

# Metaphors in Sundanese Restaurants Naming

Eva Tuckyta Sari Sujatna, Kasno Pamungkas, and Heriyanto

**Abstract**— There are a number of research on metaphor have been done by the researchers in the world but it is very limited research on metaphor Sundanese restaurants naming. Sundanese is one of the tribes in Indonesia. It is the second number of speakers in Indonesia. The word of Sundanese can refer to language, culture, also people. The word Sundanese in this research refers to language. The writers obtained the data to identify the types of metaphor applied in the Sundanese restaurants naming. It is shown that there are two type of metaphors found, they are, dead metaphor and standard metaphor. From the data analyzed, it is found that the number of dead metaphor is 15% while the standard metaphor is 85%.

**Keywords:** Metaphor, Sundanese Restaurant Naming, Dead Metaphor, standard Metaphor

## I. INTRODUCTION

The word Sundanese can refer to tribe, language, people, or culture. The word Sundanese mentioned in this paper refers to language. As a language, Sundanese is spoken by 39 million people as the speakers or about 15% of Indonesian citizens. It is one of the biggest tribes in Indonesia: relating to the number of speakers, it is the second rank after Javanese. Geographically, Sundanese is spoken by the speakers in Jawa Barat area. As one of the provinces in Java Island, Jawa Barat has 27 cities and regencies. Jawa Barat is well known as a rich province of culinary, especially Bandung as the capital city of the province. As we know, culinary can be the one of the tourism objects besides the destination. Many people visit Bandung to enjoy the culinary, since they consider Sundanese culinary has special taste based on the traditional recipe. The tourists or visitors visit to the destinations and enjoy the culinary, not only the taste of the food but also sometimes the name of the restaurant. The unique name of restaurants can attract the consumer to spend their money in enjoying the culinary. The local language applied in the restaurant naming to make the restaurant seems more traditional. In naming the restaurants, besides using the local language (in this case Sundanese) the owner also apply the morphological processes, such as borrowing, blending, compounding, or even metaphor to make the restaurants naming are more attractive. By naming the restaurant more attractive it can increase the tourists coming to Indonesia.

Alikina and Mishlanova [1] did their research on metaphor and tourism in Rusia. Referring to their research, this paper tries to figure out the metaphor in Sundanese restaurant naming in Jawa Barat.

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The aims of the research are to classify the type of metaphor in Sundanese restaurants naming and to categorize the word formation of Sundanese restaurants naming.

## II. METHODOLOGY

The data collected are the names of restaurants in Jawa Barat to represent Sundanese geography. In this case, the writers not only chose the Sundanese geography but also the Sundanese naming. From the data collected (it is about twenty Sundanese restaurant naming), the writers classified into the types of metaphor. Besides the type of metaphor, the writers also classified the data into the morphological process of the restaurant naming.

## III. THEORETICAL FRAMEWORK

Metaphor as the first key word of the research, according to Lakoff in Sujatna [2], is “for most people a device of the poetic imagination and the rhetorical flourish- a matter of extraordinary rather than ordinary language.” It means that metaphor used an extraordinary language; it is not the common one, the imagination is needed in understanding a metaphor. Richards in Donoghue [3] argues that metaphor is “a shift, a carrying over a word from its normal use to a new use”. Metaphor is a figure of speech; it is closer to emotion since emotive words that usually used in the metaphor can express someone’s feeling or emotion. Lakoff and Johnson [4] stated that “...*that metaphor is pervasive in everyday life not just in language but in thought and action.*” The relationship between metaphor and culture are very close. As Kovecses [5] argued “...*metaphor and culture can be seen intimately linked. After all, metaphor can be viewed as the ornamental use of language.*” So that, metaphor could be found in the restaurant naming, in this research in Sundanese restaurant naming, it is used to persuade the visitor for coming to enjoy the food and beverages.

In line with Lakoff and Johnson [4], Lakoff and Richard in Donoghue [3], Newmark in Oliynyk [6] classified metaphor into six types of metaphors. They are dead metaphor, cliché metaphor, standard or stock metaphor, recent metaphor, and adapted metaphor. The six classifications are applied into the types of metaphor in the data of Sundanese restaurant naming.

