egg, slices of carrots, and slices of cucumber. The taste of food is savory, it is different from the name that “salted” it is not kind salty but more like savory.</p> <p>Chicken Salted Egg is the name of a food in Warung Upsize.</p>	OK

							Contents of food are rice, chicken with melted egg, slices of carrots, and slices of cucumbers. The name of food belongs to denotation because it is clear when the buyer reads the name on the list there is no something that does not make sense after we see the food. Also, the name of the food has no secondary meaning.	
8.		VIII/CCKS/ Reg/ Den / D'Ayam Crispy	Chicken Crispy Korean Sauce	Regular	Denotation	D'Ayam Crispy	Chicken Crispy Korean Sauce is one of the favorite menus in D'Ayam Crispy. It is chicken with Korean sauce that famous and the main ingredient itself is from cheese. Chicken Crispy Korean Sauce is served with rice, spicy chicken, and surely Korean sauce. Chicken Crispy Korean Sauce	OK

							is the name of a food that sell in D'Ayam Crispy, the name is included in denotation because the food is served fit with the name. The contents of food are rice, spicy chicken, and Korean sauce. When the buyers read the name of menu they will know that the special thing from the food is the sauce. The name of the food has no secondary meaning, it is a literal meaning.	
9.		IX / CC/ Reg/ Den / Rocket Chicken	Chicken Cheesy	Regular	Denotation	Rocket Chicken	Chicken Cheesy is a name of the food in Rocket Chicken. In a serving of Chicken Cheesy there are rice, chicken with spicy sauce, and cheese sauce. The chicken with spicy sauce is more like spicy from pepper, it will fit we	OK



							<p>dowse the chicken into cheese sauce because the taste of spicy will increase.</p> <p>Chicken Cheesy is included in denotation because the name has no secondary meaning. The name makes clear when the buyer reads it, they will know the menu that the possibility they buy is chicken but also they will curious about the cheesy.</p>	
10.		X / FB/ Des / Con/The Warungan	Fire Big	Descriptive	Connotation	The Warungan	<p>Fire Big is the name of one the mainstays in The Warungan, it becomes a mainstay because the food has good taste. Fire Big is rice with fried chicken breast with oyster sauce and adding sesame topping.</p> <p>Fire Big is the name of a food in The Warungan, the name</p>	OK



included to connotation because it is not a literal meaning. “Fire” is because the sauce is spicy but we can choose if we do not like spicy. “Big” is because the chicken that served is breast part and it is the big one than the other parts.

11.



XI / FW/ Des /
Con / The
Warungan

Fire Wings

Descriptive

Connotation

The Warungan

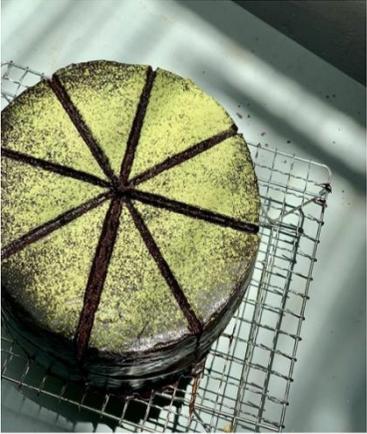
Fire Wings is the name of food in The Warungan, it same as big fire but the difference between both is fire big take chicken breast part whereas fire wings take chicken wings part. The sauce is the same as the fire big and the topping uses sesame too.

Fire Wings is included in connotation because it is not a

OK

							literal meaning. The “Fire” is for the sauce that spicy but we can choose the level of sauce and “wings” is because the chicken on the menu takes wings part.	
12.		XII / CC/ Reg /Den / Warung Upsize	Cheese Corn	Regular	Denotation	Warung Upsize	<p>Cheese Corn is a name of the menu in Warung Upsize. It is a bread with corn mix with milk and melted cheese for topping. The menu has a sweet taste and savory it is because of the mix between milk and melted cheese.</p> <p>Cheese Corn belongs to denotation because of the name has no secondary meaning only a literal meaning. The word “cheese” is because the topping for the bread is milk mix with melted cheese and “corn” because</p>	OK

