A SOCIO-ONOMASTIC ANALYSIS ON ENGLISH MENU NAMES IN ZONA COFFEE

THESIS

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Hereby, state that the thesis entitled **"A Socio-onomastic Analysis on English Menu Names in Zona Coffee"** is my original work. I do not include any text passages, or other materials previously written or published by another source, except those ones that are cited as references, acknowledged and written in the bibliography. Due to the fact, if there is an objection or claim, I am the only person who will be responsible for that.

Malang, 29 June 2020

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APPROVAL SHEET

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iv

MOTTO

"Action makes different. Whatever we do, we must be excellent. We do everything with spirit. Finally we make it. Enjoy the process. Wait for the success. Just be different. Behind everything, God will give something"

Mr. Fuu, English Tutor of *Basic English Course*

DEDICATION

This thesis is dedicated to my beloved parents Mr. Arianto and Mrs. SitiZaenab,
who have been my source of strength when we thought of giving up, who
continually provide the moral, inspirational, and financial support.

To my sister and my lovely friends, I dedicate this thesis to you all who are
always being my support systems.

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All praises due to Allah SWT who has been giving His blessings, mercies, and guidance so that the researcher is able to complete a thesis entitled *"Socio-onomastic Analysis on English Menu Names in Zone Coffee".*Sholawat and salam always remain poured out to our best Prophet Muhammad SAW.

The phenomenon of coffee drinking culture and the use of English have become phenomena that are now easily found in Malang. The use of English becomes wider not only limited as the lingua franca but is also used as a standard of quality. Not only for naming places, English is also chosen for naming menu in cafés, restaurants, and coffee shops like Zona Coffee. This thesis also explains the factors underlying the language attitude shown by the owner of Zona Coffee.

The researcher realizes that this thesis is inseparable from the help and prayers of various parties. Therefore, on this occasion the researcher expresses the thanks to:

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ABSTRACT

Wahyuningtiyas, Dima Agustina. (2020). *A Socio-Onomastic Analysis on English Menu Names in Zona Coffee.* Thesis. English Literature Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Dr. Hj. Galuh Nur Rohmah, M. Pd., M. Ed

Keywords: *English menu names, onomastics, word formation, language attitude.*

This research is a socio-onomastik research that discusses the process of word formation, reference and function of the English Menu Names at Zona Coffee. The purpose of this study is to describe the process of forming words and references on the menu names in Zona Coffee and explain the English function as the language of choice chosen by the owner for naming menus. The method used is qualitative descriptive method. The data in this study are menu names at Zona Coffee obtained by observation and interview methods with the Zone Coffee owner. To analyze the data, this research uses the word formation theory described by Yule (2010), the reference in naming theory put forward by Chaer (2013) and the language attitude theory described by Garvin and Mathiot (1968).

The results of data analysis from this study indicate three things related to the English menu names. First, the types of word formation found are *borrowing* (4), compounding (3), conversion (21), derivation (6), and multiple process (5), the most dominant word formation on English menu names is derivation. Second, 5 types of naming that are used from all 9 types namely mentioning specific characteristics (5), stating the origin of the menu (4), mentioning ingredients (21), mentioning similarity (3), and new naming (5), so that the menu names at Zona Coffee mostly refers to the ingredients used on the menu. Third, the language attitude of the Zona Coffee owner in choosing languages includes positive language attitudes (3) and negative language attitudes (39). Based on these findings, it can be concluded that English is more dominant and owners tend to have negative language attitudes. While the English function on the menu is to show professionalism and quality, to signify prestige, to enhance image, to raise prices, and to filter the consumers.

ABSTRAK

Wahyuningtiyas, Dima Agustina. (2020). *Analisis Sosio-Onomastik pada Menu Berbahasa Inggris di Zona Coffee.* Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Dosen Pembimbing: Dr. Hj. Galuh Nur Rohmah M. Pd., M. Ed

Kata Kunci: *Menu berbahasa inggris, pembentukan kata, onomastik, sikap bahasa.*

Penelitian ini merupakan penelitian sosio-onomastik yang membahas tentang proses pembentukan kata, reference dan fungsi dari English Menu Names at Zona Coffee. Tujuan dari penelitian ini adalah untuk menjabarkan proses pembentukan kata dan reference pada nama menu di Zona Coffee serta menjelaskan fungsi Bahasa Inggris sebagai bahasa pilihan yang dipilih oleh owner untuk penamaan menu. Metode yang digunakan adalah metode deskriptif kualitatif. Data dalam penelitian ini merupakan nama menu di Zona Coffee yang diperoleh dengan metode observasi dan wawancara dengan pemilik Zona Coffee. Untuk menganalisis data, penelitian ini menggunakan teori pembentukan kata yang dijelaskan oleh Yule (2010), teori *reference* dalam penamaan yang dikemukakan oleh Chaer (2013) dan teori sikap bahasa yang dijabarkan oleh Garvin and Mathiot (1968).

Hasil analisis data dari penelitian ini menunjukkan tiga hal terkait dengan nama menu berbahasa Inggris. Pertama, jenis-jenis pembentukan kata yang ditemukan pada menu di Zona Coffee adalah *borrowing* (4), *compounding* (3), *conversion* (21), *derivation* (6), dan *multiplepro-cess* (5), maka pembentukan kata yang paling dominan pada English menu names adalah derivation. Kedua, ditemukan 5 tipe *reference* dalam nama menu berbahasa Inggris yang digunakan dari keseluruhan 9 tipe yang ada yakni menyebutkan ciri spesifik (5), menyebutkan asal dari menu tersebut (4), menyebutkan bahan (21), menyebutkan keserupaan (3), dan penamaan baru (5), sehingga menu names at Zona Coffee kebanyakan merujuk pada bahan yang digunakan pada menu tersebut. Ketiga, sikap bahasa dari pemilik Zona Coffee dalam memilih bahasa mencakup sikap bahasa positif (3) dan sikap bahasa negatif (39). Berdasarkan temuan tersebut, dapat disimpulkan bahasa Inggris lebih dominan.

مستخلص البحث

وحيونينغتياس ، ديما أغوستينا. (2020). تحليل اجتماعي أونومستيك على قوائم اللغة الإنجليزية في منطقة القهوة. البحث العلمي. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: دكتور غالوه نور رحمة الماجستير.

الكلمات المفتاحية: القائمة الإنجليزية ، تشكيل الكلمات ، أونومستيك ، موقف اللغة.

هذا البحث عبارة عن بحث اجتماعي أونومستيك يناقش عملية تكوين الكلمات والمرجع ووظيفة القائمة الإنجليزية أسماء في منطقة القهوة. الغرض من هذه الدراسة هو وصف عملية تكوين الكلمات والمراجع في أسماء القوائم في منطقة القهوة وشرح وظيفة اللغة الإنجليزية كلغة مختارة من قبل المالك لتسمية القوائم. الطريقة المستخدمة هي طريقة نوعية وصفية. البيانات في هذه الدراسة هي اسم القائمة في منطقة القهوة التي تم الحصول عليها بطريقة الملاحظة والمقابلات مع مالك منطقة القهوة. لتحليل البيانات ، يستخدم هذا البحث نظرية تكوين الكلمات التي وصفها يولي (2010) ، والنظرية المرجعية في التسمية التي اقترحها خير (2013) ونظرية المواقف اللغوية التي وصفها غارفين و ماتيوت (1968).

تشير نتائج تحليل البيانات من هذه الدراسة إلى ثلاثة أشياء تتعلق باسم القائمة الإنجليزية. أولاً ، أنواع تكوين الكلمات الموجودة في القائمة في منطقة القهوة هي الاقتراض (4) ، والمركب (3) ، والتحويل (21) ، والاشتقاق (6) ، والعملية المتعددة (5) ، ثم تشكيل الكلمات الأكثر شيوعًا في القائمة الإنجليزية الأسماء مشتقة. ثانيًا ، تم العثور على 5 أنواع من المراجع باسم قائمة اللغة الإنجليزية المستخدمة من جميع الأنواع التسعة ، وهي ذكر خصائص محددة (5) ، وذكر أصل القائمة (4) ، وذكر المكونات (21) ، وذكر التشابه (3) ، والتسمية جديد (5) ، بحيث تشير قائمة الأسماء في منطقة القهوة في الغالب إلى المكونات المستخدمة في القائمة. ثالثًا ، يشمل الموقف اللغوي لمالك منطقة القهوة في اختيار اللغات المواقف اللغوية الإيجابية (3) والمواقف اللغوية السلبية (39). بناءً على هذه النتائج ، يمكن استنتاج أن اللغة الإنجليزية أكثر هيمنة.

TABLE OF CONTENT

CHAPTER I

INTRODUCTION

The first chapter describes the background of the study which includes the phenomena of coffee shops that use English menu names. Furthermore, this chapter explains the formulation of the problems of the study, identification of problems that occur in the use of English, the aims of the study, the significance of study, and research method. In this sub-chapter, research method explains the research design, research instrument, data collection and data analysis.

A. Background of the Study

The culture of the coffee-drinking trend has become a lifestyle in Indonesia. Since 2016, the growth of national coffee consumption has continued to increase from 0.8 kg per capita to 1.3 kg per capita. *Euromonitor.com*, an international research institute originating from the United Kingdom and has branch offices in various countries, states that the growth of cafes which brings the concept of coffee shops reaches 16% every year. This has become a great opportunity for anyone who wants to start the business of coffee shop in Indonesia. So, the coffee shop has a chance for success not only in big cities, but in the regions.

The trend of coffee shops has been exploding throughout Indonesia, such as Malang. As of nearly five years since the *Filosofi Kopi* film was released in 2015. Malang is the second largest city in East Java, which has now become metropolis. Besides being dubbed as the city of education and tourism,

1

Malang begins to be known as coffee town. This refers to the number of coffee plantationsand coffee shops in Malang. There are many hectares coffee plantations scattered in Malang such as Bangelan, Lawang and Dampit. Also, it can be seen many coffee shops around the Sudimoro area, the Sigura-gura area, and the Soekarno-Hatta area, the Omah Kampus area, and Simpang Gajayana area. This trend is influenced by the interests and lifestyle of the people who make coffee as one of the needs for daily consumption. This resulted the coffee-drinking being trend.

