

Metaphors in Sundanese Traditional Food Names: A Study of Culinary Tourism in Jawa Barat Indonesia

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Abstract— Entitled “Metaphors in Sundanese Traditional Food names: A Study of Culinary Tourism in Jawa Barat Indonesia”, this paper tries to describe the metaphors used in the names of Sundanese traditional food. The purposes of this study are to analyze the naming patterns, metaphors found in the names of traditional foods, and their relations with the Sundanese culture promotion. The framework of this research are Metaphors by Richards et al, (1989) discussing a word or phrase which is used for special effect, and which does not have its usual or literal meaning, Discourse of Tourism by Dann (1996) and word formation theory by Marchand (1992) and McMannis (1998). The data used in this research are taken by observing and documenting the culinary tourism information, interviewing the person in charge of tourism office in Jawa Barat Province and doing literature review of tourism language. The results of this research show that there are figurative meanings often employed. The used Metaphors aim to describe the physical circumstances of attraction and implicitly to influence tourists to taste the food. In addition, their names have more alive meaning as if the foods are able to act like a human. They use living creature as the imagery of tourism object. There is a promotive function of the metaphors as the link between the promotional names and the promoted culinary. Furthermore, in order to optimize the culinary tourism promotion, the metaphors should be employed in the culinary product naming and promotion. Regarding the Sundanese culture promotion, the using of Sundanese language in the culinary names shows that directly the Sundanese is promoted through the names of culinary tourism..

Keywords— Metaphors, Culinary Names, Sundanese, Jawa Barat.

I. INTRODUCTION

Researches on linguistics are developing not only in microlinguistics such as phonology, morphology, syntax, semantics etc. but also in macrolinguistics that enables to combine the linguistics with other studies, known as macrolinguistics. This research, for instance, is an example of the macrolinguistics study that involves another discipline, namely culture in tourism field. Language, in this study, is employed as the identity marker of products. There has been similar research regarding language use in naming the products.

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Naming does not only function to identify the products but also indirectly to advertise them. In this case, language plays an important role in naming the products. It can be seen from the use of language in the form of a specific word or phrase as the name of pharmaceutical products. Language is used as a product name since the product only has a physical form, then it can be characterized by giving it identity with good naming both the form and meaning. In other words, language is able to communicate the types and characteristics of a product [1].

The language employment as product name in all languages is one of language nature as a means of communication. This indicates that language plays an important role in order to communicate verbally or textually in the field of advertising. Language elements that play an important role in a product naming are words and phrases. Words and phrases used as a product name is varied enough, for example English-Indonesian, English and some other languages, not even the least of which is a mixture of two languages. Sometimes, the words or phrases used as the product naming not only have literal meaning but also figurative meanings [2].

This research focuses on figurative meaning or metaphors found in Sundanese traditional food names existing in Jawa Barat Indonesia. As one of the biggest tribes in Indonesia, Sundanese has various traditional foods. It is known as tasteful culinary tourism area with rich and creative dishes. The culinary of Sundanese has close relations with its culture. Moreover, their culinary naming's also show the relation between the foods and culture.

II. MATERIAL AND METHODS

This study uses theory of Morphology, especially word formation which discusses the process of forming the words [3], [4], and [5] in order to describe the kinds and characteristics of the products., then product naming strategies [6] and [7], and the meaning analysis is based on theory of metaphors [8], [9], [10], [11], [12], [13], and [14]. By understanding the metaphorical expression in the culinary names, consumers are able to recognize the products more easily and influenced to purchase them.

Word Formation

As an important element in naming the culinary products, word does not come incidentally but it has its origins i.e. word formation. Word is a unit of language that can stand on its own. It derives from single or combined morpheme [3] and [4]. As a component of language, word undergoes a process of formation, hereinafter referred to process of forming words or

word formation, which is one of morphological studies. The process of forming the words explains how a word is formed.

