

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:



