

**WORD FORMATION PROCESSES IN FOOD AND BEVERAGE  
MENU NAMES AT CAFES IN MALANG**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
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MENU NAMES AT CAFES IN MALANG**

**THESIS**

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**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

**2026**

## STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Word Formation Processes in Food and Beverage Menu Names at Cafes in Malang”** is my original work. I do not include materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 11<sup>th</sup> June 2026

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## APPROVAL SHEET

This is to certify that Ayu Putri Rahmadani's thesis entitled **Word Formation Processes in Food and Beverage Menu Names at Cafes in Malang** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in the Department of English Literature.

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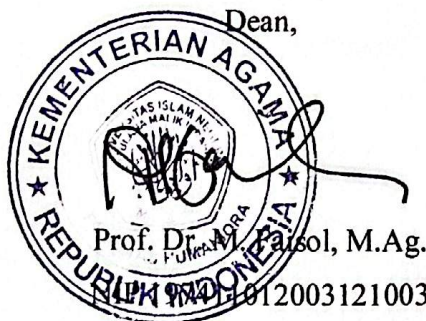


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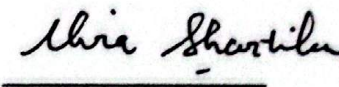
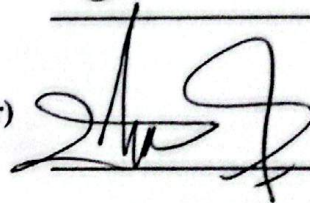
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## **MOTTO**

*“Maka sesungguhnya beserta kesulitan ada kemudahan. Sesungguhnya beserta kesulitan ada kemudahan.”*

**(QS. AL-Insyirah ayat 5-6)**

## **DEDICATION**

I proudly dedicate my thesis to my beloved family: Mrs. Muliana, Mrs. Heri Santoso, Sister Osi Herlina, Brother M. Adji Waseso, and all of my big family who always pray and encourage me to complete this thesis.

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4. My advisor, Mr. Zainur Rofiq, M.A, who is always patient in helping me complete this thesis. He has always provided feedback and advice that has helped improve this thesis. Thank you for always supporting me throughout this thesis.
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Malang, 11<sup>th</sup> June 2026

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## ABSTRACT

**Rahmadani, Ayu Putri** (2026) “Word Formation Processes in Food and Beverage Menu Names at Cafes in Malang”. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A

**Keywords:** Morphology, Word formation process, food and beverage menu names, cafe

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This study examines the word-formation processes in the names of food and beverage items on menus at several cafes. This research aims to identify and analyze these word-formation processes. In addition, the researcher also examines the compositionality used in the names of these food and beverage items. This study employed a qualitative approach, using the morphological theory by Aronoff & Fudeman (2022) as its theoretical framework. The research focused on several cafes in Malang. The researcher selected three cafes in Malang as the subjects of this study: The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. The data consisted of 41 food and beverage menu names collected from screenshots of menu posts uploaded on the official Instagram accounts of The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. Subsequently, the researcher identified the names of food and beverage menus that had undergone word-formation processes. In the data analysis process, the researcher carried out several tasks: (1) Grouped the names of food and beverage menus based on their formation processes, such as compounding, affixation, blending, and clipping; (2) Elaborated on the findings in depth; and (3) Analyzed the linguistic features of each food and beverage menu name. The result of this study indicates that 41 menu names employ four word-formation processes: compounding, affixation, blending, and clipping. The dominant word-formation process used in these menu names is compounding. At the same time, the study also found that there are menu names that utilize processes such as affixation, blending, and clipping, which make these menu names more unique. This has a significant impact on the perceived taste of the products in each café.