							the bread also contains corn.	
13.		XIII/ BC/ Reg/ Den/ Oui.Bakery	Banana Cake	Regular	Denotation	Oui.Bakery	<p>Banana cake is a menu that uses the main ingredients from banana that smashed and baked then added salted caramel sauce for the topping.</p> <p>Banana cake is one of the menus in Oui.Bakery that uses banana for the main ingredient. The name of Banana Cake is included in denotation because the food has no secondary meaning, and it can be seen from the presentation of the food that the name shows the banana cake but the seller just beautifies it with additional topping.</p>	OK

14.		XIV/MC/ Reg/Den/Oui.Ba kery	Matcha Chocolate Cake	Regular	Denotation	Oui.Bakery	<p>Matcha Chocolate Cake is a chocolate cake topped with a sprinkling of matcha. Matcha Chocolate cake has a difference from other cakes in general that there is still melted chocolate in the middle of the cake.</p> <p>Matcha Chocolate Cake is one of the cake menus in Oui.Bakery. The name of it is included in denotation because the appearance is appropriate with its name. the appearance is shown correctly that chocolate cake with matcha as a topping.</p>	OK
15.		XV/CC/ Reg/Den/Oui.Ba kery	Chocolate Chiffon	Regular	Denotation	Oui.Bakey	Chocolate Chiffon is a fluffy cake made from flour japan and dark chocolate. The fluffy texture	OK



is from the flour japan, it makes the cake so soft and fluffy.

Chocolate Chiffon is the name of the cake in Oui.bakery that included denotation because of the name has no secondary meaning. The name is Chiffon because the texture looks like a kind of sponge that is so fluffy and chocolate is the flavor of the cake.

16.		XVI/ MC/ Reg/Den/Oui.Ba kery	Matcha Chiffon	Regular	Denotation	Oui.Bakery	Matcha Chiffon is a kind of sponge cake but it has a matcha taste. The special things of the Matcha Chiffon are the flour and	OK
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							<p>the matcha original from Japan. So, this made the texture of the Matcha Chiffon soft and fluffy.</p> <p>Matcha Chiffon is the name of the cake in Oui.bakery that included denotation because of the name has no secondary meaning. The name is Chiffon because the texture looks like a kind of sponge that is so fluffy and matcha is the flavor of the cake.</p>	
17.	XVII/LPC/ Des/Den/Oui.Bakery	Lemon Pound Cake	Descriptive	Denotation	Oui.Bakery	<p>Lemon Pound Cake is a cake with a soft texture, sweet from tangerine, and sour from the lemon extract.</p> <p>The name of Lemon Pound Cake included denotation because it has no secondary meaning. The</p>	OK	



Lemon Pound means the ingredients of the cake add with the amount of lemon for the sour taste.

18.



XVIII/CR/
Des/Reg/Oui.Ba
kery

Cinnamon
Rolls

Regular

Denotation

Oui.Bakery

Cinnamon Rolls is a bread that formed round rolls with the special addition of cinnamon powder. After the bread is baked added topping sweet vanilla glaze.

The name of Cinnamon Rolls included denotation because the name of cinnamon takes from the flavor of the bread and rolls is from the shape of the bread.

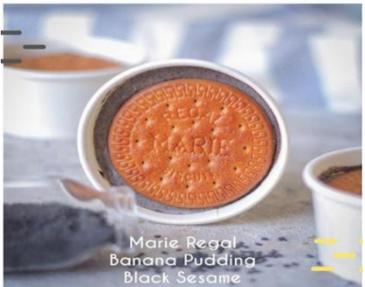
OK

19.		XIX/ FB/ Des/Den/Oui.Ba kery	Fudgy Brownies	Descriptive	Denotation	Oui.Bakery	<p>Fudgy Brownies is a brownies with a solid texture and moist on the top. It is made from compound chocolate, sugar, cocoa powder, butter, eggs, flour, salt, and baking soda.</p> <p>The name of fudgy brownies includes denotation categorize it tells the texture of the brownies. Also, the name has no secondary meaning.</p>	OK

