

FOREIGN VERSUS INDONESIAN AND LOCAL LANGUAGES IN IDENTITY OF BUSINESS ENTITY'S NAME IN SOSROWIJAYAN TOURISM VILLAGE YOGYAKARTA

Hayatul Cholsy

Faculty of Cultural Sciences, Universitas Gadjah Mada, Indonesia
Jalan Sosiohumaniora 1 Bulaksumur, Selman, Yogyakarta, Indonesia
Email: cholsy-h@ugm.ac.id

Article History:

Submitted: 11 January 2022; **Revised:** 19 July 2022 **Accepted:** 4 August 2022
DOI: 10.26858/retorika.v15i2.30254



RETORIKA: Jurnal Bahasa, Sastra dan Pengajarannya under
Creative Commons Attribution-NonCommercial 4.0 International License.

ISSN: 2614-2716 (print), ISSN: 2301-4768 (online)
<http://ojs.unm.ac.id/retorika>

Abstract: The language used in business' name in the Sosrowijayan tourism village is varied, including the inevitably use of foreign language. This study aims to examine the use of foreign language compared to Indonesian and regional languages in business' name. The research questions whether the name used shows Javanese and Indonesian identity as a tourism area that represents Yogyakarta. The data is collected through satellite image in Google Maps and in-depth interview with the business' owner. The names collected are classified according to its form related to the structure and the meaning of business' name. After that, the data of the business' name, which relates to its identity, is interpreted using social and cultural approach to understand the strategies used by the meaning of business' name. The result of this study shows that business' name as an identity has a purpose to target certain consumers and it is also adjusted to the owners' identity who are culturally influenced by local, national and international environment.

Keywords: identity, business entity's name, Sosrowijayan tourism village

William Shakespeare's phrase "what is the meaning of a name" indicates that the name attached to a person, animal, object, or a thought does not seem to give any meaning or effect. Giving a name means do easily fulfil an obligation by giving special attributes that function as identities, characteristics and distinguishing elements so that the name given does not bare a certain effect. There have been numerous doubts about this claim. In fact, when a person is born

into the world there is an inherent identity, namely self-name (anthroponym) and place of birth (toponym) (Kadmon, 2000; Rais, Lauder, Sudjiman, & Ayatrohaedi, 2008). The self-name given to most Indonesians is of course not just arbitrary, it contains meaning, history, and even hope that is reflected in it (Aribowo & Herawati, 2016; Nurhayati, 2013; Widodo, 2013). Giving someone or something—a name requires a process that involves a linguistics system and cultural

symbols (Prihadi, 2015); it is then mixed with self-reflection (Astrea, 2017). The different culture and thought between Indonesia and foreign countries affect indirectly the naming system and the vocabulary used.

To consider a meaning, a hope, and even a history behind a name is not simply used to name a newborn baby, but also the name of a place, which will eventually become a public space, such as a business place. The name given to a business has the same analogy of a parents who give a name for their children. It contains a hope to—for example—achieve happiness, prosperity, and of course profits for the owner. The name attached to a business entity can influence consumer decisions in buying products or using services. As explained by Zbytniewski (in Rooney, 1995) that 95% of consumers buy with their eyes. This indicates that business entity's name or brand is an important matter for consumers to make their choice, particularly in places that are not familiar to them, such as in tourism areas which are temporary stopover for tourists.

As a tourist village that is close to an important tourist attraction in Yogyakarta, namely Malioboro Street, Sosrowijayan has its own charm for tourists visiting Yogyakarta, both domestic and foreign tourists (Setiowati & Setyorini, 2018). This tourist village has been famous since the 1970s as a place to rest for tourists that provides various offers from the accommodation services, which includes the facilities ranging from homestay class to five-star hotels accommodation and prices ranging from below Rp. 100,000 to above Rp. 500.000 per night (Nisa & Haryanto, 2014). Malioboro and its surrounding neighbors are very strategic accommodation space in Yogyakarta, thus it is known among tourists as “ring one” due to its well-known place to stay for the tourists while visiting Yogyakarta. With the development of various accommodation services in the area, it is also indirectly followed by the development of other services or businesses that support tourism to facilitate tourists such as laundry businesses, vehicle rental businesses, travel agencies, mini-markets, gift shops, and restaurants. Based on data from BPS (Priyono, Kusriatmi, & Pafrida, 2018) that DIY Gross Regional Domestic Product by business field is 10.32% only in accommodation and food and beverage providers, even though the tourism sector has multiple significant effects.