## ABSTRAK

**Rahmadani, Ayu Putri** (2026) “Proses Pembentukan Kata pada Nama Makanan dan Minuman di Menu Kafe-Kafe di Malang”. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Zainur Rofiq, M.A

**Kata kunci:** Morfologi, Proses Pembentukan Kata, Nama-Nama Menu Makanan dan Minuman, Kafe

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Penelitian ini mengkaji proses pembentukan kata pada nama-nama menu makanan dan minuman di beberapa kafe. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis proses pembentukan kata tersebut. Selain itu, peneliti juga mengkaji ciri-ciri bahasa yang digunakan dalam nama-nama menu makanan dan minuman tersebut. Penelitian ini menggunakan pendekatan kualitatif, dengan mengacu pada teori morfologi karya Aronoff & Fudeman (2022) sebagai kerangka teoritisnya. Penelitian ini berfokus pada beberapa kafe di Malang. Peneliti memilih tiga kafe di Malang sebagai subjek penelitian ini: The Grove Cafe, Nomu Cafe, dan Labore Coffee Eatery. Data terdiri dari 41 nama menu makanan dan minuman yang dikumpulkan dari tangkapan layar postingan menu yang diunggah di akun Instagram resmi The Grove Cafe, Nomu Cafe, dan Labore Coffee Eatery. Selanjutnya, peneliti mengidentifikasi nama-nama menu makanan dan minuman yang telah melalui proses pembentukan kata. Dalam proses analisis data, peneliti melakukan beberapa tugas: (1) Mengelompokkan nama-nama menu makanan dan minuman berdasarkan proses pembentukannya, seperti penggabungan, penambahan afiks, penggabungan kata, dan pemendekan; (2) Menguraikan temuan secara mendalam; dan (3) Menganalisis fitur linguistik dari setiap nama menu makanan dan minuman. Hasil penelitian ini menunjukkan bahwa 41 nama menu menggunakan empat proses pembentukan kata: penggabungan kata, penambahan afiks, penggabungan unsur, dan pemendekan. Proses pembentukan kata yang paling dominan dalam nama-nama menu tersebut adalah penggabungan kata. Di sisi lain, penelitian ini juga menemukan bahwa terdapat nama-nama menu yang memanfaatkan proses seperti penambahan afiks, penggabungan unsur, dan pemendekan, yang membuat nama-nama menu tersebut lebih unik. Hal ini memiliki dampak yang signifikan terhadap persepsi rasa produk di setiap kafe.

## مستخلص البحث

تُحور طاً «جذلام في في هاقملا مئاق في فتابور شملوا تمعطلاً عامساً في فتاملكلا نيوكت تيلمع» (2026) يرتوب وياً ،ينادمحر  
:فرشمل جذلام في في تيموكحلا تيملاسلاً مدهارباً لكلام انلاوم تعماج ،تيناسنلاً مولعلا تيلك ،يزيلجنلاً بدلاً مسق .سويرولكبلا  
ريتسجام ،قيفور رونيز

في هاقملا ،م عاطملا مئاق في فتابور شملوا ماعطلا قابطاً عامساً ،تاملكلا نيوكت تيلمع ،فرصلا ملاء :تيحاتفملا تامللكلا