Oliynyk defined “*Dead metaphors are metaphors without figurative meaning. Dead metaphors often used when describing the time and space, geographical objects and activities of people. Metaphors are often words that distinguish parts of the body, natural phenomena, and abstract astronomical concepts.*” The following is the example of dead metaphor in English: The house is *at the foot of the mountain*.

The following example describes that the word foot as the part of human body is used by the mountain.

Besides the dead metaphor, the second type is metaphor – cliché. According to Newmark in Oliynyk [6], “*Metaphor – clichés are metaphors that lost their aesthetic sense and are used only in connotative function, in order to express thoughts more clearly often with a larger share of emotions.*” He describes the metaphor – cliché in the following:

The County School will in effect become not a *backwater* but a *breakthrough* in educational development which will *set trends* for the future. In this its *traditions* will help and it may well become a *jewel in the crown* of the county's education.

The words *backwater*, *breakthrough*, *set trends*, *traditions*, and a *jewel in the crown* are metaphors.

The third type of metaphor is standard or stock metaphor. This type, according to Newmark in Oliynyk [6], “*are metaphors which are effective means of describing concrete or abstract concepts, which has an emotional impact on the reader and unlike dead metaphors have active aesthetic function.*” Later on Newmark in Oliynyk added that the metaphor may be outdated or be used only by members of a particular social class or age as described in *It is raining cats and dogs*.

The fourth type is adapted metaphor. This type of metaphor, according to Newmark in Oliynyk, he considered adapted metaphors to be author's metaphorical occasionalisms.

The fifth type is considered as recent metaphors or metaphorical neologisms, many of which are “anonymous” and is widely spread in the original language. According to Newmark, it is called neologism since the words used are new metaphors or renew themselves in language. The example is the word *walkman* which is taken from the words *walk* and *man* and the metaphor has a new meaning ‘*portable cassette player*’.

The six type of Newmark's in Oliynyk is considered as original metaphors to be individual author's metaphors used by the author individually and are not common in everyday usage. Newmark believed that author's metaphors should be rendered as close as possible to the original, because: a) the author's metaphor manifests individual style and personality of the author and b) the author's metaphors contribute to the enrichment of the vocabulary of the target language.

In naming restaurants, it involves word formation. The words formed have their own philosophy to attract the visitors coming to the restaurants, it also happens to Sundanese restaurants. As Marchand [7] argued that word formation is “*the branch of the science of language which studies the pattern on which a language forms new lexical units, i.e. words.*” Besides Marchand's argumentation, McMannis [8] divided the word formation as follows:

- a) *Derivation*, English has a number of derivational morphemes which we use to derive words. There are prefixes or suffixes, such as, like – dislike, friend – friendly, serum – antiserum, etc.
- b) *Compounding*, a compound is a word formed by combination of two independent words. The part of a compound can be free morphemes, derived words, or other compounds, such as, *girlfriend*, *lifeguard*, *blackboard*, etc.
- c) *Acronym*, are formed by taking the initial sounds (or letters) of the words or phrase and uniting them into

combination which it itself pronounceable as a separate word, such as, *NATO*, *ABRI*, *UN*, etc.

- d) *Back Formation*, makes use of a process called analogy to derive new words, but in rather backwards manner, such as, *television* → *televise*
- e) *Blending*, is a combination of the parts of two words, usually in the beginning of one words and the end of another, such as, *smoke* + *fog*: *smog*, *breakfast* + *lunch*: *brunch*, etc.
- f) *Clipping*, frequently we shorten words without paying attention to the derivational morphology of the word (or related words). It can be shorten in the beginning (aphesis), in the middle (syncope), and at the end (apocope) such as, *van* from *caravan*, *ne'er* from *never*, *dorm* from *dormitory*.
- g) *Coinage*, words may also be created without using any of the methods described above and without employing any other word or word parts already in existence, such as, *Kodak*, *Exxon*, etc.
- h) *Functional Shift*, a new word may be created simply by shifting the part of speech to another one without changing the form of the word, such as, *run*, *laugh* as the nouns and verbs.
- i) *Morphological misanalysis*, sometimes people hear a word and misanalyse it either because they “hear” a familiar word or morpheme in the word, or for other, unknown reasons, such as, *-burger* in *hamburger* is not from *ham* + *burger*, it is the clipping from *Hamburger steak*, it also happens to *cheeseburger*, *salmonburger*, *beefburger*, etc.
- j) *Proper names*, many places, inventions, activities are named for persons somehow connected with them, such as, *City of Washington D.C.* from the name *George Washington*, *District of Columbia* from *Christopher Columbus*, etc.