As explained earlier that the name can be one of the reasons for the consumer to make a decision, the name given does not simply follow what has been there before, but also follows the times because the business' name or brand always evolves (Rooney, 1995). Therefore, naming a business entity needs to consider many things such as the surrounding environment and even the applicable laws. The names of business in the tourism sector in Yogyakarta, of course, vary; some use local languages, in this case Javanese, Indonesian and foreign languages. The use of foreign languages cannot be avoided by business' owners because it attracts consumers' attention and there are barely strict regulations to manage the naming system of business in Yogyakarta. Until now, the naming system of a business, such as accommodation services, shops, and restaurants, sometimes does not follow strictly the applicable regulations. As consequence, the naming becomes varied and tends to be irregular. From this phenomenon, it can be seen that the naming of business entities that use Indonesian language is increasingly being eliminated and replaced by foreign languages (Wijana, 2014) that is considered more familiar to the Indonesian people today. In Indonesia, the use of loanwords is a natural phenomenon due to contact between Indonesian and foreign languages is increasingly intense and unavoidable (Cholsy, 2017) in various fields, including naming business entities.

The naming of business in Indonesia seems hard to avoid the use of foreign vocabulary, proven by the increasing number of foreign vocabularies that replace Indonesian and regional languages, including in Yogyakarta. As one of the main tourism destination provinces in Indonesia, Yogyakarta produces a grand contribution to national economy, coming from tourism sector. Eventhough many of business owned by family, the naming of business place is related to urban spatial planning, specifically for those that can be used for public, that has been regulated in Law Number 24/2009, Chapter 3, Article 36 paragraph 3 that “*Indonesian language must be used for the name of constructions or buildings, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities*”.

The policy ordered by the government clearly states to use Bahasa Indonesia. Mean-

while, the reality is contradictory; many businesses, especially those who reside in public space, disobey this policy. The business' name, especially in the touristic village that accommodate international tourist, experiences an identity crisis between the owner's right to name their business that reflects its identity and the government regulation—although the law is not strictly applied because the sanction is still ambiguous for those who violate it. The problem appears when the business' name clashes with the government regulation, so the owner comes with a strategy to label their business that attracts customer and shows their identity (Blankson, Cowan, & Darley, 2018). This research attempts to look at the use of foreign language versus to Indonesian and local language in the business entity residing in touristic village Sosrowijayan. It stresses on whether these languages present the identity of the touristic village that represents Yogyakarta, which embodies the Javanese and Indonesian culture strongly.

The business identity can be identified from the naming system that is labelled by the brand to hopefully grab its consumer. Such identity appears from internal aspect that has been carried since childhood and from external aspect that comes from the environment, the culture, the religion, the ideology, the social, and politic (Blankson et al., 2018; Nasution & Mulyadi, 2020). Identity can be identified from the name given; it contains a meaning that wants to be expressed through language where creativity plays important role (Glăveanu & Tanggaard, 2014). The naming system of a business shows indirectly the owner's attempt to showcase their business' and the owner's identity. Nevertheless, identity becomes an important aspect to be recognized, known, and remembered by the public—in relation to business practice (Nugraha, Ariyanti, & Wanto, 2017).

Linguistic phenomenon in Indonesia reflects the variety of language used in the public space from local, national, and foreign language. The domination of foreign language cannot be avoided because there is a strong historical proof of the contact between Bahasa Indonesia and foreign language, for example as loanwords (Cholsy, Wijana, Nadar, & Udasmoro, 2015). The language contact, on one hand, provides a positive impact because it fills the lack of certain necessary word, but, on the other hand, the

negative impact cannot be overlooked. The foreign language creates a stiff competition against local language in social practice (Olaoye, 2013). A language arena exists, especially in the tourism site where local and international tourist resides, between local, national and foreign language. The use of foreign language does not imply the low standard of nationalism, rather it is a marketing strategy to adapt with the dynamic market because the creativity of the business owner to introduce and attract the tourist becomes an important aspect to be considered.