تحديد وتحليل تبحث هذه الدراسة في كيفية عملية تكوين الكلمات في أسماء أطباق الطعام والمشروبات في بعض المقاهي. بهدف  
عملية تكوين الكلمات في أسماء قوائم الطعام والمشروبات تلك. إلى جانب ذلك، يربط الباحث أيضاً بين السمات اللغوية المستخدمة  
في أسماء قوائم الطعام والمشروبات تلك. تستخدم هذه الدراسة نهجاً نوعياً باستخدام نظرية الصرف اللغوي التي وضعها أرونوف  
وفوديمان (2022) كأساس نظري. تركز هذه الدراسة على بعض المقاهي الموجودة في مالانج. اختار الباحث ثلاثة مقاهي في  
تم جمع البيانات من Labore Coffee Eatery و Nomu Cafe و The Grove Cafe مالانج كأهداف لهذه الدراسة، وهي  
خلال التقاط صور لأسماء قوائم الطعام والمشروبات في كل مقهى على الحسابات الأصلية لهذه المقاهي الثلاثة على إنستغرام. بعد  
ذلك، حدد الباحث أسماء قوائم الطعام والمشروبات التي خضعت لعملية تكوين الكلمات. في عملية تحليل البيانات، قام الباحثون بما  
يلي: (1) تصنيف أسماء أطباق الطعام والمشروبات بناءً على طرق تكوينها، مثل التركيب، واللصق، والدمج، والاقطاع. (2)  
شرح نتائج التحليل بالتفصيل. (3) تحليل السمات اللغوية لكل اسم من أسماء أطباق الطعام والمشروبات تلك أظهرت نتائج هذه  
الدراسة أن 41 اسمًا من أسماء قوائم الطعام تستخدم 4 عمليات لتكوين الكلمات: التركيب، واللصق، والدمج، والاقطاع وكان  
التكوين المركب هو عملية تكوين الكلمات السائدة المستخدمة في أسماء الأطباق هذه. وفي الوقت نفسه، وجدت نتائج البحث أيضاً  
أن هناك أسماء أطباق تستخدم عمليات تكوين مثل الإلصاق والدمج والاقطاع، مما يجعل أسماء الأطباق هذه أكثر تميزاً وجمالية.  
وهذا يؤثر بشكل كبير على صورة مذاق المنتج في كل مقهى.

## TRANSLITERATION

| HURUF ARAB | HURUF LATIN        | HURUF ARAB | HURUF LATIN |
|------------|--------------------|------------|-------------|
| ا          | Tidak dilambangkan | ط          | Ṭ           |
| ب          | B                  | ظ          | Ẓ           |
| ت          | T                  | ع          | ‘ —         |
| ث          | Ṣ                  | غ          | G           |
| ج          | J                  | ف          | F           |
| ح          | Ḥ                  | ق          | Q           |
| خ          | Kh                 | ك          | K           |
| د          | D                  | ل          | L           |
| ذ          | Ẓ                  | م          | M           |
| ر          | R                  | ن          | N           |
| ز          | Z                  | و          | W           |
| س          | S                  | ه          | H           |
| ش          | Sy                 | ء          | ’           |
| ص          | Ṣ                  | ي          | Y           |
| ض          | Ḍ                  |            |             |

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## **CHAPTER I**

### **INTRODUCTION**

This chapter outlines several essential aspects of the study, including the background of the study, research questions, significance of the study, scope and limitations, and definitions of the key terms.

#### **A. Background of the Study**

Language is a major factor in the naming of food and beverages. Advertisers use various types of words in naming those two types of products (Haryati, 2014). The use of language in the naming of food and beverage products is a trending phenomenon in the culinary sector. The culinary heritage of a destination identifies the character and mentality of the community in the type of food and the way it is eaten (Briliana, 2021). Food and beverage menus function as a key communication tool between sellers and buyers. In this case, menus not only convey information about food but also create the image, identity, and appeal of a product. The company or community places several values into bringing their product (Syaputri et al, 2023). The community uses language to fulfil their needs, which leads to the emergence of new words (Octavia et al, 2022).

In linguistics, the choice of words and sentences in a food and beverage product plays an important role in shaping consumer perceptions about quality and taste. The group of language users has its creativity in communicating within the group. From their creativity, communities can produce a unique word

for branding their culinary product. Branding isn't just about creating a logo or business name, it is a comprehensive strategy for creating a positive perception in the minds of consumers, including storytelling, packaging design, customer service, and social media utilization (Ajusta et al, 2025). The use of linguistics is used as a branding name for food and beverage products because the power of the name not only captures attention but also conveys cultural value.

The linguistic strategies are used by culinary products to attract consumers on digital platforms. Many cafes promote their culinary products through social media platforms. Platforms such as Instagram, WhatsApp Business, and TikTok have become effective tools for building brand image, even at a relatively low cost (Ajusta et al, 2025). Therefore, social media has been used as a marketing instrument of critical significance (Corrizato, 2023). Companies use the principles of interactive marketing to promote their products (Gretzel & Yoo, 2013). Thus, the companies use linguistic strategies to build interactive marketing. With the existence of linguistic strategies, companies can use word formation to make and create their food and beverage products more unique.