One interesting thing from the trend is the use of English as branding system. We can easily find the business names, products, taglines using English. Today, many people think that foreign language more valuable than vernacular (local or national language) to get the consumer's attraction. In developing countries, some researches show that foreign branding affects the perception, attitude, evaluation and perceived value of consumer positively (Solo &Mobarec, 2009). In particular, since social status, perception and quality getting better, consumers show positive attitudes and represent preference tendency (Batra et al., 2000). Formerly, the English branding can be found in big cities, large or powerful companies, or urban areas but now it is easily found everywhere in Malang.

Apart from the coffee-drinking trend and English branding trend, English has run into significant development through various part of society. Today, English becomes an important part that should be applied by the entrepreneurs.

The assumption is people will have wider future and more success by mastering English then they who are only mastering the basic knowledge. The domination of English is being social representation through education, media, advertisement, corporation, and so on (Prayoga & Husnul, 2019).

The use of English branding has ever been analyzed in Yogyakarta. Riani (2014) states that English dominated the business corporation names in Yogyakarta. English word selection is chosen by the owners because they aim that the influence of associative meaning is more prestigious than Indonesian language. In line with Riani, Tur (2019) also finds many English business names used in Yogyakarta. He states that owners of that business prefer using English as their branding because some reasons such as giving more pride, giving more on facilities, service, or quality. English business names can be easily found such as store, cafe, barber shop, laundry, cafe, learning course, and coffee shop. Moreover, English also has been used for naming the menu.

Related to the reasons they chose a foreign language for their business, those show the language attitude that they have. In addition to the two trends above, this research also examines the language attitudes of coffee shop owner in selecting languages for naming menu names. By selecting language, the owner pervasively shows whether having positive language attitude or negative language attitude.

This research focuses on socio-onomastics. This approach is about the creativity, history, origin and cultural insight of names. It departs from the

opportunity mentioned by Ariwibowo (2019), he states that most of the research existed in Indonesia is limited to the people names, place names, or brand names.

Onomastic research in Indonesia are principally dominated by research on self-names (Bandana, 2015; Wibowo, 2001; Widodo, 2013 in Ariwibowo, 2019: 87), place names (Prihadi, 2015; Sugianto, 2017; Sulistyono, 2016 in Ariwibowo, 2019: 87), and the names of business corporations (Kusumaningsih, Sudiatmi , &Muryati, 2013; Riani, 2014; Wijana, 2014 in Ariwibowo, 2019: 87). In addition to research on self-names which used officially, some research have also been explored on nicknames and title names (Novianti, 2016; Sulistyawati, 2004 in Ariwibowo, 2019: 87). Some research has also proven the relationship between name and identity (Aribowo, 2015a; Aribowo&Herawati, 2016b; Widodo, 2015 in Ariwibowo, 2019: 87), name and marriage (Aribowo&Almasitoh, 2019; Nurhayati, 2013 in Ariwibowo, 2019: 87), even the name and linguistic landscape (Aribowo, Rahmat, &Nugroho, 2018 in Ariwibowo, 2019: 87). Onomastic researches in Indonesia include names in various ethnicities. For instance are Javanese (Uhlenbeck, 1969; Wibowo, 2001; Widodo, 2013 in Ariwibowo, 2019: 87) Sundanese (Kosasih, 2010 in Ariwibowo, 2019: 87), Balinese (Bandana, 2015; Geertz & Geertz, 1964 in Ariwibowo, 2019: 87), Chinese descents (Dewi&Artono, 2013; F. S. Gunawan & Karsono, 2013; Kurniawan, 2012; Suharyo, 2013 in Ariwibowo, 2019: 87), and Arab descents (Aribowo, 2015b; Aribowo & Almasitoh, 2019 in Ariwibowo, 2019: 87).

English is not only for the lingua franca but now it is also used for standard of quality. By becoming quality standards, English widely takes the position of a branding tool. Naming using English means quarantine with good products or services. Naming can be understood as a way for owners to communicate their products or services to the public. Relating to English as a branding too, naming in English language is considered one of the right branding. It will be a good selling tool for business entities and will eventually become an inherent identity in the community. Naming and perception are two important elements that can shape the image of businesses and their products or services such as the relationship between language and society that forms a social or social system.

This research examines the English menu names used by Zona Coffee. The menu names are chosen as the subject for this research. Genuinely, the analysis of menu names has been conducted by some the researcher. The menu names has analyzed by Masitoh (2014) who focuses on the word formation process. Haryati& Dian (2015) also has the same focus but they examine the food and beverage product names.

The reasons, why the English menu names chosen, is first, the English use also has penetrated into naming menu at some coffee shops. It can be found in many coffee shops in Malang. As is well known, although there are many English learners in Indonesia, many people are still unfamiliar with English.

Hence, the researcher decides to examine the use of English and analyze how the words on the menu names are formed. Second, naming process in the English menu names has not been analyzed before. Last, it can be seen the language attitude of the owner of coffee shop from the English menu names.

B. Research Questions

Based on the background of study above, the researcher examines the reference, word formation process, and the language attitude of the menu names through the following questions:

1. What are the types Word Formation found on the English menu names at Zona Coffee?

2. What are the types of reference found on the English menu names at Zona Coffee?

3. What is the function English in naming menu used by the owner of Zona Coffee?

C. Objectives of the Study

Based on the background and the questions above, here are some purpose that want to be achieved in this research.

1. To find the word formation of English menu names at Zona Coffee.

2. To find the reference of English menu names at Zona Coffee.

3. To know the function of English in naming menu used by the owner of Zona Coffee.

D. Significances of the Study

Academically, this research could certify the theory about socio-onomastics in naming menu at Zona Coffee supported by the types of word formation. It also gives some information about the reference of the menu name on the English menu in Zona Coffee using theory of reference in naming proposed by Chaer.

Practically, this research could explain how the function of English in naming the menu which shown by the owner of the Zona Coffee. Additionally, this research is expected to be used as a basis for further research to develop, expand, explore the theories about onomastics. Also, this research is expected to be considered in the selection of languages by the entrepreurs for their business, so they can keep maintaning their own language.

E. Scope of the Study

This research takes place at Jl. Raya Dermo, No. 177, Jetis, Mulyoagung, Malang. To facilitate discussion, the researcher limits the scope of the study. The scope of this study includes research data and theories used to analyze the data.

The data used in this research are the English menu names at Zona Coffee. In other words, the names of non-English menu are not used as the data in this research. Zona Coffee is chosen because it is located in one of coffee area, O*emah*

Kampus, Dau, Malang. In addition, Zona Coffee selected because this coffee shop is a coffee shop that uses English menu names. The coffee shops were opened since the beginning of the 2018's. At first, this coffee shop uses Indonesian menu names but over time changes using English menu names. The theory used to analyze the research data is the theory of language attitude, naming and word formation. The use of these three theories is in line with the purpose of research.

F. Definition of Key Terms

Some of the key terms which most frequently used in this research is defined in this part.

Socio-onomastics: an approach which is a combination of sociolinguistics and onomastics. Onomastics itself is a study of names. The research on onomastics are generally about the characteristics of the name, meaning, history and origin of the name. This approach is used to examine the creativity behind names given in English menu names and cultural insight of the language use in the menu names.

Menu: a series of several types of food or dishes that are served for someone or group of people. It is also defined as list of food and beverage that offered to the consumer. Sometimes menu also include the price and the picture. Menu may be put on the large poster or display board or digital screen, printed paper sheet or book, or displayed outside the restaurant. In this research, the menu, which examined, is only English menu.

Naming: the way of labeling every creature, thing, activity, and event in this world, these names emerge as a result of complex and varied human life. In this research, the analysis is about the naming of English menu names in the Coffee Zona.

Coffee Shop: a café which serves many kinds of coffee drinks with other drinks and snacks. Coffee shops range from the small business to large multinational coorporation. Some coffee shops only serve take away coffee, while others serve both dine in and take away coffee. The coffee shop that is chosen for this research is Zona Coffee. It isan owner-operated coffee shop which located in Dau, Malang. The characteristic of the chosen coffee shop is having English menu names.

G. **Previous Studies**

According to Alwasilah, in 1985 there were more than 315 million native speakers, 300 million second language speakers, and 100 million foreign language speakers. Hence, the development of the number of English speakers indicates the extent of the influence of English on languages. Apart from the number of speakers, the other indicator that causes the great dominance of English over other languages in the world is the distribution, population, economy, culture and ideology.

The impact of using English has also influenced a variety of things from lifestyle to business. Reza (2019) found that the mindset of English use in urban communities, especially Jakarta, Bandung, Depok, Tangerang, Bekasi or usually called as *Jabodetabek*, is a representation of the symbol of prestige, the

superiority of English over Indonesian, and English is considered by urban society as a symbol of social, economic and business access. The results of his research indicated that the use of English had become the social behavior of urban communities in Jakarta. The use of English represents a symbol of higher education status, social status upper middle class, modern and classy lifestyle. These cause English to be superior compared to Indonesian as a national language. The similarity of this research with Reza's research is both examine the perspective on the English use, but the difference is in perspective which will be examined focusing on the effect of English menu names.

Many researches have analyzed the use of English in such English advertisements, English tagline, English brand name, and so on. Based on Kinra (2015), her research was about the comparison of local and foreign brand names in India. The finding of this research was the quality of foreign brands perceived to be generally higher and superior to local brands. It was described by India consumers that foreign brands had better quality at lower price.

Hough (2016) wrote on her book about some researches on socio-onomastics and most of them examined the place name and person name. Bandana (2015) had investigated the self-name of Balinese. This research was included in the field of anthropological linguistics. It was addressed into two issues: linguistic structure and meaning, both lexical/textual and contextual meaning. Based on the analysis of linguistic structure, the names of Balinese were found which classified into three types of words: (1) article, (2) adjective, and (3) number. The analysis showed that lexically the name of Balinese has the meaning

of hope and memories. Besides that, contextually, the names have their own meanings in accordance with the interpretation of the giver's name.

The research on naming business place conducted by Jendri (2019) aimed to describe the form and explain the meaning of naming business places in culinary specified on noodle menu in the GO-FOOD feature which had by GO-JEK in Padang. The data is in the form of place name specified on noodle' menu while the source of the data is the GO-FOOD features. The form of naming found in this research is based on several things, namely the imitation of sound, the mention of specific characteristics, the inventor and maker, the place of origin, material, and similarity. Naming with the basic or similarity background is the most common, while the naming data with the basic or original background is the least. The type of meaning contained in the name of the place of business and culinary menu in this research was classified as grammatical, denotative and connotative, referential and association meaning. Meanwhile, the meaning contained in this research data explained several things, such as the type of business with a specific menu of noodles, various spicy flavors (ordinary to very spicy level), typical recipes based on specific regions, main ingredients or mixtures, and the cooking process.