METHODS

This study uses data taken from google map images observations that can be accessed online using the keyword sosrowijayan. The data collection is also gathered through in-depth interview with the business owner. The informant in this research consists of 10% owners of the business' name, especially those who includes in the category of family business that understand the historical aspect of the name used in their business. The interview is conducted using direct (face to face) and indirect (online communication software) conversation in the first quarter of 2021. All names of business places related to tourism such as accommodation facilities, transportation, foods and beverages, tourist services, housekeeping services such as laundry, and shoe care in Sosrowijayan are written on its original name to see how the nameplate is written as the place identity. In the initial analysis methodology, the names collected are classified according to its form related to the structure and the meaning of business' name. After that, the data of the business' name, which relates to its identity, is interpreted using social and cultural approach to understand the strategies used by business owners as an effort to get closer to their consumers.

RESULT AND DISCUSSION

RESULT

The form of business's name usually falls on to noun phrase category because it consists of two or three words with a noun as the main element, accompanied with an attribute that forms an endocentric phrase (Hasan, Dardjowidjojo,

Lapoliwa, & Moeliono, 2000; Kridalaksana, 1994; Wijana, 2011). The center or generic element is the main idea that presents a more generic characteristic, such as word *toko* (shop), *warung* (shop), *hotel* (hotel), etc. Meanwhile, an attribute or specific element serves as an adverb; it also serves as a name, as a tool to differ, and as a more specific identity in a business' name. There are two form of noun phrase in the business' name, one that follows the Indonesian structure of noun phrase, which is generic element + specific

element (DM—*diterangkan-menerangkan*), and the other that follows English structure of noun phrase, which is specific element + generic element (MD—*menerangkan-diterangkan*). Both generic and specific elements consist of one or more than one word; the generic element that consists of more than one word usually followed by specific element—or an adverb of the generic element, for example *rumah makan*, or it can be two equal words like *taylor & laundry*.

Table 1. Phrase of Business' Name with Generic + Specific Element Structure

Generic element	Specific element	Business' Name
salon	Libra	Salon Libra
losmen	Fadel	Losmen Fadel
hotel	Trim	Hotel Trim
Wisma	P.T.P.M	Wisma P.T.P.M
Pondok	Rejeki	Pondok Rejeki
penginapan	dewi rahayu	Penginapan Dewi Rahayu
warung makan	mbah radiyo	Warung Makan Mbah Radiyo
kopi	capsule	Kopi Capsule
tiket	bis malam restu mulya	Tiket Bis Malam Restu Mulya
bakpia	pathok 145 (ibu sri astuti)	Bakpia Pathok 145 (Ibu Sri Astuti)
toko	sugeng	Toko Sugeng
rumah makan	padang minang maning	Rumah Makan Padang Minang Maning
angkringan	sak sak e	Angkringan Sak sak e
pusat batik	iviola	Pusat Batik Iviola
batik & kerajinan	Asia	Batik dan Kerajinan Asia
rental mobil & motor	Ana	Rental Mobil & Motor Ana

Table 2. Phrase of Business' Name with Specific + Generic Element (MD)

Generic Element	Specific Element	Business' Name
hotel	Pop	Pop Hotel
tour	A&T	A&T Tour
batik	Maruti	Maruti Batik
relax	Monggo	Monggo Relax
inn	Malioboro	Malioboro Inn
homestay	griyo inggil	Griyo Inggil Homestay
losmen	Ridhomas	Ridhomas Losmen
backpacker	Setia	Setia backpacker
salon	mega	Mega Salon
taylor & laundry	Kris	Kris Taylor & Laundry
batik shop	bu purwo	Bu Purwo Batik Shop
resto	bedhot	Bedhot Resto
café	abadi	Abadi Café
minimarket	malioboro	Malioboro Minimarket
bookshop & bike rental	the dunia santai	The Dunia Santai Bookshop & Bike Rental

Table 1 and Table 2 shows the variety of the structure and the element used to give a business name. From the tables, generic element plays an important role to construct a phrase in

business name because the language used in the generic element determines how the structure of phrase is constructed. Table 3 shows the language used in the generic element.