20.		XX/ AP/ Reg/Den/Oui.Ba kery	Apple Pie	Regular	Denotation	Oui.Bakery	<p>Apple Pie is food served for dessert. The fillings of Apple Pie are from apple, Raisin, almond, lemon, sugar, brown sugar, cinnamon, and butter. The skin of apple pie is made from flour, lemon, salt, and butter.</p> <p>The name of Apple pie takes from the main filling that is apple. This name includes denotation because the name has no secondary meaning.</p>	OK
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21.		XXI/ LB/ Des/Con/Oui.Ba kery	Lotus Blondies	Descriptive	Connotation	Oui.Bakery	<p>Lotus Blondies is a blonde brownies with lotus biscoff inside and outside of it. Lotus biscoff is a biscuit with a surprisingly crunchy bite and distinctive flavor. Chewy and sweet with a little bit of spice and garnished with lotus biscoff on top of it.</p> <p>Lotus Blondies is the name of brownies with a biscuit on top. The name of Lotus Blondies is included in Connotation because the name makes curious the reader. The reader might expect the brownies shape like a lotus (flower) but it is the brand of the biscuit.</p>	OK
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22.		XXII/NS/ Reg/Den/Oui.Ba kery	Nutella Swirl	Regular	Denotation	Oui.Bakery	<p>Nutella Swirl is a muffin with Nutella chocolate inside, and the main ingredients are from flour, sugar, and Nutella chocolate.</p> <p>Nutella Swirl is a muffin with Nutella chocolate. This name includes denotation because of the food and the name appropriate between the appearance and the name. The swirl means the shape of the Nutella chocolate is Swirl inside of it.</p>	OK
23.		XXIII/MRBPBS / Des/Den/Oui.Ba kery	Marie Regal Banana Pudding Black Sesame	Descriptive	Denotation	Oui.Bkaery	<p>Marie Regal Banana Pudding Black Sesame is a pudding with banana flavor and added black sesame as the food coloring. The main ingredients are biscuit Marie Regal, banana flavor, and black sesame.</p>	OK

							<p>Marie Regal Banana Pudding Black Sesame is the name of pudding in Oui.Bakery. The name is included in denotation because of the content of the pudding is appropriate with the name. Marie Regal Banana Pudding Black Sesame included descriptive type because the long name makes the buyer's curiosity come up even though, the name describes the main ingredients.</p>	
24.		XXIV/ MRBPM/ Reg /Den /Oui.Bakery	Marie Regal Banana Pudding Mactha	Regular	Denotation	Oui.Bakery	<p>Marie Regal Banana Pudding Matcha is a pudding with banana flavor and added matcha powder as a food coloring. The main ingredients are biscuit Marie Regal, banana flavor, and matcha powder.</p>	OK

							<p>Marie Regal Banana Pudding Matcha is the name of pudding in Oui.Bakery. The name is included in denotation because of the content of the pudding is appropriate with the name. Marie Regal Banana Pudding Matcha included descriptive type because the long name makes the buyer's curiosity arise.</p>	
25.		XXV/CC/Reg/Den/Oui.Bakery	Chocolate Cookies	Regular	Denotation	Oui.Bakery	<p>Chocolate Cookies is a common cookie in the market made from chocolate and flour for the main ingredients.</p> <p>The name of Chocolate Cookies included denotation because the name has no secondary meaning. It describes the flavor or the ingredients of the</p>	OK



							cookies.	
26.		XXVI/ CC/ Reg/Den/Oui.Ba kery	Chunky Cookies	Regular	Denotation	Oui.Bakery	<p>Chocolate Cookies is a common cookies in the market that is made from chocolate and flour as the main ingredient.</p> <p>The name of Chocolate Cookies included in denotation because the name does not secondary meaning. It describes the flavor or the ingredients of the cookies.</p>	OK



27.