From the ten types of word formations, the writers found three types in the Sundanese restaurant naming data. Compounding as the word formation is found in both dead and standard metaphor, while coinage and blending are in standard metaphor.

#### IV. DISCUSSION

The twenty data are taken from twenty different texts such as, brochure or leaflet of restaurant promotion in Jawa barat area. From the six Newmark's [9] classification, it is found two types of metaphors in the Sundanese restaurant naming as the data. They are dead metaphor and standard metaphor. From each metaphor, the writers also observe the morphological processes of the Sundanese restaurant naming since the naming commonly are structured from two or more words.

##### 4.1 Dead Metaphor in Sundanese Restaurant Naming

From the twenty data collected, there are three Sundanese restaurants naming as dead metaphor. The three Sundanese restaurants naming are structured from compounding as described in the following data.

- (1) *Raja Rasa*
- (2) *Raja Sunda*
- (3) *Sindang Reret*

The Sundanese restaurant naming in data (1) – (3) are taken from Sundanese language. They classified into dead metaphor

since the three names are metaphors without figurative meaning. The dead metaphor mentioned in data (1) taken from the word *Raja* means 'king' and *rasa* means 'taste' literally 'King of taste'. It also happens to data (2) *Raja* means 'King' and *Sunda* means 'Sundanese'. The word *Sundanese* can refer to *Sundanese* as people, culture or food. So that, the restaurant naming *Raja Sunda* means 'King of Sundanese'. The data (3) is also classified into dead metaphor since it describes the activities of people. The words *sindang* means 'come' and *reret* means 'see', literally means 'come to see or to enjoy' in this case 'come to enjoy the food'.

Relating to the morphological process or word formation, the three naming are categorized into compounding. The three compounding are formed by combination of two independent words: *raja* and *rasa* for data (1), *raja* and *Sunda* for data (2), and *sindang* and *reret* for data (3).

#### 4.2 Standard Metaphor in Sundanese Restaurant Naming

From the twenty Sundanese restaurant naming data collected, it is found seventeen data as standard metaphor. Relating to the word formation, the seventeen Sundanese restaurants naming as standard metaphor, twelve data are compounding, four data are categorized as coinage, and one data is categorized as blending as described in the following data.

- (4) *Panorama Elok*
- (5) *Racik Desa*
- (6) *Sari Cobek*
- (7) *Bumbu Desa*
- (8) *Rumah Nenek*
- (9) *Dapur Kampung*
- (10) *Boemi Mitoha*
- (11) *Kampung Sawah*
- (12) *Kampung Daun*
- (13) *Alas Daun*
- (14) *Saung Balakecarakan*
- (15) *Sambel Hejo*
- (16) *Resto Sambara*
- (17) *Bancakan*
- (18) *Ponyo*
- (19) *Mang Kabayan*
- (20) *Ampera*

From the seventeen Sundanese restaurants naming classified into standard metaphor, the above data (4) – (15) are categorized into compounding, data (16) – (19) are categorized into coinage, and data (20) is categorized as blending.

All the data above are classified into standard metaphor since the seventeen Sundanese restaurants naming data are metaphors which are effective means of describing concrete or abstract concepts, which has an emotional impact on the reader and unlike dead metaphors have active aesthetic function.

Relating to the word formation, the data *Panorama Elok* (4) is formed by two words *panorama* and *elok*. The word *Panorama* means 'scenery' and *elok* means 'beautiful'. The two words are not Sundanese words although the restaurant is the Sundanese restaurants. The two words are taken from Bahasa Indonesia words.

Data (5) *Racik Desa* as the standard metaphor is taken from the two free morphemes. The data (5) has similarity with data (4). Both free morphemes *Racik* means 'mix' and *Desa* means 'village' are taken from Bahasa Indonesia.

Data (6) is also derived from two free morphemes. They are *Sari* and *Cobek*. *Sari* means 'main (content)' is taken from Bahasa Indonesia and *cobek* means 'plate made from stone or wood' is taken from Javanese. So that, the compounding *Sari Cobek* is the combination of two free morphemes is taken from Bahasa Indonesia and Javanese words.