Table 3. The Variety of Language Used in the Generic Element

The language used in generic element	Generic + Specific Element	Specific + Generic Element
Indonesian	+	+
Local language	+	-
Foreign language	-	+
Loanwords	+	+

DISCUSSION

Phrase Pattern and Social Class

The form of business' name in Sosrowijayan tourist village area is no different from business' name in other regions in Indonesia as a noun phrase. It consists of at least two words or two elements that construct a phrase. Two elements include generic and specific element, and usually added with adverb of place, such as location (Malioboro or Yogyakarta), to show the identity related to business' location. Generic element serves both as a main element and as a determinant of phrase structure in MD or DM pattern. The data shown in this study presents that more than 60% business name uses pattern MD and the influence of the source language in the phrase structure is strong. Bahasa Indonesia and foreign language, mostly English and loanwords, construct the pattern DM and MD used in business' name in Indonesia, with MD is more widely used. Therefore, this common pattern influences the business' name in Sosrowijayan village indirectly. MD pattern is a structure that constructs an English phrase, so that its influence is very strong in branding a business, especially those who are involves in the tourism sector. Meanwhile. DM pattern is incompatible with foreign language, especially English, because it does not contain any generic structure on the business' name that uses foreign language and loanwords with DM pattern.

Some business' name shows inconsistency when using the DM pattern. Generally, the pattern DM uses Bahasa Indonesia, loanwords, and local language as the generic element. However, the

business' name uses these languages as a specific element, for example, the word *Batik* in *Maruti Batik* should have been written as *Batik Maruti* as the word *Batik* is the generic element of the phrase. This inconsistency presents the lack of comprehension in Bahasa Indonesia, so that the influence of foreign phrase structure takes over strongly in the giving a brand to the business. The MD pattern that is usually used in English can actually be transformed to the DM pattern of Bahasa Indonesia by adding the word *toko* (shop). There business' name then becomes *Toko Batik Maruti* or *Toko Maruti Batik*. However, the word *toko* has been rare to be found as business' identity in public space. It has changed to the word "shop" or other more specified words, such as bakery or cake shop in English, and *boulangerie* or *patisserie* in french, instead of using general word *toko roti* in Bahasa Indonesia.

The foreign words is deemed to be more economically attractive and commodified in business because economic factor cannot be neglected, including in giving a name of the business (Sjöblom, 2016). Foreign words are far more attractive and its number used has been on the significant rise because it shows higher sale value and prestigious (Kurniasih, 2019). This phenomenon implies that the foreign language sits on the higher hierarchy than Bahasa Indonesia and local language. In Indonesia, the use of foreign language, especially in business' name, is now considered as the language that sits on top of the social hierarchy above Bahasa Indonesia and local language.

Nevertheless, the resistance of Bahasa Indonesia and local language in business' name has shown significant effort compared to the popular belief that foreign language is deemed to be more profitable and to attract the customer. Some particular business does not require to use foreign terms because the identity proposed by the owner cannot be represented by foreign terms. This phenomena can be found in accommodation-related business' name. The term such as *penginapan*, *losmen*, *pondok*, *wisma*, *ndalem*, *griya*, *joglo* is considered more profitable than hotels, homestays or guest houses. These terms indirectly also indicate the social hierarchy of these hotels in Indonesia that ranges from ordinary hotel to star-quality hotel based on the facilities and services available. Ordinary hotel seems to have more varieties in naming their business such as *hotel*, *losmen*, *penginapan*, or *homestay*. Meanwhile, star-quality accommodations always use the term *hotel*. The owners set up a strategy in branding their business to bring in consumers the most because Sosrowijayan village is famous for its cheap lodging and strategic locations for both domestic and international tourists (Wijana, 2016).

The word *losmen* is a loanword from the French, namely *logement* [lɔʒmɑ̃] which means that a place to live. It is considered as the original word in Indonesian that entered here during the Dutch colonial period. It underwent a change in meaning to become the term *penginapan*. The use of term *losmen* indirectly indicates that their business belongs to the ordinary hotel class that targets lower-middle tourist with affordable rates. The term is also used for accommodation that targets international tourists who are care less about hotel facilities such as backpacker who are looking for the cheapest lodging possible, because the most important aspect of accommodation for them are only to sleep and to bath. The market segmentation of this type of accommodation is always there, so business owners do not need to upgrade their business using the term "hotel" because it connotes an accommodation with a higher price than a *losmen* or *penginapan*.