In the morphology study, word formation refers to the morphological process through which new lexical items are created from existing forms. This word formation is essential to study because we find many new vocabularies that are sometimes only spoken (Sa'adah, 2023). The Word Formation Process is generally known as a phenomenon that is very close to human life in the world and it can be concluded that the word-formation process is a way to compose

new words from existing words based on several linguistic rules (Fitria, 2022). People use the word formation process to make a unique word for branding their products. This phenomenon can be seen in the culinary context, especially in a restaurant or cafe. Due to the globalization era, many cafes and restaurants create English and other languages' unique names for their food and beverages, such as *butterscotch*, *Holland bitterballen*, and *maui fruit punch* (Astiandani, 2020).

Thus, language can be used to make food names. Language is used by many cafes for their branding, especially English for food names. Many cafes use unique names for their food and beverage menus, especially in Malang. Some of the cafes are The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. Those cafes have a characteristic on their menu. They provide *Fusion Food* with a combination of two countries. The combination gives the unique names on their menu like Panookie Classic, Croffle, Lotus Biscoff Cromboloni, and others. This menu uses combined words from foreign languages and the combination of two words. This combination is that only humans taste their food and make unique food styles and dishes.

The framework of Aronoff & Fudeman (2022) is used to focus the analysis on word-formation processes, namely compounding (e.g., coffee house and bluebird), zero-derivation (e.g., *to lawn* and *to broom*), affixation (e.g., repeat and comfy), blending (e.g., smog < smoke + fog), acronyms (e.g., AIDS < Acquired Immune-Deficiency Syndrome), clipping (e.g., *ad* < *advertisement* and *co-ed* < *co-educational*), folk-etymology (e.g., cockroach <

Spanish *cucaracha*), and back-formation (e.g., *surveil* > *surveillance* and *liposuct* > *liposuction*). These principles help the researcher understand how food and beverage menus are formed through word-formation processes.

Several previous studies have investigated word formation processes in several contexts. Astiandani (2020) investigates the compound word formation process at J.CO Donuts & Coffee and the interpretations of food and beverage names and the classification of semantic types. The theories from Lieber (2009) and Delahunty and Garvey (2010) are used in this study. This study uses qualitative methods. The result of this study is that the names of food and beverages consist of compound adjectives, compound nouns, and neoclassical compound beverage names. These compound words fall into three categories: compound words with two morphemes, compound words without two morphemes or double words, and double compound words.

Maharini & Nainggolan (2025) investigate the word formation process found in coffee shop menus in Bintaro. This study uses the theory of Yule as a theoretical framework. This study aims to understand how coffee shops effectively communicate their offerings to customers through the process of word formation. The study employs a qualitative approach, using purposive sampling to select representative coffee shops in the region. This study reveals that the food menu names in Bintaro use word formation, such as compounding (e.g., *Chicken Katsu*, *French Fries*, and *Peanut Butter*), blending (e.g., *Chocokies*, *Croffle*, and *Moccacino*), borrowing (e.g., *Matcha*, *Carbonara*, *Risoles*, and *Otak-Otak*), reduplication (e.g., *Otak-Otak* and *Tek-Tek*), clipping

(e.g., *Choco*, *Mac*, and *Mayo*), conversion (e.g., *Garlic Toast* and *House Salad*), and affixation (e.g., *Salted*, *Grilled*, and *Sparkling*).