The 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. The word formation in English is divided into several types [3], namely:

1. Derivation, a word formed by adding the suffix either in the form of a prefix or suffix, such as government, happiness, etc.
2. Compounding, a word formed by combining two free words to produce a new meaning, for example: girlfriend, lifeguard, etc blackboard.
3. *Acronym*, word formation that occurs by taking the first letter or sound next to each word and combine them into one word, example: NATO, ABRI, UN, etc.
4. *Back Formation*, analogy process of a new word by reducing affixes in the word, eg: television → televise
5. *Blending*, Blending, is a combination of parts of two words, usually the beginning of the first word and the final part of the second word, example: smoke + fog: smog, breakfast + lunch: brunch, etc.
6. *Clipping*, shortening the word by cutting the front (aphesis), middle (syncope), or end of a word (apocope). Examples: van of the caravan, ne'er than never, dorm from the dormitory.
7. *Coinage*, word formed without the use of methods or other word elements but the words are formed from existing ones, is usually a word that has been popular and is intended to maintain the popularity of the word or to make it more popular. This word formation is widely used in the naming of products, such as Kodak, Exxon, etc.
8. *Functional Shift*, forming words by changing the word class without changing the form of the word, eg: run, laugh used both as a noun and a verb.
9. *Morphological misanalysis*, words formed with familiar words but there is no obvious reason of their formation, for example: the suffix *-burger* is misanalysis from *hamburger* word formed from ham + burger. While *hamburger* is a fragment of a *hamburger steak*. This misanalysis is seen from the wide range of products such as *cheeseburger*, *salmonburger*, *beefburger*, etc.
10. *Proper names*, words derive from the name of a person attached to name of place, street, inventions, e.g: City of Washington D.C. derived from the name of George Washington, the District of Columbia from Christopher Columbus, etc.

Product Naming Patterns

A product name is either able to describe or characterize the product [6]. Naming the product is often:

1. Referring to the name of the company, which deals with connotations posed by popularity, superiority, or the excellence of the company issuing the products. Therefore, the consumers, knowing the name of the product, are directly affected by the popularity and quality of the

company's products, for example: Armani, Benetton, Folger's, Louis Vuitton.

2. Referring to an imaginary or made-up personality and causing a particular image associated to the name, for example: Wendy's refers to image of a young friendly girl, Mr. Clean poses a strong image of a worker;
3. Referring to the aspects of nature and giving the product quality related to nature, for example: Tide, Aqua, Surf, etc.
4. Emphasizing superiority and product advantages, e.g. Maxilight, superfresh, Ultralite, etc.
5. Expressing usability or ability conducted by the product, e.g. Flow Quick, Easy Wipe, etc.
6. Showing what can be obtained by using the product, e.g. Close-Up, No Sweat Deodorant.
7. Combining words that have joint meaning of product composition through the compounding: *Yogourt* → *yogurt* + *gourmet*, *mountea* → *mountain* + *tea*, etc.

Metaphors

In a metaphor, no function words are used. Something is described by stating another thing with which it can be compared. There are no various metaphors in the sentence above. The metaphor "soul" refers to Tita which means "to find herself". Metaphor is one of the figures of speech besides simile, personification, hyperbole, and understatement. Metaphor is a figure of speech that says that one thing is another different thing. In a metaphor, no function words are used. Something is described by stating another thing with which it can be compared [8].

Types of Metaphors

Metaphors are divided into six types [9]. They are dead metaphor, cliché metaphor, standard or stock metaphor, recent metaphor, original metaphor, and adapted metaphor. Newmark argues that "*Dead metaphor, viz. metaphors where one is hardly conscious of the image, frequently relate to the universal terms of space and time, the main part of the body, general ecological features and the main human activities.*" In Bahasa, the examples of dead metaphor are *kaki gunung* 'foot of the mountain' and *mata air panas* 'hot spring'.

The second type of metaphor is cliché metaphor, "cliche metaphor is temporarily outlived their usefulness, that are used as a substitute for clear thought, often emotively, but without corresponding to the fact of the matter." In English, the examples of cliché metaphor are the words *backwater* and *breakthrough* in the sentence *The country school will in effect become not a backwater but a breakthrough.*

The third type of metaphor is stock or standard metaphor. "A stock metaphor as an established metaphor in an informal context is an efficient and concise method of covering a physical and or mental situation both referentially and pragmatically - a stock metaphor has a certain emotional warmth. The example of stock or standard metaphor in English is "keep the pot boiling". From the example, it is described that the pot is boiling, as we know that something which is boiled is liquid not the pot.

The fourth type is adapted metaphor. This metaphor is adapted from the contemporary metaphor. The example of the

adapted metaphor is *the ball is a little in their court*, it is adapted from the contemporary metaphor *the ball is in their court*.