If *losmen* and *penginapan* have tendencies to lower their market class, the terms used from local language, especially Javanese such as *ndalem*, *wisma*, *griya*, and *joglo*, have the opposite objective. The term *ndalem* or *pedaleman* is used to declare the residence of the royal relatives of the king, both inside and outside the palace.

Wisma is a beautiful house building, sometimes it is the residence of the visiting royal family; this term usually relates to the ambassador's housing Indonesia that uses the term "*wisma*", for example *Wisma Nusantara*. In addition, *Griya* is a room or residence for people who serve in the government on behalf of the king. Meanwhile, *Joglo* is a form of Javanese traditional house made of wood, with high artistic value and only owned by nobles and respected people in the past (Aribowo, 2017). The term from the Javanese language indirectly indicates a higher class and the market becomes even wider, especially for the upper-middle class or even foreign tourists who want to feel the nuances of Javanese ethnicity. The building that uses the term has a stronger ethnic feel and resembles the residence of the nobility. The ethnic nuance is in demand by certain people, especially the upper-middle class who come from big cities that their purpose visiting Yogyakarta is to experience calm and classic atmosphere, especially if the building is in the form of a traditional building like *joglo* or *limasan*.

The problem related to social class does not only happen in the accommodation business but also in the food and beverage related business. A restaurant is considered classier than the food stall, especially if the name of the food stall that uses the term from local language, such as a greeting term *mbah*. In terms of social class, the word "*mbah*" indicates a proletarian social class, among ordinary people. Therefore, this food stall indirectly indicates a restaurant for the lower classes, which offer cheap and affordable menus for its customer. On the other hand, the term restaurant elevates the social class of the business. Although the word restaurant is followed by a specific element "Bedhot", which also denotes ordinary people, the term restaurant gives the impression of a modern place, even though the menu served is almost the same as *Warung Makan Mbah Wadiyo*. Meanwhile, the term *angkringan* refers to traditional restaurants that serve ready-to-eat menus at very low prices that targets lower-class consumers. The provision of specific elements or attributes of the name "*sak sak e*", which means "it is up to you", gives the impression that the restaurant shows its simplicity; it gives the impression that the products offered are cheap menus that are affordable for various people. However, now *angkringan* has begun to penetrate the upper-middle market by adjusting the market demand;

the place is better, cleaner, and more comfortable; the menu is also more varied and refined.

If the generic element is closely related to the phrase pattern, and it shows the identity of a business, then the specific element further emphasizes the identity, for example in Resto Bedhot. The term Bedhot as specific elements of the business' name become important; it serves as the description of the restaurant. In addition, it is not enough to just show the name of the restaurant, but the owner also needs to present other elements that provide more detailed information by including the area of origin, for example in the case of *Rumah Makan Padang* or *Rumah Makan Batak*. In addition to the geographical area of the business, the name itself can also indicate the type of identity such as *Warung Makan Mbah Radiyo*. From the name given, consumers can find out the type of restaurant, for example *warung*, which can be interpreted as a simple restaurant both from the building and from the menu. Besides, the name Mbah Radiyo shows the Javanese characteristics, thus it can be assumed that the menu served at the stall is Javanese cuisine. A business' name does not just appear arbitrarily, even though language is arbitrary, but language is a communication tool in which it contains the meaning or message to be conveyed directly or indirectly using verbal or non-verbal approach. Giving a name to specific elements of a business is not only to bring consumers closer, but also has a more specific meaning that reflects the identity of the owner such as the use of a personal name, the identity of the type of business such as the origin of the restaurant, and hope.

Ethnicity, Plurality, and Resistency

The regional traits that represent the identity of a certain ethnicity appear in business name in tourist areas to target local and foreign visitor. The ethnic element is marked from the use of terms in the regional language or the name of an ethnic group. In Sosrowijayan Village, the use of terms in Javanese is very popular for the business name, both in generic and specific elements, because Yogyakarta is one of the centers of Javanese culture and the use of Javanese language is one approach to show business identity (Prihadi, 2015).