XXVII/ PBCC/
Reg/Den/Oui.Ba
kery

Peanut Butter
Crinkle
Cookies

Regular

Denotation

Oui.Bakery

Peanut Butter Crinkle Cookies is the cookies that is made from flour, sugar, and peanut butter.

The name of Peanut Butter Crinkle Cookie includes denotation because the name clearly describes the main ingredients of the cookies and the

OK

							crinkle because of the shape of it.	
28.		XXVIII/ LMP/Reg/Den/ Oui.Bakery	Lemon Meringue Pie	Regular	Denotation	Oui.Bakery	<p>Lemon Meringue Pie is a pie that has a sour and sweet taste. The sour is from lemon and the sweet from marshmallow, the sweet taste is for balancing the sour.</p> <p>The name Lemon Meringue Pie included denotation because it has no secondary meaning. The name fully describes the main ingredients of the food from the pie base filled with lemon and topped with meringue and marshmallow.</p>	OK
29.		XXIX/ORC/ Reg/ Den/Oui.Bakery	Oatmeal Raisin Cookies	Regular	Denotation	Oui.Bakery	Oatmeal Raisin Cookies is a cookie made from flour, oatmeal, sugar, and then round shape. The raisins is use for the topping of	OK



the cookies.

Oatmeal Raisin Cookies is included in denotation because the name describes the main ingredients of the cookies.

30.



XXX/ SP/
/Reg/Den/Oui.B
akery

Smore Pie

Regular

Denotation

Oui.Bakery

Smore pie is a pie with mini size and it is made with three main ingredients, they are a sandwich of crackers, toasted marshmallow, and a half chocolate bar.

Smore pie is quite popular in the United States and Canada when there is a campfire. The word Smore originally

OK

							<p>abbreviations from phrase some more. The term of Smore appears in public aimed at summer camps. So, the name of Smore is included in denotation because the word of Smore is the abbreviation phrase some more.</p>	
31.		XXXI/ CMBP/ Des/Den/Oui.B akery	Charcoal Marie Banana Pudding	Descriptive	Denotation	Oui.Bakery	<p>Charcoal Marie Regal Banana pudding is a pudding with banana flavor. The main ingredients are biscuit Marie Regal, banana flavor, and organic charcoal.</p> <p>Charcoal Marie Regal Banana Pudding is the name of pudding in Oui.Bakery. The name is included in denotation because of the content of the pudding is appropriate with the name. Charcoal Marie Regal Banana</p>	OK

							<p> pudding included descriptive type because the long name makes the buyer's curiosity arise.</p>	
32.		<p>XXXII/ FD/ Des / Den / The Warungan</p>	<p>Fish Dumpling</p>	<p>Descriptive</p>	<p>Denotation</p>	<p>The Warungan</p>	<p>Fish Dumpling is one of the snacks in The Warungan. The main ingredients of the fish dumpling are mashed fish and flour then mix with savory seasoning. The cover is the cutest one because they look so interesting. The cover is not from lumpia but it is from egg mix well with flour and then shaping into a pyramid.</p> <p>Fish Dumpling is a name of the snack that included denotation because the name only has a literal meaning. Name of "Fish" because the main contain</p>	<p>OK</p>

							<p>dumpling is fish and “Dumpling” it is clear that the cover of fish is dumpling but the difference is it from the egg that mixes with flour.</p>	
33.		<p>XXXIII / GB / Reg / Den /Italian Delight</p>	<p>Garlic Bread</p>	<p>Regular</p>	<p>Denotation</p>	<p>Italian Delight</p>	<p>Garlic Bread is a toasted bread then spread with margarine and garlic.</p> <p>The name of Garlic Bread takes from the main ingredients of it. The name includes in denotation categorize because of the name has no secondary meaning, it describes the main ingredients in it</p>	<p>OK</p>