The fifth one is recent metaphor. It is called a metaphorical neologism. It is called neologism since the words used are new metaphors or renew themselves in language. The examples of metaphorical metaphors are *walkman* from the word *walk* and *man*. The metaphor has a new meaning '*portable cassette player*'. The metaphor *software* is from the word *soft* and *ware*, they make a new meaning.

The sixth one as the last type is original metaphor. Original metaphor contains a message, attitude or view from the writer. This metaphor is sometimes called as a poetical metaphor. It is used by the writer to express something more specific. For instance, "President Stearns expressed his condolence to the victim of tsunami in Asia (2005), "This tidal wave of generosity will help them rebuild...". He used the tidal wave as metaphor since the word tidal used to describe a generosity. The sixth type of metaphor mentioned above is used to classify the data discussed in the following chapter.

III. RESEARCH METHOD

This research uses analytical descriptive one. Qualitative research assumes that all knowledge is relative, that there is a subjective element to all knowledge and research and that holistic ungeneralisable studies are justifiable [15]. The aim of descriptive research is to describe condition and phenomenon status. Therefore, it intends to describe the phenomenon of the metaphors and their intentions contained in culinary naming. In addition to the descriptive, this research is also an analytical one, i.e. to discuss and analyze the naming of the culinary. The authors obtained data from some electronic and printed media such as brochure, booklet, etc. from the Tourism Office of West Java Province website. After collecting the data, the writer classified the data related to the naming processes then they are analyzed in order to see the metaphors.

IV. RESULT AND DISCUSSION

1. PUTRI NOONG

Based on the naming pattern, this traditional culinary is using compounding, namely by joining the word *putri* and *noong*.

Putri + Noong
↓
Putri Noong

'Putri' is derived from Bahasa Indonesia which means 'a girl', while 'Noong' is Sundanese that means 'to peep'. Therefore, the naming of *Putri Noong* means a young woman who is peeping something. The name refers to an imaginary or made-up personality and causing a particular image associated to the name. It seems from the physical appearance of the *Putri Noong* which is identical to a peeping eye, then representation of a girl is described with colorful and beautiful appearance of the cake. Look at the picture below:



<http://www.jajanpasar.com>

It is found that its name is metaphorical because the cake is named based on the physical appearance of the cake *Putri Noong*. It is called a standard or stock metaphor since it has an informal context with an efficient and concise method of covering a physical situation referentially. In that case, from the name of *Putri Noong*, it can be described or imagined the physical appearance of the cake. Another Sundanese traditional culinary with similar naming and metaphor is *Putu Mayang*.

2. PUTRI AYU

Similar to *Putri Noong*, *Putri Ayu* cake has compounding pattern in the naming process. It is a compound of *Putri* and *Ayu*, as described in the following figure.

Putri + Ayu
↓
Putri Ayu

Putri and *Ayu* are the words from Bahasa Indonesia which means 'a girl' while *Ayu* means 'beautiful'. Therefore, the name of *Putri Ayu* cake means a beautiful girl. Look at the following picture:



<http://www.jajanpasar.com>

The name refers to an imaginary or made-up personality and causing a particular image associated to the picture. Beautiful girl is represented with the composition of the cake's appearance. It looks like a beautiful girl and influences us to taste it. In that case, there is a metaphorical expression in the naming of *Putri Ayu* cake in which included in a standard or stock metaphor since in an informal context; it is an efficient and concise method of covering a physical situation referentially. Therefore, the naming of *Putri Ayu* cake contains metaphorical expressions which support to describe the cake itself.

3. ALIAGREM

According to its naming process, *Ali Agrem* cake is derived from the Sundanese word '*Ali*' which means 'ring'. Its naming process is called Coinage since it is taken from the existing word in Sundanese in which the word has been popular to wear on our finger. In order to see the physical description, look at the following picture:



<http://www.jajanpasar.com>

Based on the picture, the name of *Ali Agrem* cake is referring to an imaginary or made-up personality and causing a particular image associated to the physical appearance. There is a metaphorical expression in the name of *Ali Agrem* that the cake is identical to a ring. It is included into a standard or stock metaphor because, in an informal context, it has an efficient and concise method of covering a physical situation referentially. In that case, the cake description can be identified from its name that the physical form of the cake looks like a ring.