The ethnic elements that uses traditional name to show business identity come from

various regions in Indonesia, not only from Java, which obviously belongs to Yogyakarta's culture, but also from outside Java as well. This local term is strongly seen in the restaurant residing in the Sosrowijayan area that shows the origin of the owner or the menu offered. The obvious example of this type of data can be seen in *Padang Minang Maning* Restaurant. It shows a typical cuisine restaurant from the province of West Sumatra where Padang is the capital of the province. From the name of the restaurant, *Minang Maning*, it shows the combination of Javanese and Malay language; *Minang* is the name of the tribe in the province and *Maning* comes from the Javanese dialect of Banyumas, Central Java, which means again. The name employs wording technique in forms of reversing the vocals of *ia—minang* into *ai—maning* by combining two different regional languages that creates a funny and unique impression for the customer. Another example includes *Bang Ucok Specific's Batak Food Tapian Nauli* is a typical restaurant from North Sumatra that serves Batak food. Batak is taken from the name of the tribe in the province; and the restaurant uses the typical greeting for Batak men, *Bang Ucok*. The term *Tapian Nauli* at the end of the name means Tapanuli, referring to the area around Lake Toba, a famous lake in North Sumatra province, which its functions are to provide more detailed information about the identity of the owner and the menu offered. This detailed identity needs to be strongly presented, especially in the restaurant name because every province in Indonesia presents its own peculiarities and uniqueness. This information will greatly assist consumers in making their choice.

The wording choice and variations in naming business entities give rise to plurality and resistance. Plurality shows that there is a dynamic in naming business entities, not only being fixated on one language but can combine several languages into one name that can attract the attention of consumers (Sjöblom, 2016; Vallejo & Dooly, 2020). The combination of Bahasa Indonesia and English can be seen on *The Dunia Santai Bookshop & Bike Rental*, the name of the bookshop business '*toko buku*' and bike rental '*persewaan sepeda motor*' with the name *The Dunia Santai*. The word "*Dunia Santai*" still uses Bahasa Indonesia, but it is added with "The" article to maintain its form in English. The

decision to give such name is of course related to the environment where the business is located, namely in a tourist area where both domestic and international tourists stay. Sosrowijayan was formerly known as *Kampung Bule* (the foreigner village) because it is one of the main destinations for foreign tourists, especially those from Anglophone and Francophone countries and backpackers (Setiawan, 2020). The area provides a variety of daily needs at relatively cheap prices. Other than that, it also provides other needs during their stay such as this bookstore. Initially the tourists bring books to read while on the trip, and then they sell or exchange them for new books at bookstores in the area. The word “bookstore” is used to make it easier for tourists to identify the type of business, and the Bahasa

Indonesia is maintained to show its Indonesian identity (Wijana, 2014).

This plurality indirectly shows the resistance of business owners in showing their identity by combining foreign and Bahasa Indonesia or regional language terms (Subiyantoro, 2014). This identity shows that business owners still apply a strategy by paying attention to business and market segmentation; and trying to attract their target market. Business owners still follow government regulations that encourage the use of Indonesian in accordance with the Indonesian structure in naming the business. However, there are language negotiations used to attract consumers through language variations and puns reflected on the identity of their business.

CONCLUSION

The business name that located in a tourist area with diverse consumers does not only refer to the type of business, but also contains a language negotiation to show the identity that spreads within the community, so that they can attract their consumers and elevate their market segmentation. The strategies used in business name follows first and foremost the market strategies or economic reasons. Business owners try to show the identity through their business name to attract consumers. However, the influence of foreign languages both in structure and vocabulary which is reflected the use of loanwords is easily unavoidable. To strengthen the use of vocabulary from Bahasa Indonesia and local languages in public space, related to the government policy, the governing body should

emphasize the use of Bahasa Indonesia and local language in public space. Secondly, the government should provide wider space for entrepreneurs and encourage them to consider using generic elements that comes from Bahasa Indonesia and local language to preserve the consistency of its phrase structure. The business name, both as an entity and as an identity, is generally directed to consumers who have their own preference. Then, the business name is adjusted to the identity of the owner, who are influenced by local, national, and international culture and environment. This research opens opportunities for similar research about the relation between the business name and the decision making of consumers to visit certain business site during their stay in their vacation.