Anggrisia et al. (2020) observe the best-selling food brands in Grab and Go-Jek applications. This study uses O'Grady and Guzman (1996) and Katamba, F. (1993) theories. This research used descriptive research to present the results. The result of this research found that there are word formation processes, such as compounding (e.g., *Warung Ceker Setan* and *Bebek Galak Hitam*), borrowing (e.g., *HokBen* and *Jointland Martabak*), reduplication (e.g., *Gado-gado & Ketoprak Jakarta < Gado-Gado*), abbreviation (e.g., *Ayam Gober and Kober Mie Setan*), and acronyms (e.g., *KFC* and *STMJ*) can be used to create the best-selling food brands on the Go-Jek and Grab apps.

Octavia et al. (2022) analyze and determine the most commonly employed word formation processes. The food items were taken from 6 food vloggers: Trevor James, Luke Martin, Mina Oh, Mark Wiens, Sonny Side, and Mike Chen. Theories about word formation processes were used to determine this data. From the data analysis, the researcher found 196 words correlated with food and 7 to 11 word formation processes. These word formation processes include inflection, derivation, conversion, compounding, borrowing, and multiple processes.

Khoirunnisa & Moehkardi (2022) examine the model of blends and describe the possible new meaning of the blends discovered in food and beverage names found on Instagram. This study adopts Mattiello's classification of blends (2013). The results showed that the most morphotactic pattern of total

combinations was a combination of words that began with the first source and was followed by the second source. This study produced 19 data points.

Firrizqa (2024) examines the word formation processes of food names that are famous on TikTok. This study uses Saussure's sign theory (1969) as a theoretical framework. This study employs a qualitative descriptive method and analyses data from various TikTok posts widely shared on users' profiles. The result of this study is thirty unique food names that utilise four main word-formation processes: blending, compounding, borrowing, and clipping. In addition, several food names are derived from multiple word-formation processes.

Harared et al. (2025) examined naming practices in food and beverage (F&B) businesses in the Margonda area of Depok. The primary objective was to analyze the linguistic units and word-formation processes used in these commercial names. This study demonstrates how morphological strategies contribute to the creation of concise and memorable brand identities. The study employs a qualitative descriptive approach, relying on observation to collect data without direct intervention from the researcher. The results of this study indicate that 10 F&B brand names were examined, revealing two main types of linguistic units: single words and phrases. The analysis identified several word-formation processes, including compounding, borrowing, shortening, onomatopoeia, and reduplication.

Syaputri et al. (2023) observe the word formation processes in snack food brands. This study analyses thirty snack food brand names. The objects of

this study are the names of snack food brands found in Alfamart and Indomaret. A qualitative descriptive method was applied in this study. The results indicate that there are six word-formation processes found in the snack food brand names, namely compounding, fusion, borrowing, acronyms, neologisms, and multiple processes.

Sari & Martiwi (2020) investigate the word formation process of portmanteau words in food and beverage names or brands in Indonesia. This study uses the type of blending by John Algeo's theory. A qualitative research method is applied in this study. The researcher collected the data through offline and online searches. Offline data were taken from observations in the mall, shop, and restaurant. Online data were taken from the internet from March to May. The result of this study shows that 13 names of English foods and beverages use the blending process, divided into four categories: complex clipped word, back clipped word, the combination of fore and back clipped word, and phonemic overlapping and clipping.

Nur & Rulik (2023) observed the types of compound words found in culinary and cooking terms in MasterChef Indonesia. This study uses qualitative research to identify the most dominant types used in culinary and cooking terms. The researcher found 20 compound words from culinary and cooking terms. There are 6 of 7 types of compound words, including 15 attributive compounds, 1 coordinative compound, and 4 subordinative compounds based on the type of semantic and grammatical relationship. They also identified variations of the three types mentioned above, namely 16 endocentric compounds and 4

exocentric compounds. Then, based on the types of part of speech, there are 3 verb compounds, 13 noun compounds, and 4 adjective compounds. The most dominant types of compound words are attributive compounds.