34.		XXXIV / GC / Reg/ Den /Italian Delight	Garlic Cheese	Regular	Denotation	Italian Delight	<p>Garlic Cheese is a savory toast covered with garlic for flavor and cheese on top.</p> <p>Garlic Cheese is the name of toasted bread with cheese for topping. Garlic Cheese includes in denotation categorize because of the name takes from the main ingredients of it.</p>	OK
35.		XXXV /ML/ Des / Den / Italian Delight	Meat Lover	Descriptive	Denotation	Italian Delight	<p>Meat Lover is a pizza mix with various kinds of selected meats such as beef sausage, chicken sausage, and beef.</p> <p>The name of Meat Lover takes from the main ingredients of the pizza. The Pizza is for people that love various meats. The name includes in denotation because it</p>	OK

							tells the special ingredient that is meat.	
36.		XXXVI / BM / Reg/ Den/ Italian Delight	Baked Macaroni	Regular	Denotation	Italian Delight	<p>Baked Macaroni is a pasta consisting of stacked layers of ground beef, bacon, cheese, carbonara sauce, and macaroni.</p> <p>Baked Macaroni is a name that is included in denotation because the name has no secondary meaning and the served of the food also appropriate with the name.</p>	OK
37.		XXXVII / CB/ Des/ Den/ Italian Delight	Cheese Burger	Descriptive	Denotation	Italian Delight	<p>Cheese Burger is a pizza topped with a special cheeseburger-style sauce, dill pickles, tomatoes, bacon, ground beef, and plenty of cheddar and mozzarella cheese.</p>	OK



The name of Cheese Burger takes from the contents of the topping, it is for people who love burgers but with a different shape and appearance. So, this name includes denotation because only describes the contents of the pizza.

38.



XXXVIII / PS/
Reg/ Den/
Italian Delight

Pizza Seafood

Regular

Denotation

Italian Delight

Pizza Seafood is a pizza that is made from flour, cheese, onion, red and green bell, garlic, squid, shrimp, with a spicy taste.

OK

Pizza Seafood is the name of pizza that contains seafood. This name includes denotation because the name has no secondary meaning, and the appearance is fit with the name.

39.		XXXIX / CF/ Reg/ Den/ Italian Delight	Carbonara Fries	Regular	Denotation	Italian Delight	<p>Carbonara Fries is crispy french fries combined with savory carbonara sauce and added with smoked beef.</p> <p>Carbonara Fries is the name of one of the desserts in Italian Delight. The name of Carbonara Fries includes Denotation because the name only describes the content of the food and it has no secondary meaning.</p>	OK
40.		XXXX / ASCS/ Reg/ Den/ Italian Delight	Asian Spicy Chicken Spaghetti	Regular	Denotation	Italian Delight	<p>Asian Spicy Chicken Spaghetti is a spaghetti added chicken with a taste. The spicy taste is made to suit Asian tastes because of Asian people like spicy taste.</p> <p>The name of Asian Spicy</p>	OK



Chicken Spaghetti is a denotation categorize because it has no secondary meaning. The use of “Asian” word to explain that the spaghetti goes for the Asian taste.

41.



XXXXI / BC/
Reg/ Den/
Italian Delight

Black Calzone

Regular

Denotation

Italian Delight

Black Calzone is made from flour, chicken, sausage, margarine, mayonnaise, onion, and cheese. The black of the skin is from food coloring.

The name of Black Calzone includes denotation because the name and the food match, and it has no secondary meaning. The word of Calzone is from Italy that

OK

							means a pastel with a triangle shape.	
42.		XXXXII / G / Des/ Den/ Warung Upsize	Greenchy	Descriptive	Denotation	Warung Upzise	<p>Greenchy is toasted bread with cheese sauce and KitKat chocolate chunks also green tea powder for topping.</p> <p>Greenchy is the name of a food that includes in denotation categorize because it tells the appearance of the food that is green. The green is from green tea powder as a topping of the toasted bread.</p>	OK
43.		XXXXIII / BS/ Reg/ Den/ Italian Delight	Bread Stick	Regular	Denotation	Italian Delight	<p>Bread Stick is food that made from bread, herbs butter, cheese, sesame seed, with dipping sauce.</p> <p>The name of Bread Stick includes in denotation because the</p>	OK