Data (7) *Bumbu Desa* has a similar word formation with data (4) and (5). The data is formed by two free morphemes, the free morpheme *Bumbu* means 'spicy' and the free morpheme *Desa* means 'village' are taken from Bahasa Indonesia words.

The morphological process of data (8) is similar to data (4), (5), and (7). The compounding *Rumah Nenek* is derived from the free morpheme *Rumah* means 'house' and *Nenek* means 'grandmother'. Both the free morphemes are taken from Bahasa Indonesia words.

Data (9) *Dapur Kampung* is a compounding from two free morphemes *Dapur* means 'kitchen' and *kampung* means 'village'. The word *Dapur* is taken from Bahasa Indonesia while the word *Kampung* is taken from Sundanese word.

Data (10) has different word formation from earlier data mentioned. The data (10) *Boemi Mitoha* is two free morphemes taken from Sundanese. The word *Boemi* means 'house' and the word *Mitoha* means 'mother/ father in law'

Data (11) and data (12) have similarity with data (10). The two data are formed by two free morphemes. Data (11) *Kampung* means 'village' and *Sawah* means 'rice field' while the word *Daun* in data (12) means 'leaf'. Both compounding *Kampung Sawah* and *Kampung Daun* are taken from Sundanese words.

Data (13) is derived from two free morphemes. The word *Alas* means 'plate' and *Daun* means 'leaf'. The word *Alas* is taken from Bahasa Indonesia while the word *Daun* is taken from Sundanese word.

Data (14) *Saung Balakecarakan* is similar to data (10), (11), and (12); they derived from Sundanese words. The word *Saung* in data (14) means 'hut' and *Balakecarakan* means 'messy'.

Data (15) *Sambel Hejo* as the last data in compounding is derived from the free morpheme *Sambel* means 'condiment' and the word *Hejo* means 'green (chili)'. The data is similar to data (10), (11), (12), and (14).

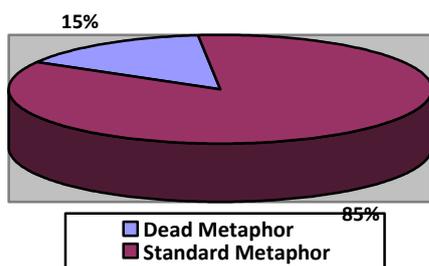
Data (16) – (19) are classified into standard metaphor categorizing Coinage since the words may also be created without using any of the methods described above and without employing any other word or word parts already in existence.

Data (20) is the last data as standard metaphor which derived from blending process. The word *Ampera* is derived from (m)am (man means 'eating') + pera (pera means 'rice'). So, the word *Ampera* means 'eating rice' as the main course for Sundanese people.

#### V. CONCLUSION

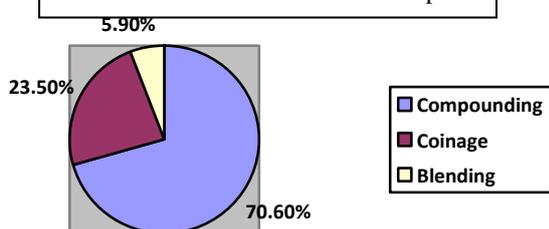
From the data analysis, the metaphor of Sundanese restaurant naming is 15% is dead metaphor and 85% is standard metaphor as described in the following pie chart.

## Metaphor in Sundanese Restaurants Naming



From the 15% of dead metaphor, all of the word formation is compounding while from the 85% of standard metaphor; 70.6% is compounding, 23.5% is coinage, and 5.9% is blending, as described in the following pie chart.

## Word Formation of Standard Metaphor



From the compounding in the dead metaphor, the all free morphemes are taken from Sundanese words while the compounding in the standard metaphors is various. The twelve compounding data in the standard metaphor are various. The data (4), (5), (7), and (8) are taken from Bahasa Indonesia free morphemes, the data (10), (11), (12), (14), and (15) are taken from Sundanese, the data (9) and (13) are taken from the combination Bahasa Indonesia and Sundanese, while the data (6) is taken from the combination of Bahasa Indonesia and Javanese.

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