Based on previous studies above, most studies have focused on word formation processes across several contexts, including food and beverage naming at J.CO, Grab, and Go-Jek food, food vlogger, food snack brand, and coffee shop. This research specifically focuses on the food and beverage menu at three cafes in Malang and adds the compositionality analysis. This study offers novelty by integrating three main aspects: (1) the use of Aronoff and Fudeman's theory as word formation analysis, (2) a focus on food and beverage menu at cafe specifically on The Grove Cafe, Nomu Café, and Labore Coffee Eatery, and (3) an analysis compositionality on food and beverage menu at cafe specifically on The Grove Cafe, Nomu Café, and Labore Coffee Eatery.

## **B. Research Question**

Based on the background of the study above, the researcher formulates the problems to be answered in this research as follows:

1. How are the word formation types classified in food and beverage names at The Grove café, Nomu Café, and Labore Coffee Eatery?
2. What is the compositionality of word formation found in food and beverage names at The Grove café, Nomu Café, and The Labore Coffee Eatery?

### **C. Significance of the Study**

This research expands the understanding of word formation on food and beverage naming analysis in English, especially in the language and food's fields. However, there is still a significant knowledge gap in understanding how the word formation process in English. This research tends to fulfill this gap by analyzing the word formation process of food and beverage naming in English and the compositionality used in the menu names. By addressing this knowledge gap, the researcher hopes that this study can contribute to making new insights about the classification of word formation and their compositionality, especially by Aronoff & Fudeman's theory. Furthermore, this research may also provide further prospects regarding the word formation process and compositionality of food and beverages.

### **D. Scope and Limitations**

This research's scope relates to the name of the food and beverage menu at The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery in Malang city. The researcher uses these menu names as the basis of data. All menu names used as data sources were taken from screenshots of menu posts uploaded on the official Instagram accounts of The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. Next, the limitation is to only focus on the three cafes in Malang. This study also uses four categories based on Aronoff & Fudeman's theory. Word formation theory and the compositionality of word formation, according to Aronoff & Fudeman (2022), are the basis of analysis. In the book *What is*

Morphology, Aronoff & Fudeman (2022) present numerous types of derivational processes, namely compounding, zero-derivation, affixation, blending, acronyms, clipping, folk etymology, and backformation.

#### **E. Definition of Key Terms**

The definitions of key terms used in the study are provided to prevent misunderstanding and defined as follows.

1. Morphology: a branch of linguistics that classifies the language's basic units as grammatical units and explains the word's origin.
2. Word Formation: a component of morphology that discovers the way new words are created in a language.
3. Cafe: places where many people gather for meetings, collaborate, or fulfil their biological needs. Cafes also offer unique food and drink menus, which give them high selling value.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter contains two main subchapters. In this chapter, the researcher discusses morphology and word formation.

#### **A. Morphology**

Booij (2012) defines morphology as the study of word structure, the rules governing its formation, and the mental organization that enables speakers to understand and produce words. For example, a native-language speaker naturally knows how to pronounce new words and is fluent in recognizing or comprehending them. According to Aronoff and Fudeman (2022), morphology is the mental system involved in the creation of words, the words' internal structure, and the formulation process. Morphology refers to a psychological framework relating to word formation that is strongly involved with words, internal constructions, and arrangement interactions (Aronoff and Fudeman, 2022).

Morphology is an important concept to understand because it is required to learn many basic concepts regarding word formation, including allomorphs, root words and morphemes, derivational morphemes, morphs, words, compounding, inflectional morphemes, and other word sources (Delahunty & Garvey, 2010). In addition, Booij (2005) say that the two basic functions of morphological operations are (1) the creation of new words (new lexemes), and (2) spelling out the appropriate form of a lexeme in a particular syntactic

context. Therefore, we can say that the function of morphology is to form or create new words through the word formation process. These fundamental principles will help you comprehend the concept of morphology, especially word formation. Following the above definition, it is possible to conclude that morphology is a branch of linguistics that studies how words are formed and how changing a word affects its grammatical and semantic meaning.