The domination of English business names also was found in Yogyakarta. Riani (2014) has investigated andfound that people prefer using English. She states that it showed English is more dominant than Indonesian name. This phenomenon can be called as *Xenoglossophilia,* where the society prefer using foreign language rather than national language. Her research told that people feel

more have power and better if they use foreign language. That research is closely related with Tur (2019) has also examined the impact of English business name as a branding tool. His research used the theory of socio-onomastics study to examine the phenomenon of English use as branding tool in the middle of non-native speakers. He shows that the number of people who prefer with English business name higher than the Indonesian business names.

This research has the same study with Riani's and Tur's researchs that is socio-onomastics. But, it has different object. Therefore, in this research the researcher analyze the menu names of Zona Coffee as the phenomenon. As for research on Indonesian language menu names that have ever existed is still limited to the word formation and meanings. Also, this research examines the language attitude shown by the owner of Zona Coffee in using English in naming menu.

H. Research Method

This research uses qualitative method, by doing interview. The researcher applies the method to explain what meaning of the menu names is and analyze the language attitude on the use of English for menu names of coffee shop. This research will focus on three aspects: (a) the word formation of English menu names, (b) the reference of English menu names, and (c) the language attitude shows by the owner of Zona Coffee.

This type of qualitative research used by researchers in this study is a case study. Based on Creswell (2016), case studies are studies that explore a case in depth, gathering complete information using various data collection procedures.

This case can be in the form of an event, activity, process, and program. This method is suitable as a method for answering questions in this research, which is to find out the factors that influence the use of English in naming menu names. According to Yin (2000), the research boundaries investigate the phenomena in real life contexts. Mulyono (2001) says that the researcher tries to carefuly examine a number of variables regarding the case in a case study. By doing case study, the researcher aims to provide an in-depth explanation of the subject under study.

This research aims to apply socio-onomastic approach as the framework. Socio-onomatics is used to discuss the linguistic characteristic, naming function and structure of English menu names in Zona Coffee. This research uses three theories to understanding how the English menu names constracted, what kinds of reference found in English menu names, and how the English has the function for naming the menu.

1. **Research Instrument**

To obtain the data, the researcher needs sources of primary data and secondary data sources. Sources of primary data obtained from English menu names found at Zona Coffee. The secondary data is obtained from the owner of Zona Coffee.

In collecting this data, the researcher does observation. In this observation, the researcher takes notes the coffee shop located on Jl. Raya Dermo, JetakLor, Mulyoagung, Dau Malang. In this research, the researcher focuses on Zona Coffee

which one of the coffee shops that has English menu. These observation is conducted to prove correct and whether the existing data with implementation.

Then, the researcher also conducts the interviews with the owners of the coffee shop on Jl. Raya Dermo, JetakLor, Mulyoagung, Dau to collect the information needed. The researcher does *wawancara terstruktur* to gain the data from the owners. As stated by Idrus (2009), *Wawancara Terstruktur* is an interview conducted by the researcher with the means to prepare in advance questions to be asked.

Two data that have been obtained are used to answer the three questions in this study. The primary data, English menu names, is used to answer how the menu names are formed and how the reference form is found. The secondary data, the transcript of interview, is used to strengthen the analysis of English functions in naming the menus used by the Zona Coffee's owner.

2. Data Collection

The data of this research is collected by doing observation. The researcher comes to the Zona Coffee that use English for their menu names, then note the menu names that used English. Not only coming and noting the menu names, the researcher also does interview. The interview was done on March 04, 2020. The owner was asked some questions related with this menu names. The researcher also use another method namely documentation technique. Muhktar (2013) states that documentation technique is a technique to collect the data by using another tool (e.g: camera, to get the picture).

3. Data Analysis

Data analysis is performed using interactive analysis, as revealed by Huberman and Miles. Interactive model consists of three parts: data reduction, data display, and verification. Regarding the third parts details are described as follows:

a) Data Reduction

Data reduction is defined as the electoral process, to focus on simplification, abstraction and transformation of raw data that emerged from written records in the field. Anticipation of data reduction can be seen when the researcher chooses the conceptual framework of the study, problems of study and data collection. During the data collection takes place, the researcher can do reduction stage (a summary, encoding, searching topics, make the memo).

Data reduction is part of the data analysis. Data reduction is the form of data analysis that sharpens, classifies, disposes of unnecessary data, and organizes data in a way such that the final conclusions can be drawn and verified. This activity becomes very important because the researcher is able to pick and choose which data to be sharpened. The researcher also can get rid of some of the data that are considered irrelevant to the topic of this research. The data of this research is the menu names of Zona Coffee. For reference and word formation, there are 39 menu names which are taken for the data. The researcher eliminates 3 Indonesian menu names from all the 42 menu names.

b) Data Display

Huberman and Miles interpret the presentation of data with a set of structured information that gives the possibility of drawing conclusions and taking action. They believe that the representations are better is a primary way for valid qualitative analysis, which include: various types of matrices, graphs, and charts network. Everything is designed to combine structured information in a form that is coherent and easy to reach.

c) Verification

Conclusion by Huberman and Miles was the withdrawal of the meaning of the data that has been displayed. The conclusions also verified during the research. These activities can take place while data collection process and then do the reduction and presentation of data. But it is not the final conclusion, because the researcher can verify these results with a return to the field. Thus, the conclusion that gained can trigger the researcher to deepen further observation and interview process. Schematically the process of data analysis using interactive model of Miles and Huberman can be seen in the following chart:
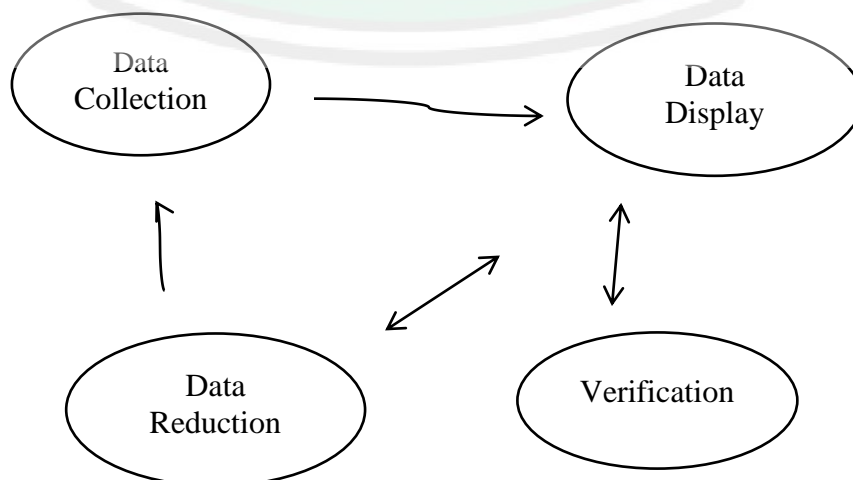
Those procedures are carried out repeatedly as forming a cycle. Theories and conclusions are formed from a variety of data that is actually found in the field and discussed in a multi-perspective (Sutopo, 2006). Furthermore, the results of the analysis of these components are followed by sociolinguistic analysis with the theory of language attitude (Garvin and Mathiot, 1968), naming analysis (Chaer, 2013) and word formation analysis (Yule, 2010).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides an overview of the theoretical and some descriptions of the theories used. It provides definitions of socio-onomastics, Word Formation process (Yule, 2010), reference in naming (Chaer, 2013), and language attitude (Garvin and Mathiot, 1968).

A. **Socio-onomastics**

The title "socio-onomastics analysis" shows that this research presented here is a study of the socio-onomastics. Onomastics relates to the study of name, in which the name of the term refers to noun. This research refers that names without questioning are part of the language. This view is had by some of onomastics (Algeo 2006; Van Langendonck 2007). Algeo (via Lombard, 2006) shows that if we regard that name is outside of the things which they named, apart from the state in which they are provided and used, and apart from its users; that is, if we focus on the name, it is clear that it is kind of word. And the words are the basic features of the language. Name is a linguistic item that in the sense that they are used to communicating ideas, specifically, to convey the concept of reference and peculiarities.

The prefix "socio" in the term "socio-onomastics", which appears in the title of the research, implying that the English menu name is a form of onomastics. The names are generally created by people to fulfill certain purpose

which have some sort of social characteristics. At very basic levels, socio-onomastics refers to the study of sociological aspects of name functions that is, to provide a means to refer to things in the world. Furthermore, as stated by Leslie & Skipper (1990), the names are not simple symbols or arbitrary labels, but they communicate what is meaningful in this social context. So, to understand what the actual name is, we have to understand the context in which they are used.

Socio-onomastic concerns are very relevant to the current research because of the English menu names like the kind of another name, originating and functioning in the socio-cultural context. Van Langendonck (via Khotso, 2019) stated that the differences between the socio-linguistics and socio-onomastics is the socio-linguistics uses of language in a social context, while the socio-onomastics focuses on how the names relate to the social nature of their referral, the object in reality they refer to.

The study of names and references within different cultural groups provide extensive evidence in support of the view that the name does not only show the uniqueness of the individual but also carries and delivers a range of different meanings derived from the social and cultural environment in which they are embedded. Selection of the language used is also a phenomenon that can be analyzed using the theory of language attitude.

1. Onomastics

Onomastics is the study of name that can be said as young field of study. According to Ariwibowo, this study began in the 19th century as a sub discipline

of study. Onomastics has been classified into the section of linguistic research even though in fact it is still bound by various scientists from various fields. Based on Algeo (in Ariwibowo) other academics also have interest in conducting studies on names for various reasons such as philosophers, geographers, cultural anthropologists, theologians, ethnologists, historians, archeologists, psychologists, sociologists, and economists. Commonly, the study of onomastics has focused on investigations of place names or toponyms and self-names or anthroponyms (Anderson, 2007; Blanar, 2009; van Langendonck, 2007 in Ariwibowo, 2019: 86).