							<p>shape of the food is appropriate with the name that is the stick and the main ingredient is the bread.</p>	
44.		<p>XXXIV / TCB/ Reg/ Den/ Italian Delight</p>	<p>Thin Calzone Beef</p>	<p>Regular</p>	<p>Denotation</p>	<p>Italian Delight</p>	<p>Thin Calzone Beef is a calzone with a thin shape and the main filling is beef and melted cheese.</p> <p>The name of Thin Calzone Beef includes in denotation because the name only describes the shape and the filling inside of the calzone.</p>	<p>OK</p>

45.		XXXV / DPSP/ Reg/ Den/ Italian Delight	Double Pepproni Small Pizza	Regular	Denotation	Italian Delight	<p>Double Pepperoni Small Pizza is a pizza with pepperoni, it is a salami seasoning that originally from the United States-Italy, made from pork and beef. But in Pepperoni Italian Delight made from beef which adapted to the taste of Indonesia.</p> <p>Double Pepperoni Small Pizza is the name of Pizza that includes in denotation because it has no secondary meaning, the word of “double” takes from the filling of the beef pepperoni that twice as much. Small takes from the size of the pizza.</p>	OK
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46.		I / BTCC/ Reg /Den/ Cheezit Tea	Black Tea Cheese Cream	Regular	Denotation	Cheezit Tea	<p>Black Tea Cheese Cream is one of the variant menus that has a unique taste because of sweet tea mixing with cheese and cream. Cheese has a salty taste mixed with the sweet taste of black tea. It is called black tea cheese cream because of ingredients from sweet black tea, cheese, and cream on the top.</p> <p>The name of Black Tea is because tea powder is black but when mixed with water and cheese has a color like tea mostly. This beverage included regular type because the customer will know that the beverage is from black tea, cheese, and cream and they do not need to guess what the main ingredients are. The naming of Black Tea Cheese Cream is denotation</p>	OK
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							because it has no secondary meaning of the name.	
47.		II / HCC/ Reg /Den/ Cheezit tea	Hazelnut Chocolate Cream	Regular	Denotation	Cheezit Tea	<p>Hazelnut Chocolate Cheese Cream is fit with the name of the menu. It is a hazelnut chocolate mix with cheese and cream. The taste of sweet hazelnut chocolate and cheese is suitable to increase the queasy taste from hazelnut chocolate that very viscous.</p> <p>Hazelnut Chocolate Cheese Cream is one of the variants in Cheezit Tea. The beverage included in descriptive because it is surely Hazelnut Chocolate that mixed cheese with cream. The customers know what the beverage</p>	OK

							contains before they see the beverage. Hazelnut Chocolate Cheese Cream is denotation because the name has no secondary meaning and the name only shows the main ingredients of it.	
48.		III / Pin/ Reg / Den / Ahola Manahan	Pinacolada	Regular	Denotation	Ahola Manahan	<p>Ahola is a brand of soft drink that sells tropical drinks and it has many variants. Pinacolada is one of many variants, the ingredients of it made from extract pineapple and cola.</p> <p>One of the variants in Ahola Manahan is Pinacolada, it has a sweet and fresh taste because of pineapple mix with cola.</p>	OK

							Pinacoda included in denotation because it only shortens the name of pineapple and cola and there is no secondary meaning.	
49.		IV/ RV/ Des /Den/ Warung Upsize	Red Velvet	Descriptive	denotation	Warung Upsize	Red Velvet is one of the favorite beverages in Warung Upsize. The ingredients are beet, milk, sugar, and water. Red Velvet is a beverage that an appearance like strawberry milk but redder, the taste of Red Velvet is sweet. The ingredients are beet, milk, sugar, and water. The red one is from an extract beet that has the red one. This beverage always fits with any foods because the taste not	OK