DAFTAR PUSTAKA

- Aribowo, E. K. (2017). Linking Arabic, Islam, and Economy: Onomastics on Business Name of People of Arab Descent in Indonesia. *Karsa: Jurnal Sosial Dan Budaya Keislaman*, 25(2), 284–306.
<https://doi.org/10.19105/karsa.v25i2.390>
- Aribowo, E. K., & Herawati, N. (2016). Trends in Naming System on Javanese Society: A Shift From Javanese to Arabic. *Lingua Cultura*, 10(2), 117–122.
<https://doi.org/10.21512/lc.v10i2.1730>
- Astrea, K. (2017). Hipotesis Sapir-Whorf dalam Proses Toponimi Kabupaten Tuban (Kajian Antropologi Linguistik). *BASTRA: Jurnal Penelitian Pendidikan Bahasa Dan Sastra*, 4(1), 49–56. Retrieved from <https://core.ac.uk/download/pdf/228862772.pdf>
- Blankson, C., Cowan, K., & Darley, W. K. (2018). Marketing Practices of Rural Micro and Small Businesses in Ghana: The Role of Public Policy. *Journal of Macromarketing*,

- 38(1), 29–56.
<https://doi.org/10.1177/0276146717741067>
- Cholsy, H. (2017). *Kata Serapan dan Kosakata Bahasa Prancis dalam Ranah Kuliner dan Mode di Indonesia* (Dissertasi, Universitas Gadjah Mada). Universitas Gadjah Mada, Yogyakarta. Retrieved from <http://etd.repository.ugm.ac.id/penelitian/detail/111838>
- Cholsy, H., Wijana, I. D. P., Nadar, F. X., & Udasmoro, W. (2015). The status of French loanwords in the Indonesian language. *Humaniora*, 26(3), 303–314.
<https://doi.org/10.22146/jh.6189>
- Glăveanu, V. P., & Tanggaard, L. (2014). Creativity, identity, and representation: Towards a socio-cultural theory of creative identity. *New Ideas in Psychology*, 34(1), 12–21.
<https://doi.org/10.1016/j.newideapsych.2014.02.002>
- Hasan, A., Dardjowidjojo, S., Lapoliwa, H., & Moeliono, A. (2000). *Tata bahasa baku bahasa Indonesia*. Jakarta: Balai Pustaka.
- Kadmon, N. (2000). *Toponymy: The lore, laws, and language of geographical names*. New York: Vantage Press.
- Kridalaksana, H. (1994). *Kelas kata dalam bahasa Indonesia*. Jakarta: Gramedia.
- Kurniasih, N. (2019). Penggunaan Bahasa Asing dan Daerah pada Papan Nama Usaha dan Iklan (Studi Kasus di Banjarbaru dan Martapura). *UNDAS: Jurnal Hasil Penelitian Bahasa dan Sastra*, 14(1), 92–103.
<https://doi.org/10.26499/und.v14i1.1138>
- Nasution, L. Y., & Mulyadi, M. (2020). Market Names in Medan: A Natural Semantic Metalanguage Study. *RETORIKA: Jurnal Bahasa, Sastra, dan Pengajarannya*, 13(2).
<https://doi.org/10.26858/retorika.v13i2.11985>
- Nisa, A. F., & Haryanto, R. (2014). Kajian Keberadaan Wisata Belanja Malioboro Terhadap Pertumbuhan Jasa Akomodasi Di Jalan Sosrowijayan Dan Jalan Dagen. *Teknik PWK (Perencanaan Wilayah Kota)*, 3(4), 933–948. Retrieved from <https://ejournal3.undip.ac.id/index.php/pwk/article/view/6749>
- Nugraha, H. S., Ariyanti, F., & Wanto, D. (2017). Penerapan Branding pada UKM Makanan Ringan di Kabupaten Jepara. *Jurnal Administrasi Bisnis*, 6(1), 16–23.
<https://doi.org/10.14710/jab.v6i1.16602>
- Nurhayati, E. (2013). Strategi Pemertahanan Bahasa Jawa Di Provinsi Daerah Istimewa Yogyakarta. *LITERA*, 12(1).
<https://doi.org/10.21831/ltr.v12i01.1338>
- Olaoye, A. A. (2013). Languages in Contact, a Blessing or a Scourge? A Case Study of Yoruba Ethnography of Greetings. *Theory and Practice in Language Studies*, 3(4), 669–677. <https://doi.org/10.4304/tpls.3.4.669-677>
- Prihadi, P. (2015). Struktur Bahasa Nama Pedusunan (Kampung) di Daerah Istimewa Yogyakarta: Kajian Antropolinguistik. *LITERA*, 14(2).
<https://doi.org/10.21831/ltr.v14i2.7206>
- Priyono, J. de B., Kusriatmi, & Pafrida, M. (2018). *Produk Domestik Regional Bruto Provinsi Daerah Istimewa Yogyakarta Menurut Lapangan Usaha 2013-2017* (No. 34550.1802). Yogyakarta: Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. Retrieved from Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta website: <https://yogyakarta.bps.go.id/publication/2018/07/13/7dacc8de6f4ff259e78bfc1/produk-domestik-regional-bruto-provinsi-daerah-istimewa-yogyakarta-menurut-lapangan-usaha-2013-2017>
- Rais, J., Lauder, M., Sudjiman, P., & Ayatrohaedi. (2008). *Toponimi Indonesia: Sejarah budaya Bangsa yang Panjang dari Permukiman Manusia & Tertib Administrasi*. Jakarta: Pradnya Paramita.
- Rooney, J. A. (1995). Branding: A trend for today and tomorrow. *Journal of Product & Brand Management*, 4(4), 48–55.
<https://doi.org/10.1108/10610429510097690>
- Setiawan, B. (2020). Rights to the city, tolerance, and the Javanese concepts of “Rukun” and “Tepo Sliro”: A portray from five kampungs in Yogyakarta. *IOP Conference Series: Earth and Environmental Science*, 402(1), 012005.
<https://doi.org/10.1088/1755-1315/402/1/012005>
- Setiowati, Y., & Setyorini, F. (2018). Service Extraction and Sentiment Analysis to Indicate Hotel Service Quality in Yogyakarta based on User Opinion. *2018 International*