The study of name is an interesting topic because names are part of a culture. Sometimes names and cluture cannot be separated. Names are one of the product of people interactions, language community, and the environtment (Ariwibowo, 2019). Name is given by people to the everthing such as person place, thing, even animal. It is used for labeling to referent their refers to. People will give things name, and intepret depend on what they want. For instance, human gives name for they pet, because it has meaning and history for themselves.

On the other hand, name is almost universally assumed to be a subcategory of nouns. Aside from the origin of the names, this English menu name also has the linguistic characteristic which is morphology. Menu names are formulated from morpheme. Therefore, English menu names can be analyzed using the theory of word formation processes.

a. Word Formation

In addition to studying the internal structure of words, morphology also study the formation of the word. Theories about the word formation in English are often raised by linguists. Yule (2010) in the Study of Language states that the process of forming words in English can be known through the process of coinage, borrowing, compounding, blending, clipping, backformation, conversion, Acronyms, derivation, prefixes and suffixes, infixes, multiple processes.

1) Coinage

Coinage is the process of word formation derived from the name of the product which is used in everyday language to represent products that are identical or similar to the products used. Some examples are *aspirin, nylon, vaseline, teflon.* Coinage also be derived from the name of the product, the concept and the new activity.

2) Borrowing

Borrowing is a word formation process by borrowing or taking vocabulary from other languages. *Piano* from Italian, *sofa* from Arabic, *yogurt* from Turkish, *zebras* from Bantu are some English words that come from other countries. However there are some cases of loan words may be used with a slightly different meaning. For example, the use of German from the English word partner and look in *partnerlook* words which means people together and use similar clothes.

3) Compounding

Words can also be formed through a process of forming other words, called compounding. Compounding is a merger of two words that produce meaning different from the meaning of each word constituent. Compound words such as *wallpaper*, *waterfall*, *waterbed*. Besides the formed of a word, this process may also form by two words into one meaning. For example, adjectives (*full*) plus a noun (*time*) to become *full-time* into an adjective.

4) Blending

Blending is another way of merging two words to produce a new word. The difference between blending and compounding that blending only combine parts of words and combine the whole word. Typically blending is a blend prefix and suffix of two words, for example: the word *brunch* from breakfast and lunch, *infotainment* from information and entertainment. In addition, the blending is also used to describe a mixture of the two languages, for example *Spanglish* of Spanish and English words.

5) Clipping

The process of the formation of another word is clipping. Clipping is the process of word formation by eliminating one or more syllables. For example, an *ad* is from *advertisement*, the *flu* is from *influenza*.

6) Backformation

Back Formation is the process of word formation by removing the suffix. Enforced suffix to a word will change the category of the word comes from. For example, the verb *donate* and *housekeep* from remove the suffix -ion and -er of nouns *donation* and *housekeeper*. The process of word formation is usually formed from a noun into a verb.

7) Conversion

Conversion is an evolutionary process of word formation but without changing the form of the word. Conversion can occur from a noun into a verb, for example *water* into *watering*. Verbs can also be adjectives through, stand up. Or adjective into a verb, for example *dirty* room becomes *to dirty*.

8) Acronyms

Acronym is a process of word formation in the form of abbreviations. An abbreviation of the word or phrase is taking the next letter so that the results can be pronounced as a word. For example, *CD* and *ATM* which is the pronunciation by pronouncing each letter separately. But there are also forms pronouncing acronym became a new word such as *UNESCO*, *NASA*. The example is an acronym that writing still uses capital letters, there is also an acronym such as radar, laser into everyday expression.

9) Derivation

The derivation is the process of forming words by adding an affix of the word that will form the basic of new words that change meaning or change the word class. Affixes are divided into three types, prefixes and suffixes, and Infixes. These additions are distinguished by laying affixes. For prefixes, the addition is placed at the beginning, for example *incorrect*. When the addition is placed at the end of the word is called suffixes, for instance the word *-ness* in *togetherness*. Besides the addition of the word can also be done in the middle which called infixes. The addition not only be done from one side only, but can be added at the beginning and end of a word, such disrespectful words, unbelievable.

10) Multiple Processes

As the name suggests, multiple processes is a process of word formation by using more than one process. For example, the word *deli* becomes the common English expression of the first process borrowing from the word *delicatessen* (from German) which is then shaped as clipping.

After analyzing how the English menu names are constructed or formed, the following section is theory about reference.

b. Reference in Naming

The name in the business world becomes one important thing for promotion or appeal to potential consumers. Interesting or not the language used in naming has a significant impact on the success or failure of the promotion of business or the menu offered. Given the intense competition in the world of

culinary efforts, naming in the business world is not a simple matter. Naming menu in some coffee shops in Malang are often dominated by foreign elements by using a foreign language such as English language as a whole for the name of the menu. In fact there are some names which a translation of a foreign language, such as *nasi gila* to *crazy rice*. Chaer (2013) mentions that the naming is a process figuratively to refer to the concept of a referent is outside language. He states there are nine ways in naming.

1) Mimicking sounds

The names that are formed based on the results of sound. That is, the name is formed based on the sound of the animals or sound caused by the object Words are formed by this called mimicking sound or onomatopoeic words.

2) Mentioning of section

Style in naming by mentioning parts or whole of an object or thing is called pars prototo. Naming objects or concepts based on parts of objects are typically based on a distinctive characteristic or prominent of these objects.

3) Mentioning the specific nature

This type is almost similar to the naming of pars prototo, but this naming is a transposition of meaning. Sometimes it changes in question is an adjective into a noun. This is because the nature of a very prominent, so that eventually an adjective that is the name.

4) Mentioning the inventor and manufacturer

Many of things are named by the name of its inventor, publisher's name, or a name in history. The names are called by appellative. Lots of names of objects derived from the person's name, for instance volt electricity power unit name derived from the name of its creator, *Volta*. In addition, many names are derived from historical events.

5) Mentioning the place of origin

There are a few names that come from the place of origin of the object. The name can be traced from the place where they were found. For example, the *sardines* or *sardine* comes from the island of Sardinia in Italy, *Piagam Jakarta* comes from the place were the event held, and *clonyo*comes from au de *Cologne* which means water from Kuelen, the name of city in West Germany.

6) Mentioning the material

Some names are taken from the basic material or the ingredient of the object. For example, glass is the material name. Many of the things are taken from glass such as glasses. Another example is fried rice. The name fried rice is taken from the ingredients.

7) Mentioning the similarity

Naming is a nomenclature based on the equation with the lexical meaning of the word. In language, this is also called metaphor. The metaphor is the mention of the object is to equate or compare with other objects. An example is

the *foot* of the table. Leg has the same meaning with the word leg braces namely the establishment of the body and has the same characteristics which is located at the bottom.

8) Shortening

In the development of language, many words are formed as a result of combining the elements of the initial letters or syllables of several combined into one. Words are formed as a result of this shortening is called by the acronym.

9) New Naming

Today many names that are formed or molded to replace the old words or terms that already exist. Replacement mention of it is based on several reasons, for example is considered less precise, less subtle, irreverent or less scientific.

Besides analyzing the linguistic characteristics of the each name, socio-onomastics also reveals the cultural insight the names. Cultural insight is derived from the social environment which refers to the insight of the culture's context such as customs, ideas, and social behavior of person or community. The following theory is going to be used for analyzing the social behavior in using English menu names.

In accordance with the title of this research, the naming of English by the owner of Zona Coffee is an example of how English is used besides lingua franca. The use of foreign languages can also be found in several other coffee shops. This shows the relationship of language with society, or commonly called sociolinguistics. Sociolinguistics is a study of the characteristics of language

variation, the functions of language variation and the use of language, because these three elements always interact and change one another in a speech language community. Society makes a person no longer seen as a separate individual, but as a member of a social group. Therefore, language and usage are not observed individually, but it is related to its activities in the community or seen socially. Socially viewed, language and usage are influenced by linguistic factors and nonlinguistic factors.

Linguistic factors that influence language and their use consist of phonology, morphology, syntax, and semantics. In addition, non-linguistic factors that influence language consist of social factors and situational factors. Social factors that influence language such as social status, level of education, age, gender, etc., while situational factors that affect language and the use of language itself consist of who speaks, in what language, to whom, where, and what problems.

Fishman (in Chaer, 2007) says sociolinguistic studies are more qualitative. So, sociolinguistics relates to the details of the actual use of language, such as the description of language pattern or certain dialects used by the speaker, topic, setting. Sociolinguistics sees language as a social system and a communication system as well as a part of a particular society and culture.

This research is related to the function of language preference used by Zona Coffee's owner. To know the function of English, the researcher tries to describing the language attitude of the Zona Coffee owners towards the English used in naming menu. So, a sociolinguistic study that discusses language attitude

is very appropriate to be used as for answering the third research question in this research. This relates to what is stated by Sumarsono (2014) that sociolinguistics highlights the whole problem related to social organization of language behavior, not only covering the use of language, but also the attitudes of language, behavior towards language and the use of language.

c. Language Attitude

Attitude is the language grammar beliefs about language and language objects that predispose a person to react in a certain way it pleases. As with everything related to the attitude, the attitude of the language there is also a positive and negative attitude. There are three characteristics of positive language attitude based on Garvin and Mathiot (1968), namely:

1) *Language loyalty attitude*: an attitude that encourages people to maintain their language and if necessary to prevent the influence of other languages.

2) *Language pride attitude:* an attitude that encourages people to develop their language and use it as a symbol of identity and unity of the people.

3) *Awareness of the norm attitude:* an attitude that encourages people to use language carefully and politely is a huge factor influence on the actions that language use

All three of these traits are the traits of a positive attitude towards the language. A positive attitude is the attitude of enthusiasm for the use of language where it is located. Conversely, if the traits that have disappeared or fell from a person or group of people from the community members themselves said, the negative attitude towards a language has been swept away or group of people. The absence of encouragement to maintain the independence of the language is one marker of a negative attitude, that the language loyalty is weakening, which could continue to be lost altogether.

The negative attitude also can be shown in three characteristics namely:

1) *Language disloyalty attitude:* an attitude when people or society do not encourage maintaining their own language and do not prevent the other language influenced their language. The indication is when people easily influenced by another language.

2) *Language lack of pride:* an attitude when people do not use their own language as their symbol or identity because some reasons such as they lose their pride and prefer using the other language.

3) *Unawareness of the norms:* an attitude when people do not use the language accurately. Many factors that are influenced this unawareness. They do not tend to use language correctly, politely, and carefully.