							<p>makes queasy.</p> <p>Red Velvet is included to descriptive because the name of Red Velvet always identic with beet and it does not make surprise by the taste, but not everyone knows that the Red Velvet ingredient main is beet then mix with milk. The name of the beverage included in denotation because it does not secondary meaning.</p>	
50.		V / ICS/ Des / Con / Kedai Mbokben	Ice Sexy Blue	Descriptive	Connotation	Kedai Mbokben	Ice Sexy Blue is a drink that has a sweet taste. The ingredients are from Nata de coco, Selasih, sprite, and blackcurrant. The blue is coming from blackcurrant and	OK

							<p>displayed with a glass shape that looks interesting.</p> <p>Ice Sexy Blue included descriptive because the customers know that the beverage is the blue one it is written on the name and the ingredients are from Blackcurrant, Sprite, Nata de Coco, and Selasih. The name of Ice Sexy Blue included connotation because of the “sexy” word is not a literal meaning, it is just the beverage that is displayed with the interesting glass and the color is blue.</p>	
51.		VI/ JR/ Des / Den / Young Crew	Jamaican Rainbow	Descriptive	Denotation	Young Crew	Jamaican Rainbow is a beverage that branded tropical	OK



drink. The ingredients of the beverage are mango syrup or orange (we can choose), melon syrup, Pepsi, and lemon. The beverage has a sweet taste when we drink first drink and in last a little bit sour because of the lemon.

The beverage included to descriptive because people who buy the beverage will know that it is a tropical drink that has many tastes because of mixed with one or more variants. The variants that mix are mango syrup or orange, melon syrup, Pepsi, and lemon. the name of the beverage is included in denotation because Jamaican

							in English means Jamaica people or short pants so, it is just to make customer when they drink the beverage feels like fresh or on the beach that identic with people who wear short pants.	
52.		VII /OC/ Des / Den / Ahola	Ocean Milk	Descriptive	Denotation	Ahola	<p>Ocean Milk is a combination of milk, fresh orange slices, mint leaves, and blue soda.</p> <p>The name of Ocean Milk takes from the appearance and the ingredient of the beverage. The name Ocean because of the blue is from blue soda, so the name of the beverage includes in denotation because it is a literal meaning.</p>	OK

53.		VIII/ M/ Reg/Den/ Ahola	Mocaloha	Regular	Denotation	Ahola	<p>MocaLoha is a beverage made from creamy mocha blended with chocolate topping and cookies.</p> <p>The name of the Mocaloha takes from the main ingredient that is creamy mocha. So, the name includes denotation because it has no secondary meaning.</p>	OK
54.		IX/C/ Reg/Den/ Ahola	Chocoloha	Regular	Denotation	Ahola	<p>Chocoloha is a beverage made from creamy chocolate mixed with chocolate topping and cookies.</p> <p>The name of Chocoloha takes from the main ingredient that is creamy chocolate. So, the name includes in denotation</p>	OK

							because it has no secondary meaning.	
55.		X/ R/ Des/Con/ Ahola	Rainbow	Descriptive	Connotation	Ahola	<p>Rainbow is a beverage made from a combination of red syrup, yellow syrup, and mixed with blue soda. It becomes an interesting layer like a rainbow and the topped with fresh orange slices and mint leaves.</p> <p>The name of Rainbow includes denotation because it is the representation of the</p>	OK

							appearance of the beverage and the name has no secondary meaning.	
56.		XI/ S/ Des/Con/ Ahola	Sunset	Descriptive	Connotation	Ahola	<p>Sunset is a beverage made from fresh pineapple chunks combined with the sweetness of the red syrup.</p> <p>Sunset is a beverage that the name takes from the appearance of it. The orange is from the pineapple that has been mashed. The name of Sunset includes in denotation because it has no secondary meaning only describe the looks of the beverage.</p>	OK
57.		XII/ RTO/ Des/Den /Kedai Mbokben	Red Ter On	Descriptive	Denotation	Kedai Mbokben	Red Ter On is a beverage made from syrup, ice, and watermelon as the main	OK