- Seminar on Research of Information Technology and Intelligent Systems (ISRITI)*, 427–432.
<https://doi.org/10.1109/ISRITI.2018.8864269>
- Sjöblom, P. (2016). Commercial Names. In C. Hough (Ed.), *The Oxford Handbook of Names and Naming* (pp. 1–15). Oxford: Oxford University Press.
<https://doi.org/10.1093/oxfordhb/9780199656431.013.56>
- Subiyantoro. (2014). Survival Strategies of The Javanese Language in New Caledonia. *Humaniora*, 26(1), 43–55.
<https://doi.org/10.22146/jh.4699>
- Vallejo, C., & Dooly, M. (2020). Plurilingualism and translanguaging: Emergent approaches and shared concerns. Introduction to the special issue. *International Journal of Bilingual Education and Bilingualism*, 23(1), 1–16.
<https://doi.org/10.1080/13670050.2019.1600469>
- Widodo, S. T. (2013). Konstruksi Nama Orang Jawa Studi Kasus Nama-Nama Modern Di Surakarta. *Humaniora*, 25(1), 82–91.
<https://doi.org/10.22146/jh.1815>
- Wijana, I. D. P. (2011). *Berkenalan dengan linguistik*. Yogyakarta: A.Com Advertising.
- Wijana, I. D. P. (2014). Bahasa, Kekuasaan, Dan Resistansinya: Studi Tentang Nama-Nama Badan Usaha Di Daerah Istimewa Yogyakarta. *Humaniora*, 26(1), 56–64.
<https://doi.org/10.22146/jh.4700>
- Wijana, I. D. P. (2016). Bahasa Dan Etnisitas: Studi Tentang Nama-Nama Rumah Makan Padang. *Linguistik Indonesia*, 34(2), 195–206.
<https://doi.org/10.26499/li.v34i2.50>