Negative attitude towards the language can also occur when a person or group of people no longer have a sense of pride in their language, and reassign them to another language that do not belong to. It can be influenced by several factors, among others: the political factor, the factor of ethnicity, race, prestige, consider that language too complicated or difficult and so on.

When applied in onomastics, the name refers to expression in a particular context is determined by the language, in line with the ideology of linguistic shared among certain groups of speakers.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents findings and discussion that are in accordance with the order of the study. In this study, there are two data analyzed with theory as explained in the second chapter, namely English menu names with Reference and Word Formation and the attitude of the owner of Zona Coffee in naming menu names.

A. FINDING

This research uses English menu names at Zona Coffee, then from that data found 42 data and took 39 data collected by reducing method and analyzed by applying the theory of Reference proposed by Chaer the theory of Word Formation proposed by Yule. From nine ways in references, the researcher finds 5 reference in the data. Those are mentioning the specific nature, place the origin, material/ingredients, similarity and new naming. The most dominant of reference is mentioning the ingredients which found in 21 data. While from ten types of word formation, the researcher finds five types of word formation used in English menu names.

Furthermore, to know the reason of Zona Coffee' owner in choosing English for naming menu, the researcher also uses the theory of language attitude proposed by Garvin and Mathiot. From42 data menu names show 3 data for positive attitudes and 39 for negative attitudes.

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The second data is the transcript of the interview with the owner of Zona Coffee. The result shows that the owner of Zona Coffee has negative language attitude towards English menu names. It is proven by he prefers using English than Bahasa Indonesia, and also there is no pride on Bahasa Indonesia as his national language.

1. The Types of Word Formations of English menu names in Zona Coffee

From a total of 42 menu names at Zona Coffee there are 3 Indonesian menu names and 38 English menu names. This section presents and discusses the process of word formation on English menu names in the Zona Coffee by applying the theory of Yule (2010). Based on Yule, there are 10 types of word formation namely coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation and multiple processes.

a) Borrowing

This new word comes from words from other languages. There are several examples of borrowing words such as *piano* from Italy, *yogurt* from Turkish, so on. In this research, there are four English menu names that will be discussed below.

Table 1a) Borrowing of English Menu Names At Zona Coffee

No	English Menu Names
1	Americano
2	Omelette
3	Chicken Karage BBQ
4	Spaghetti

Americano in data 1 is a borrowing word from Italian. The word comes from the Italian term for American coffee. Next is the word *omelette*. The menu, which originated in Ancient Persia, is a popular meal for breakfast menu names in various countries. The word *omelette* is a borrowing word from French. The word borrowing is also found in data 3, *Karage*. The correct writing is *karaage*. The word *Karaage* comes from Japan which means techniques for cooking food such as chicken, meat and even fish from Japan. Last is *Spaghetti*. Same as Americano, *spaghetti* is word that borrowed from Italy.

b) Compounding

The next word formation is compounding. In this process, words are formed from two words combined into one form. Compounding is the most common process found in this research. Here is a table of menu names that derived from compounding.

Table 1b) Compounding of English Menu Names At Zona Coffee

No	English Menu Names
1	Flat White
2	Greentea
3	Red Velvet

Flat white in data 1 it consists of two free morphemes that can stand alone. *Flat* and *white* are adjectives. The two adjectives are combined into noun as one of the coffee names that is quite popular among coffee lovers. Next is *green tea*. Data 2 is composed of two free morphemes, adjective and noun. Green tea at

Zona Coffee is not served like black tea, or tea in general. Green tea on this menu tends to be more similar to Matcha because it is served with a creamy taste. The following is *red velvet.* The term r*ed velvet* is also composed of adjective and noun. *Velvet* is a free morpheme which means fabric woven from silk, cotton or nylon. While *red* is adjective. However, after being combined, the meaning is not red cloth. Red velvet was originally known as velvet cake. The term velvet describes the softness of this dessert. In this menu, *red velvet* is flavor that made by beetroot. This menu is served by red velvet powder with fresh milk. It can be hot or cold drink.

c) Conversion

Another word formation is conversion. Conversion is the process of forming words by changing the function of a word without adding anything. Conversions can be nouns that change to verbs (*water*; she likes *watering* the flowers), verbs turn into adjective (*stand*; RadityaDika is a famous *stand*-up comedian), and so on.

Table 1c) Conversion of English Menu Names in Zona Coffee

No	English Menu Names
1	Vietnam Drip Robusta
2	Vietnam Drip Arabica
3	Vietnam Ice Drip Robusta
4	Vietnam Ice Drip Arabica
5	Coffee Latte
6	Passion Fruit Tea
7	Strawberry Tea

8	Jasmine Tea
9	Chicken Nugget BBQ
10	Cheese Sausage
11	Black pepper Sausage
12	Onion Rings

The first conversion word is *Vietnam*. These words can be found in data 1, 2, 3, and 4. As explained in the previous section, the word Vietnam is the name of the country from which this brewing method originated. This coffee is also known as Vietnam coffee. At first Vietnam is a noun. But in these four data, the word *Vietnam* is no longer a noun, but has been converted into an adjective. In addition to the *Vietnam* word, the word *Drip* in data 1, 2, 3, and 4 which are originally verbs and also converted to adjectives. The word Drip refers to the tool used in coffee brewing. In data 3 and 4, the third conversion word is the word ice. The word ice is previously a noun, then converted to an adjective which explains that these drinks were served cold.

The use of the word ice in data 3 and 4 is actually not quite right. The word ice refers to ingredients that become one, such as ice cream, but to this menu ice is added when serving. So the word ice should be replaced with iced, because this adjusts to the menu intended by the coffee shop owner. Furthermore, in data 5, *coffee* is a conversion word from the menu. The word *coffee* which is a noun becomes an adjective. The word *coffee* explains the variant of the latte itself.

Still the same as before, the converted words are nouns into adjectives. The nouns fruit, strawberry, and jasmine in data 6, 7, and 8 are then converted to

adjectives for the word tea, so they become variants of taste from the tea menu. Conversion is still the same, namely adjectives derived from nouns. The word chicken in data 9 is an adjective that refers to the material from the nugget itself. However, the BBQ chicken nuggets menu should be composed of BBB chicken nuggets because the head is not BBQ.

Furthermore, the type of converting nouns into adjectives is also still found in data 10, 11, and 12, namely cheese sausage, black pepper sausage, and onion rings. The word cheese and black pepper turn into adjectives that refer to the complementary sauce from the sausage that is burned. Finally, the term onion, onion is a noun that turns into an adjective. Data 12 shows that the snack is made of onion.

d) Derivation

The next type of word formation is derivation. This type is a word that is formed from basic words that are added (prefixes, suffixes, and infixes) in which this addition causes a word to change its meaning or position. The table below found 6 menu names derived from the derivation process.

Table 1d) The Derivation of English Menu Names in Zona Coffee

No	English Menu Names
1	Scrambled Egg
2	Double Scrambled Egg
3	Fried Noodle
4	Double Fried Noodle
5	Boiled Noodle

6	Double Boiled Noodle

From the six menu names above, it can be seen that there are only 3 menu and its variants namely, *scrambled* in data 1 and 2, *fried* in data 3 and 4, and *boiled* in data 5 and 6. Each pair of menu names constitutes a more portion. As explained earlier, the word derivation is a word formed by the addition which then changes the meaning or class of the word. For example in the word *scrambled*. *Scrambled* comes from the verb scramble which then gets the suffix *-d*. In data 1 and 2 the word *scrambled* is no longer a verb but an adjective describing the egg variants presented.

The *fried noodle* and *double fried noodle* menu names in data 3 and 4 also indicate changes in derivation. The derivation on this menu is *fried*. Fried is an adjective derived from the verb *fry* which then gets the suffix *-ed*. The word is used to describe the type of noodles that are served dry without sauce and to distinguish it from the other menu variants of noodles.

The next data found in data 5 and 6 are *boiled noodle* and *double boiled noodle*. The boiled here indicates a derivation. *Boiled* is a verb which then gets a suffix *-ed* which turns it into an adjective. The word *boiled* shows the variant of noodles. It's basically pseudo the process of making the noodles by boiling it, but the Indonesian people are familiar if the noodles that have soup are called boiled noodles.

e) Multiple Processes

The process of forming the last word is multiple processes. As the name suggests, the word multi indicates that the formation of names in this type occurs multi or more than one word formation. For example is in the word *chessycoffeecado*. From these words, it can be found 2 types of word formation. First the word *cheesy*which is a derivation of a noun becomes an adjective that explains if this drink has a topping with a cheese flavor. In addition to the word *chessycoffeecado* also found the blending process, which is the merging of two words in a shorter form. In this research, the researcher finds 5 types of menu names which have more than one process of word formation that have been presented with the table below.

Table 1e) The Multiple Processes of English Menu Names inZona CoffeeS

No	English Menu Names
1	Original French Fries
2	Sweet Corn French Fries
3	BBQ French Fries
4	Matcha French Fries
5	Chicken Karage BBQ

The first indication of these multiple processes is found in the word *French fries* contained in data 1 to data 4. French fries consists of the words *French* and *fries*. The word *French* is indicated as a conversion from a noun to an adjective. *French* is the name of a country which is then used as an adjective because it is considered to be the origin of this term. In addition, the process of forming words is also found in the word fries. The word is a derivation of the *fry*

verb which then gets the suffix *-es* to be the noun fries. This word describes this menu is fried food originating from France. In addition to these two words, data 2, 3, and 4 also have nouns that are converted into adjectives including corn, BBQ, and matcha.

Menu names that are formed from several word formation processes are also found in the 5 *Chicken Karage BBQ* data. The first word formation is conversion. As before, the word that is converted is *chicken* which originally a noun into an adjective. The word refers to the food served, namely processed chicken. Second is the process of forming words by borrowing from other languages. As explained, *karaage* is a word that originates from Japanese. The word refers to the menu cooking technique.

