

# Metaphors in Sundanese Restaurants Naming

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**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.