							<p>ingredients.</p> <p>The name of Red Ter On takes from the color of it, the red one is from the watermelon. This name includes denotation because it has no secondary meaning.</p>	
58.		XIII/ IBG/ Des/Den/ Kedai Mbokben	Ice Bubble Gum	Descriptive	Denotation	Kedai Mbokben	<p>Ice Bubble Gum is a beverage made from bubble gum powder drink, choco chip, milk, and ice.</p> <p>The name of Ice Bubble Gum takes from the main ingredient and it has no secondary meaning. So the name includes in denotation because only tells the</p>	OK

							ingredient.	
59.		XIV/ GTT/ Reg/Den/ Kedai Mbokben	Green Tea Tropical	Regular	Denotation	Kedai Mbokben	<p>Tropical Green Tea is a tropical beverage made from green tea, sugar, strawberry chunks, and mint leaves.</p> <p>The name of Tropical Green Tea includes denotation because the name describes the contents of the beverage, so it is a literal meaning.</p>	OK
60.		XV/ SR/ Des/ Con /Kedai Mbokben	Sexy Red	Descriptive	Connotation	Kedai Mbokben	<p>Sexy Red is a beverage made from strawberry syrup, nata de coco, basil, mint</p>	OK

							<p>leaves, and limes.</p> <p>The name of Sexy Red includes in connotation because the “sexy” word is not a literal meaning and the red describes the appearance of the beverage.</p>	
61.		XVI/ O/ Reg/Den /Kedai Mbokben	Ovocado	Regular	Denotation	Kedai Mbokben	<p>Ovocado is a beverage made from avocado, milk, chocolate, and ice.</p> <p>Ovocado is the name of a beverage in Kedai Mbokben. Ovocado includes denotation because has no secondary meaning, it takes from the main ingredient that is avocado.</p>	OK

62.		XVII / HMC / Reg/ Den/ Italian Delight	Hot Marshmallow Cocoa	Regular	Denotation	Italian Delight	<p>Hot Marshmallow Cocoa is a beverage made from cocoa powder with marshmallow and chocolate stick for the topping.</p> <p>Hot Marshmallow Cocoa includes in denotation categorize because of the name describes the contains of the beverage. The name of the beverage has no secondary meaning, it is a literal meaning.</p>	OK
63.		XVIII / MSB/ Reg/Den/ Italian Delight	Milk Shake Blue	Regular	Denotation	Italian Delight	Milk Shake Blue is a beverage made from milk mixed with Pepsi blue and sugar.	OK

							<p>The name of Milk Shake Blue includes denotation because it describes clearly the main ingredients of the beverage. The blue is from a Pepsi that mixed with other ingredients.</p>	
64.		<p>XIX / BH/ Des/ Con/ Italian Delight</p>	<p>Blue Heaven</p>	<p>Descriptive</p>	<p>Connotation</p>	<p>Italian Delight</p>	<p>Blue Heaven is a drink with a blend of melon syrup and Pepsi blue</p> <p>The name of the beverage Blue Heaven included connotation because the word “heaven” is not a literal meaning, it is because of the fresh taste of the beverage and the name “blue” describes the appearance of</p>	<p>OK</p>

							the beverage.	
65.		XX / SL/ Des/ Den/Italian Delight	Strawberry Light	Descriptive	Denotation	Italian Delight	<p>Strawberry Light is a beverage made from strawberry syrup and milk.</p> <p>The name of Strawberry Light takes from the main ingredients of it that are from Strawberry syrup and milk. So, the name of the beverage includes in denotation.</p>	OK
66.		XXI / OC / Des / Con/ Kikil Josh	Ocean Blue	Descriptive	Connotation	Kikil Josh	Ocean Blue is one of the beverages in Kikil Josh. It is the beverage that is included	OK



in squash. Ocean Blue is a beverage that contains orange syrup, pepsi, and adding nata de coco.

Ocean Blue is the name of a beverage in Kikil Josh, it is included in connotation because the name is not literal meaning, it shows the appearance of the beverage.