4. BALA – BALA,

The name of *Bala – bala* is derived from reduplication of the word ‘*bala*’ in Sundanese. Based on the literal meaning, ‘*bala*’ means rubbish, then it has a total reduplication becomes ‘*Bala – bala*’ which has a meaning looks like rubbish. The following is the naming process:

Bala + Bala
↓
Bala – bala

In order to see the description of the cake, look at the following picture:



<http://www.jajanpasar.com>

The name ‘*Bala – bala*’ refers to an imaginary or made-up personality and causing a particular image associated to its name. The appearance of a rubbish can be seen from the components of *Bala – bala* that are from various sliced vegetables such as cabbage, carrot, and other ones in which the form looks like rubbish since they are sliced irregularly. Metaphorical expression is found in the name of *Bala – bala* because there is connectivity between its name and its components. In Sundanese culture, *Bala – bala* is usually made from the remains of vegetables. The metaphor found in *Bala – bala* name is called Standard or Stock metaphor since an established metaphor in an informal context is an efficient and concise method of covering a physical situation referentially.

5. SEBLAK,

Based on its naming process, *Seblak* is derived from the Sundanese word ‘*Seblak*’ which means ‘hit’ using open hands. Its naming process is called Coinage since it is taken from the existing word in Sundanese in which the word has been popular in West Java. Look at the following picture in order to see the physical description:



<http://www.jajanpasar.com>

It is made from boiled macaroni, crackers, etc. which are cooked with hot chili. Therefore, someone seems to be hit with the very hot *seblak* when eating it. Its name contains a standard metaphor since it is an efficient and concise method of covering a physical and or mental situation both referentially and pragmatically. In that case, the name *Seblak* is associated with the effect of eating this food.

6. PERKEDEL BONDON,

Perkedel is Indonesian culinary which is made from fried smashed – potatoes. The name ‘*Bondon*’ is a popular word in Sundanese that means a naughty girl often found and booked for sexual transaction. Commonly, *Bondon* has their activity in the night, in which they get out in the night. The following picture is the picture of *Perkedel Bondon*:



<http://www.jajanpasar.com>

The naming of *Perkedel Bondon* is closely related to its character in which it is sold only in the night from 9 pm to 4 am. It is identical to the naughty girl. Therefore, its name contains a standard metaphor since it is an efficient and concise method of covering a physical and or mental situation both referentially and pragmatically. In that case, the name *Perkedel Bondon* is associated with the habit of getting out in the night. It conveys a message that the consumer who wants to taste *Perkedel Bondon*, they should wait for until night to have it.

7. OSENG MERCON,

Oseng is a traditional cuisine from Indonesia. Usually, it uses some vegetables and meat. Based on its naming process, *Mercon* is derived from the Sundanese word ‘*Mercon*’ which means ‘a firework’ with loud explosion. Its naming process is called Coinage since it is taken from the existing word in Sundanese in which the word has been popular. Look at the following picture in order to see the physical description:



<http://www.jajanpasar.com>

The vegetables and meats are cooked with hot chili. Therefore, someone seems to be shocked with the very hot *oseng* when eating it. Its name contains a standard metaphor since it is an efficient and concise method of covering a physical and or mental situation both referentially and pragmatically. In that case, the name *Mercon* is associated with the hot sensation of eating this food in which the hot is identical to explosion.

The other similar traditional Sundanese culinary with such metaphor are *Lapis Pelangi* and *Pisang Molen*.

V. CONCLUSION

From the data analyzed, it can be concluded that there is standard metaphor in the name of Sundanese traditional culinary. It is used to describe the physical circumstances of attraction and implicitly to influence tourists to taste the food. In addition, their names have more alive meaning as if the foods are able to act like a human. They use living creature as the imagery of tourism object. There is a promotive function of the metaphors as the link between the promotional names and the promoted culinary. Regarding to the Sundanese culture promotion, the using of Sundanese language in the culinary names shows that directly the Sundanese is promoted through the names of culinary tourism.

The naming patterns with metaphor found in the Sundanese traditional culinary are Compounding and Coinage. Compounding is used to join two words for producing a new meaning, while coinage is employed when the culinary names use the existing and popular words in order to identify that the foods are identical to the coinage.

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