The findings about the process of forming words from the English menu names are presented in the following table:

Table 2 The Type of Word Formation of English names menu in Zona Coffee

No	Type of Word Formation	Frequency of Data	Data
1	Borrowing	4	*Americano, chicken karage BBQ, omelette, and spaghetti.*
2	Compounding	3	*Flat White, Greentea, Red Velvet*
3	Conversion	12	*Vietnam Drip Robusta, Vietnam Drip Arabica, Ice Vietnam Drip Robusta, Ice Vietnam Drip Arabica, coffee latte, Passion fruit*

			tea, *Strawberry tea,* *Jasmine tea,* *Chicken nuggets* *BBQ, Cheese* *sausage , Black* *pepper sausage,* and *onion rings.*
4	Derivation	6	*Scrambled egg,* *double scrambled* *egg, fried noodle,* *double fried noodle,* *boiled noodle and* *double boiled* *noodle.*
5	Multiple processes	5	*Chicken Karage* *BBQ, original* *French fries, Sweet* *corn French fries,* *matcha French* *fries, and BBQ* *French fries.*

Based on the table above, it can be seen that the most dominant of the word formation is conversion. Furthermore, the finding data table shows that by the ten types of Word Formation proposed by Yule, only 5 types are found in this research. The five word formations found are displayed more clearly on the following chart:

The Percentage of Word Formation of English Menu Names at Zona Coffee

The Word Formation on English Menu Names

- Borrowing
- Compounding
- Conversion
- Derivation
- Multiple processes

13% 10% 40% 20% 17%
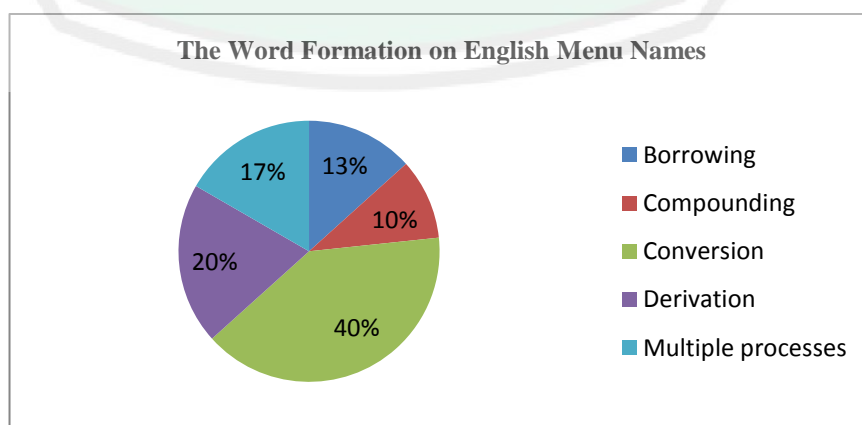
2. The Types of Reference in Naming of English Menu Names at Zona Coffee

Zona Coffee has 2 kinds of menu names, food and drinks. A total of menu served is 42 menu names. This section presents a discussion of reference on the English menu names. According to Chaer (2013), those are mimicking sounds, mentioning of section, mentioning the specific nature, the inventor and manufacturer, place of origin, material, similarity, shortening, and new naming.

a) Mentioning specific nature

The first reference is mentioning specific nature. So, this naming is taken from the character of the material or ingredient used. The characters possessed by some menu names in the Zona Coffee tend to be dominated by the taste characteristics of the menu ingredients. Here is a menu shown in the table based on this reference.

Table 2a) Mentioning Specific Nature of English Menu Names At Zona Coffee

No	English Menu Names
1	Sweet Robusta
2	Sweet Arabica
3	Original French Fries
4	Double Scrambled Egg
5	Double Fried Noodle
6	Double Boiled Noodle

Data 1, *Sweet Robusta*, is a coffee drink served in the form of 30 ml espresso from *Robusta* coffee beans with separated sugar. Data 2 is served almost

the same as data 1, its difference is data 2 uses *Arabica* coffee beans. The naming of 2 menu names is included in this category because there is the word *Sweet*. *Sweet* which is mentioned in each data 1 and 2 shows the characteristic of sugar. The character of sugar is having Sweet taste. This menu is intended for coffee lovers but tends to want to add a Sweet taste.

The next is the third data, *original French Fries*. This snack menu is a quite popular snack. This menu is fried potatoes served with chili sauce and mayonnaise. The naming of this menu is included in the mention of the characteristics of the word *original*. The word *original* distinguishes from the other three French fries menu names. The word *original* refers to the original taste or only added a little salt without special taste. Naming by mentioning specific characters is also found in data 4, 5 and 6 those are *double scrambled egg, double fried noodle* and *doubled boiled noodle*. All three menu have the same word *double* which means the portion has bigger than the normal size.

b) Place of the origin

The second reference of English menu names in Zona Coffee is mentioning the place of the origin of the menu. This naming uses the name of the area where this menu originated. The researcher finds there are four English menu names that use regional or origin names. The findings are shown in the table below:

Table 2b) Place of the Origin of English Menu Names at Zona Coffee

No	English Menu Names
1	Americano

2	Vietnam Drip Robusta
3	Vietnam Drip Arabica
4	Red Zona

There are four English menu names derived from the name of the place of origin found in the Zona Coffee. It can be seen in data 1, the word *American* shows that the coffee originates from America. It is called *Americano* because the presentation of this coffee drink is served like the American method of mixing espresso with hot water.

Then *Vietnam Drip Robusta* and *Vietnam Drip Arabica* in data 2 and 3 also have the word *Vietnam* which is the name of the region where the method originated. The name of this menu is also known as Vietnam Coffee. This coffee drink is a typical Vietnam beverage brewed using a Dripper. This Dripper serves to separate coffee grounds. This coffee is served warm with Sweetened condensed milk complete with Dripper. As previously, data 2 and 3 have the same method but the ingredients of those menus are different. The first uses Robusta coffee beans while another uses Arabica coffee.

The following is Red Zona. This menu also mentions the place of origin, namely Zona Coffee. Actually there are four menu names that use the name Zona, such as *Zona Nyaman, Zona Aman, Sahabat Zona* dan*Red Zona*. The four menu names are the signature drink of this coffee shop that was established since 2018. The name of data 4 is served as a coffee variant consisting of espresso served with Red Velvet powder served with ice cubes.

c) Material

Naming by mentioning the material used is one of the naming that is most often found. Many things are named by the material or ingredient such as glasses. From 42 menu names, 21 menu names are named based on the ingredients. Below is a table showing these menu names.

Table 2c) Material of English Menu Names at Zona Coffee

No	English Menu Names
1	Robusta
2	Arabica
3	Ice Vietnam Drip Robusta
4	Ice Vietnam Drip Arabica
5	Coffee Latte
6	Passion Fruit Tea
7	Strawberry Tea
8	Jasmine Tea
9	Chocolate
10	Green tea
11	Avocado
12	Taro
13	Red Velvet
14	Sweet Corn French Fries
15	BBQ French Fries
16	Matcha French Fries
17	Cheese Sausage
18	Sausage black pepper
19	Scrambled Egg
20	Fried Noodle
21	Boiled Noodle

The word *Robusta* in data 1 describes the types of coffee beans used in this menu. The naming of this menu is taken from the ingredients namely Robusta coffee. Robusta coffee is one of the second well-known types of coffee in the world. Coffee from mainland Africa has a strong taste and a little more bitter than usual coffee. Zona Coffee presents Robusta Coffee in the form of espresso with 30 ml. Data 2 is presented similar to data 1 which is in the form of espresso. But the coffee beans used are Arabica coffee beans. Arabica coffee is the most popular type of coffee in the world with a slightly sour taste than normal coffee. Therefore from that, data 2 is classified in this type.

Data 3 and 4 are actually almost the same as the explanation in b) but the difference is the presentation of this menu by adding ice cubes. That is why, both of these menu names are included in this type of this reference. Ice cube refers to the ingredients highlighted in this menu. Next is data 5, coffee latte. The word *coffee* on this menu shows the ingredients used. The presentation of Coffee Latte is almost similar to flat white but both of them have a pretty basic difference that is the serving size. Coffee latte is served bigger than flat white.

Data 6, 7, and 8 are the variants of tea. What distinguishes them is the taste of added fruit essence. This is what makes these three types of menu names classified. The ingredients such as Passion fruit flavor, strawberry flavor, and jasmine flavor are the names of the tea variants. The tea can be served cold or hot. The fruit essence is the ingredients. Then, data 9,10,11,12 and 13 also include naming based on the ingredients. These five menu names are served with flavored powder (cocoa powder, green tea powder, avocado powder, taro powder and red

Velvet powder) added with fresh milk and Sweetened condensed milk. Same with tea, this menu can be served cold or hot.

Data 14, 15, and 16 are flavors of fried potatoes. The naming of this menu is based on the ingredients used namely flavor powder namely Matcha, BBQ, and Sweet Corn. The presentation of this menu is the same as the menu of original French fries, with chili sauce and mayonnaise. Not much different from the previous menu names, data 17 and 18 namely cheese sausage and BBQ sausage are also variants of sausages. Data 17 is presented in the form of grilled sausage added with cheesy topping, while data 18 is added with Black pepper sauce. The naming of these two menu names is based on the topping ingredients.

The word *egg* in data 19 shows the ingredients used. This menu is processed by cooking the egg on the pan with the addition of salt and butter. Last, the noodle variants are data 20 and 21. Data 20 and 21 are menu names made from instant noodles. This menu can also be served with additional menu names such as rice and eggs.

d) Similarity

The similarity can be found from the shape, color, or the look of the menu itself. The researcher finds four menu names in the following table:

Table 2d) Similarity of English Menu Names inZona Coffee

No	English Menu Names
1	V60
2	Black Tea
3	Flat White

4	Onion Ring

Data 1 is the name taken from the tool used. The tool is a V-shaped Dripper. The tool is made by Hario which the shape like an angle of 60 ° so that the name is taken from its shape resembles a V shape and forms 60 °. V60 coffee is made by placing filter paper on the V shape, inserting the coffee bean grind, then pouring the 150 ml hot water according to the method. Furthermore *flat white* in data 3 is an espresso-based coffee drink served with steamed milk. This type of coffee originating between Australia and New Zealand is a renewal of milk coffee or at that time commonly called white coffee which becomes the term *white*. The composition of flat white is one-third espresso and two-thirds milk. The term *flat* is from the milk which flattened in the cup.

The word *black* in data 4 is included in this type because oxidized tea has a darker color than normal tea. The dark color, which almost resembles black, makes this menu named. Naming based on the shape similarity is also found in data 4. The word ring describes the form or shape of the onion. The onion is sliced and the slices shaped like a big ring. The menu are kinds of frozen food which quite popular in some coffee shops. This menu is served after being fried in gold with sauce and mayonnaise.

e) New Naming

The last type of naming is the new naming. This new naming is used by using new terms or replacing old terms with newer ones. Below is a table of references that the researcher finds on the English menu names.

Table 2e) New Naming of English Menu Names inZona Coffee

No	English Menu Names
1	Chicken Nugget BBQ
2	Chicken Karage BBQ
3	Omelette
4	Spaghetti

Naming the data 1 and 2 at a glance the two menu names have almost the same name, but both are very different. Data 2 is a snack which made of chicken meat that is ground then wrapped in flour and fried. This menu is usually in the form of frozen food. While data 3 is processed by chicken meat that is cut then wrapped in flour and then fried. Although different, both menu names are served with BBQ sauce.

New naming of foreign languages is also found in data 4. In the beginning *omelette* is egg that cooked in the pan. At this coffee shop, the *omelette* served is eggs mixed with instant fried noodles. Last is data 5, *spaghetti.* Data 5 is the new name from a foreign language. This menu is in the form of pasta served with sauce on it.

Table 1The References of English Menu Names at Zona Coffee

No	Reference	Frequency of Data	Data
1	Mentioning specific nature	6	*Sweet Robusta, Sweet Arabica, Original French Fries, Double Scrambled Egg, Double Fried Noodle, Double*

			Boiled Noodle
2	Mentioning Place of the Origin	4	*Vietnam Drip Robusta, Vietnam Drip Arabica, Americano, Red Zona*
3	Mentioning the material	21	*Robusta, Arabica, Ice Vietnam Drip Robusta, Ice Vietnam Drip Arabica, Passion Fruit Tea, Strawberry Tea, Jasmine Tea, Green Tea, Avocado, Taro, Red velvet, Sweet Corn French Fries, BBQ French Fries, Matcha French Fries, Scrambled Egg, cheese sausage, black pepper sausage, fried noodle, and boiled noodle.*
4	Mentioning similarity	4	*V60°, Flat White, Black Tea, Onion Ring*
5	New Naming	4	*Omelette, chicken nuggets, chicken karaage BBQ,* and *spaghetti.*

Based on the table above, it can be seen that the most dominant of the reference is mentioning the material or ingredients. Furthermore, the finding data table shows that by the nine of references proposed by Chaer, only 5 types are found in this research. The five references found are displayed more clearly on the following chart:

The Percentage of Reference of English Menu Names at Zona Coffee

Reference found in English menu names in Zona Coffee

- English menu names
- Indonesia menu names

7%
93%
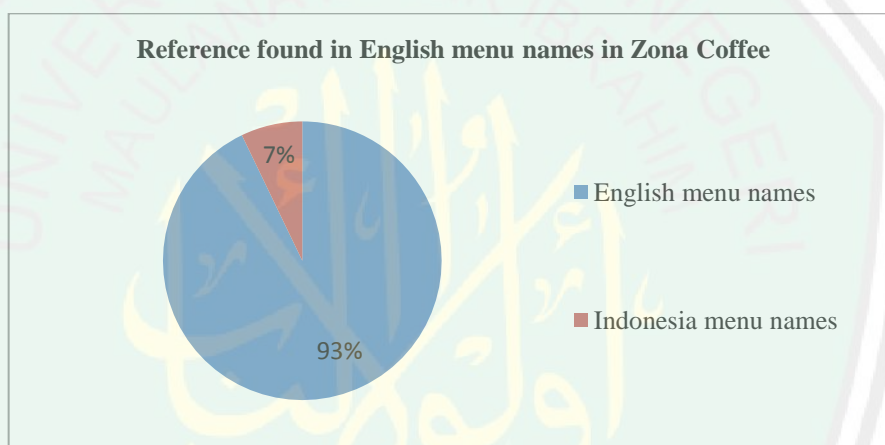
3. The function of English in the language preference used by the owner of the Zona Coffee in the Language of the Menu Names

This section reviews the function f English in menu names that analyzed using theory of languaage attitude shown by the owner of Zona Coffee based on the selection of language in the menu at his coffee shop. The definition of language attitude itself is the condition of people or communities that live in places where there are a variety of languages such as regional language, national

language and foreign language, but they must still maintain their native language. For example in Indonesia, there are many languages such as Javanese language and Sundanese language as regional language, Bahasa Indonesia as national language, and English as foreign or international language. Regarding research on language attitude, it is focused on the reasons that Zona Coffee owner prefers to choose English in naming menu names.

Language attitude is the attitude shown by the speaker. As mentioned in the previous chapter, language attitudes are divided into two namely positive language attitudes and negative language attitudes. The attitude of language has a close relationship with the identity of the speaker. The choice of language by the speaker reflects how the speaker is. The choice of words used is able to describe the identity of the speaker. In this case, the selection of English by Mr. Edo as the owner of Zona Coffee reflects the identity he wants to be formed on the consumer perspective. English describes the brand image that is trying to be changed from a traditional coffee shop to a modern coffee shop. In addition to changing the method of brewing coffee, replacing the menu with English is one of the tricks chosen.

Naming using English menus is considered more suitable and appropriate because it is considered to have a higher prestige than the national and regional languages. The notion of English having greater power is not only found in the working world, but also in terms of this naming. The comparison of the use of English and Indonesian in naming the menu can be seen from the following table:

Table 3 The Comparison of Language Preference found in Zona Coffee Owners in naming

menu names

No	Menu Names	Frequency of Data	Data
1	English menu names	39	*Americano, Robusta, Arabica omelette, Spaghetti, Vietnam Drip Robusta, Vietnam Drip Arabica, Ice Vietnam Drip Robusta, Ice Vietnam Drip Arabica, Coffee latte, Passion fruit tea, Strawberry tea, Jasmine tea, Chicken nuggets BBQ, Cheese sausage , Black pepper sausage,* and *onion rings, Flat White, Greentea, RedVelvet, Scrambled egg, double scrambled egg, fried noodle, double fried noodle, boiled noodle and double boiled noodle, Chicken Karage BBQ, original French fries, Sweet corn French fries, matcha French fries, and BBQ French fries.*
2	Indonesian menu names	3	*Zona Nyaman, Zona Aman, Sahabat Zona*

As can be seen in the table above, it can be concluded that the language attitude shown by the owner of Zona Coffee in choosing the language in the name of the coffee shop menu includes negative language attitudes. It reachs 39 data and positive language attitudes with only 3 data, or the results of that data itself are seen more clearly in the following chart:

The Percentage of language preference of the Owner of Zona Coffee in Naming Menu
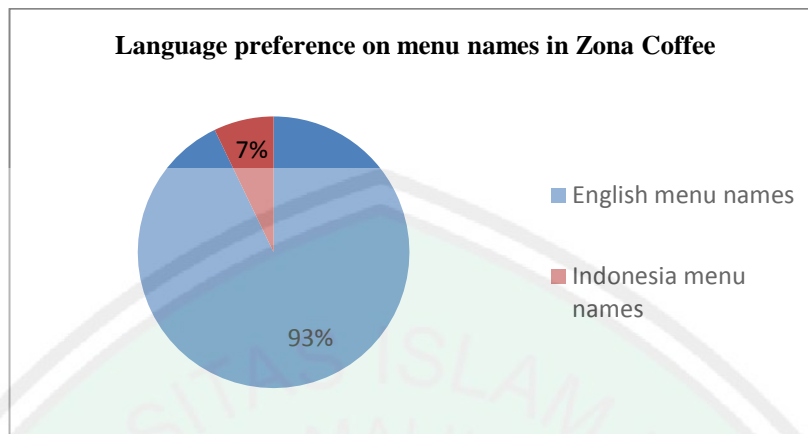
Based on the graph above, therefore the tendency of the language attitude of Zona Coffee owners is dominated by negative language attitudes reaching 92% and positive language attitudes only 7%. Thus, based on the results of the data itself it is discussed and analyzed as follows.

B. DISCUSSION

1. Word Formation Process of English Menu Names of Zona Coffee

One of the theories of word formation is a theory that was proposed by Yule (2010). He argues that there are 11 kinds of processes in word formation. Based on the findings above, the English menu names of Zona Coffee only use 5 types of word formation processes. First is borrowing. There are four menu names originating from borrowing words from other countries, namely two menu names originating from Italy and the other two from French and Japanese.

The second word formation process is compounding. In line with Yule (2010), compounding found in this study is compound noun. Compounding found

is divided into two types namely compounding which comes from adjective plus adjective and adjective plus noun. Although it does not become one word, two words are combined into one unit which becomes one to become compound noun. The next process of forming words is conversion. This formation process is the most commonly found process. The conversion process is divided into three types namely noun to adjective, verb to adjective, and adjective to noun. Most of conversion words become adjectives. These words become explanatory or distinguishing from these menu names.

Derivation is the fourth word formation process. This process is the process of forming words by adding affixes to words which then change the meaning or position of the word. In this study there are 6 menu names formed by this process. The six menu names get suffix -ed which turns verbs into adjectives. While the process of forming the last word is multiple proccess.

2. Reference of English Menu Names of Zona Coffee

Based on the analysis that has been done, there are five of the nine references proposed by Chaer (2013) found on the English menu names. The first reference is mentioning of specific features. As defined by Chaer (2013) the mentioning of a characteristic can be used to refer an object and become the name of the thing. There are 6 menu names which names are taken from the mentioning of characteristics. The menu names are *sweet Robusta* and *sweet Arabica*. Those menu names are emphasized on the word *"sweet"*. This word describes the presentation of these two menu names. The word also explains the identical

characteristics possessed by sugar, which has a sweet taste. In addition to these 2 menu names, there are 4 English menu names namely *double scrambled egg, double fried noodle, double boiled noodle.* All four menu names have the word *double* on each menu. The word *double* is called mentioning specific characteristic because the menus are served with much or double portion in servings.

The second reference is naming by mentioning the place of the origin. According to Chaer (2013), there are a number of names that are named based on the name of origin can be the name of the city or country. In this research, there are four menu names taken from the place of origin. Three of the menu names are taken from the country of the menu, while one menu is taken from the name of the place of the coffee shop that is Zona Coffee. The name reflects that the menus are found or made based on the country's coffee processing method.

Next is the most widely used in reference. There are 21 menu names naming by mentioning the basic ingredients of the menu. This reference is divided into 3 types namely the mentioning of complementary ingredients, the coffee variant used, and the flavor variant. An example of mentioning of complementary ingredients is the word *ice* on the *Ice Vietnam Drip Robusta*. The word is given because this drink is served cold. The most mentioning ingredient is a variety of powder flavors. From 21menu names, there are 5 milk base menu names that taken by mentioning the variants of taste and 7 variants of tea taken from powder ingredients.

Similarity is the fourth reference. Chaer (2013) says that things can be named based on their similarity to something. This is the naming that is least used compared to the others. There are 3 menu names named after similarity. The 2 menu names are taken because of the similarity in shape and another is taken from the similarity of colors. V60 ° is taken from the name of the device used. The tool is cone shaped at an angle of 60 °.

Last, reference is based on new naming. In his book, Chaer (2013) describes that naming is only used when the old name is not appropriate or the emergence of new terms. This new naming presentation reaches 5% of the entire menu. This new naming is naming taken from the language or country of origin of the menu. Actually the names used are not names that are familiar to us like *omelette* and *spaghetti*. However, the two menu names are not presented exactly as they were in the country of origin but have been modified in such a way as to be suitable for the community.

3. The function of English in Menu Names

As previously suggested that in analyzing this section is taken based on the reasons of the owner through the interview process, where the interview is directed to review the reasons for the owner of the coffee shop in the choice of food menu language. Then before entering the analysis, the researcher gives a little profile of this coffee shop based on the explanation of Mr. Edo as the owner of Zona Coffee. Zona Coffee is a coffee shop that was established in 2018. In the beginning, this coffee shop sold food and beverages with an Indonesian menu

names. However, as the development of the coffee region in the campus, the management thinks that they need to develop and adjust to the surrounding conditions. A significant change is changing the theme from traditional coffee serving to more modern with manual brewing.

The use of English in this research shows that the function of Bahasa Indonesia has shifted as a symbol of national identity. This illustrates that the notion that English has more power than Bahasa Indonesia. The reluctance to use Indonesian seems to justify that people's views of English are higher, more modern and better. The same perception is also owned by the Zone Coffee' owner who also prefers to use English menu names. He mentions that there are several factors that became considerations in the selection of English. Based on the results of the interview that have been conducted, here the functions why the owner prefers using English.

a) Showing professionalism and quality

As the coffee shop theme changes, the first function of using English is to show an improving quality.The owner states that the use of English is to adjust the theme that is applied, which is a more modern business. He adds that this coffee shop had previously used Indonesian menu names, but after integrating into a more modern business and the menu had changed to English. Furthermore, the additional reason for using the English menu names to show the professionalism that coffee shop owners are trying to improve. Besides adding some modern manual brewing tools, but the impression of good quality is also highlighted

through the English menu names. It cannot be denied, sometimes some people assume that everything with English is having higher quality than those that are not.

b) Prestige

In globalization, the influence of English is inevitable. In addition to external factors, there are also internal factors from the owner who feels the need to use English. A more classy and better impression makes the owner proud to use English. By selling English menus, the owner feels he has a higher prestige than before.

c) Improving brand image

In addition to communicating, language can also be used to demonstrate new concepts from Zona Coffee. The proliferation of coffee shops in the Dau region has made Zona Coffee management take the initiative to change the brand image of what used to be from a regular coffee shop to a modern coffee shop. The manajement tries to visualize people's perception of English is more classy in the Zona Coffee.

d) Raising the price

The owner believes that with this English menu names the price will also be different. For example, grilled sausages with BBQ sausage will have a different selling value. Even though both are burned by adding butter and barbecue sauce, the selling price of BBQ sausage can be higher than grilled sausage.

e) Filtering the consumers

The next function is market segmentation. This has become one of the important things in determining which menu to sell. If related to the previous reasons, all of them support the market segmentation chosen by the Zone Coffee owner. In line with this, the owner explains that the target market for the Zona Coffee is for the upper class so that the coffee shop is trying to present the best.

Even so, the researcher finds that there are 3 Indonesian menu names in the Zona Coffee. Zone Coffee's owner claims that the three menu names are coffee drinks that become characteristic of this coffee shop. He fells that the use of Indonesian is considered to be more suitable for naming this menu. The naming of the Indonesian menu names are also based on the nickname for loyal customers of Zona Coffee, so hopefully these three menu names will be more striking for customers.

Based on the explanation above stated by Mr. E regarding the characteristics of the menu names can be concluded that the negative language attitude are dominant. Those reasons show that there is no desire to maintain the loyalty of the Indonesian language themselves by taking other language in naming menu, as confronted by Garvin and Mathiot (1968) that there is no enthusiasm or the urge to maintain their own language is a feature of negative language attitudes. From this statement it can be shown from the explanation of the fried noodle menu which has the term *mi goreng* in Indonesian, but he uses another language

because in Indonesian the term *mi goreng* is too common, same as the menu *sosis bakar.*

In addition, there is also the appearance of negative language attitudes where there is no pride in their own language, as explained by Garvin and Mathiot (1968) there is no pride in one's own language shows a negative language attitude. They shift the pride of their language to another language that does not belong to. As is the case with the processed egg menu, where the term menu can also be called an *omelette* and *mi telur* in Bahasa Indonesia, but he applies the term by applying English to make the menu have a different vibe.

CHAPTER IV

CONCLUSION

This chapter presents results and suggestions based on the analysis results described in chapter 3.

A. Conclusion

Based on the results of the research analysis as explained in chapter 3, the data is taken from Zona Coffee. The menu names of Zona Coffee have been investigated into three branches of analysis studies. Those are theory of reference, word formation and language attitude. Then the English menu names are analyzed with word formation theory. By the ten kinds of word formations from Yule, the menu that is served in this Zona Coffee is formed by 5 kinds of word formations. First is borrowing. Menu names derived from borrowing include *Americano, chicken karage BBQ, omelette, and spaghetti.* The following is compounding. The researcher finds there are 3 compound nouns in this menu names. Those are *Flat White, Green Tea, and Red Velvet.* The next word formation is conversion. Most words converted are nouns that become adjectives. In this research, there are conversion words in the following menu names: *Vietnam Drip Robusta, Vietnam Drip Arabica, Ice Vietnam Drip Robusta, Ice Vietnam Drip Arabica, coffee latte, Passion fruit tea, Strawberry tea, Jasmine tea, Chicken nuggets BBQ, Cheese sausage, Black pepper sausage,* and *onion rings.*

The next two word formations are derivation and multiple processes. There are 6 English menu names that come from the derivation process. The

derivation process found in this research is the addition of suffix in the form of -*ed* which changes the word class of verbs into adjectives. Menu names that contain derivation are *scrambled egg, double scrambled egg, fried noodle, double fried noodle, boiled noodle and double boiled noodle.* While there are 5 menu names originating from multiple processes. On the menu of *original French fries, Sweet corn French fries, matcha French fries, and BBQ French fries,* two types of word formation are found, namely conversion and derivation. While on the *chicken karage BBQ*, there are three word formation processes found, namely conversion, borrowing, and clipping.

Naming is the process of giving identity to call, label, or recognize someone or something. From the entire menu there are 5 types of reference found in this research namely by mentioning the specific nature, place of origin, material/ingredients, similarity, and new naming. The mention of specific nature is found in 7 menu names namely *Sweet Robusta, Sweet Arabica, flat white, original French fries, double scrambled egg, double fried noodle, and double boiled noodle.* Next, there are 4 menu names that are named based on their place of origin such as *Americano, Vietnam Drip Robusta, Vietnam Drip Arabica,* and *red Zona.*

Naming the menu names by mentioning the material or ingredient is the most dominant type with 21 data. Those are *Robusta, Arabica,*

Ice Vietnam Drip Robusta, Ice Vietnam Drip Arabica, Passion Fruit Tea, Strawberry Tea, Jasmine Tea, Green Tea, Avocado, Taro, Red velvet, Sweet Corn French Fries, BBQ French Fries, Matcha French Fries, Scrambled Egg, cheese sausage, black pepper sausage, fried noodle, and boiled noodle. Furthermore, the naming of the similarity is v60, black tea, and. Last is the new naming.There are 4 menu names with new naming *namely omelette, chicken nuggets, chicken karaage BBQ,* and *spaghetti.*

Based on an analysis of the language attitude of Zona Coffee owners in naming menu names, the owner has 2 types of language attitudes. The first is positive language attitude which is indicated by still using Indonesian. There are 3 menu names that show positive language namely comfort Zona, safe Zona, and friend Zona. The second language attitude is negative language attitude. Negative language indicates that the owner prefers English to Indonesian. There are 39 menu names that show negative attitude such as *Sweet Robusta, Sweet Arabica, black tea, jasmine tea, strawberry tea, original French fries, match French fries, BBQ chicken nuggets, BBQ chicken karage, scrambled egg, fried noodle, boiled noodle* and so on.

From the analysis of the three branches of studies from reference, word formation, and language attitudes found in the English menu names in the Zona Coffee, all three show that in terms of naming each name contained on the menu has an image or story that the coffee shop owners wants to present.

In terms of word formation, the conversion process is the most dominant process or most often found on the English menu names. The use of English in naming shows the disloyalty of the owner of Zona Coffee towards his national language. In addition, the pride of using English indicates a loss of pride in Bahasa Indonesia. In addition, the choice of foreign languages explains the absence of language norms that should be maintained. By using English, there are some fuctions of English as languge preference chosen by the owner. Those are to show professionalism and quality, to signify prestige, to enhance image, to raise prices, and to filter the consumers.

B.   Suggestion

This section shares some suggestions based on the results of this study. As for the advice aimed at:

1.   Language learners

Linguistic students who are learning English must maintain their native language. Even though we are learning a foreign language, it does not necessarily make us forget Indonesian and keep our language from becoming extinct. In addition, language is one of the products of culture. Keeping language also means protecting culture. In addition, each language has its own characteristics whether in the process of forming words or in naming things like words from the English menu names.

2.   Next researcher

The researcher suggests that for anyone who has the same interests as this research, it can further explore future research such as an analysis of café names or others that are often found around. The next researcher can go with same topic and combain with other discipline in-depth analysis.

3.   Entrepreneurs

This research is also intended for entrepreneurs to better consider the selection of Indonesian in their business. It aims to preserve the national language while maintaining the best quality in order to change the consumer perspectives. By doing so, it is hoped that Bahasa Indonesia has a high selling power, and is not inferior to foreign languages.

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