## **B. Word Formation**

Words are meaningful linguistic units, while morphemes are the smallest meaning-bearing units. Words are the most fundamental parts of language. Words are also the primary function by which people communicate with others, through words to produce language. The process of forming words is known as word formation. Words such as nouns, verbs, adjectives, and adverbs are included in the vocabulary category called linguistics. According to Aronoff and Fudeman (2022), this process produces lexemes or new words from one or more existing lexemes. In addition, word formation is a linguistic process that produces new vocabulary. The way to create words by combining two lexical words into one sentence is an example of word formation. Based on the theory of Aronoff and Fudeman (2022), there are some word formation types, namely compounding, zero-derivation, affixation, blending, acronyms, and clipping.

### **1. Compounding**

According to Aronoff and Fudeman (2022), compounding is one derivational process we have already discussed. This refers to the formation

of new terms by integrating 2 or more separate words. This process generally results in compound words that express new ideas or objects, including buttermilk (butter + milk) and dirty chips (dirty + chips). Through compounding, language allows speakers to convey complex meanings or describe new objects more efficiently by combining related words into a single meaningful unit. Based on the book of Aronoff & Fudeman, linguists divide compounds into two terms: *endocentric* and *exocentric*.

The first type is the endocentric compound. An endocentric compound is a compound word that has a head word. This head word conveys the core meaning of the compound and belongs to the same lexical category as the compound as a whole. For example, ‘goldfish’ is an endocentric compound. This word has a head word, ‘fish’, which determines the meaning and lexical category – a noun – of the compound. Compounds whose lexical category or meaning cannot be determined from the head word are exocentric compounds. ‘Figurehead’ is one such example, as this word is not a type of headword. Whether a compound word is endocentric or exocentric is sometimes a matter of opinion.

## 2. Zero-derivation or Conversion

The implementation of zero-derivation is a productive derivational process in English. Zero-derivation transforms a word’s lexical category without modifying its phonological shape (Aronoff & Fudeman, 2022). Zero-derivation means a change in lexical category without overt affixation, such as noun-to-verb conversion, for example: *to lawn* or *to broom*. It is the affixation process that gives words meaning and categories.

It is usually very helpful in expanding vocabulary by transforming existing words to convey grammatical situations or complex meanings.

A word formed through zero derivation or another productive derivational process becomes part of the lexicon. This also applies to English verbs such as chair, leaf, ship, table and weather. Another example of a verb originally formed by zero derivation that is now part of the lexicon is mail.

### 3. Affixation

The next type of derivational process is affixation. Affixation is a morphological process that occurs with prefixes, suffixes, infixes, or circumfixes to a base or root. Affixation focuses on the types of stems or roots of words. Some examples include the words *unfried*, *reheated*, *overcooked*, *superfood*, and others. Affixation consists of three main components: prefixes, infixes, and suffixes. The position of prefixes at the beginning of a word is in the first category (at the beginning of the word), such as un-, over-, and super-. Aronoff and Fudeman (2022), characterize the stem an affix attaches to as bound or free belonging to a particular lexical category. We have mentioned stem type (bound vs. free) and lexical category as two factors that can constrain affixation. Another type of restriction we find is on the combination of affixes.

### 4. Clipping

According to Aronoff & Fudeman (2022), Clipping is the creation of a new word by truncation of an existing one. It is the removal of one or more syllables or consonants from the original form to produce shorter

words that still retain the main meaning of the original term. For example, *latte* originates from the Italian word *caffè latte*, which translates as coffee with milk, while *mocha* refers to mocha coffee originally. In addition, clipping often occurs in informal writing and conversation to aid communication and provide simpler or more commonly used terms.

## 5. Acronym

Acronyms are formed by taking the initial letters of a string of words and combining them to form a new word (Aronoff & Fudeman, 2022). In linguistics, speech is generally considered primary, while writing is considered secondary. The formation of acronyms depends on spelling, not on pronunciation. Many people regard them as outside the general phenomenon of lexeme formation, or as a special case of lexeme formation found only among literate language users or native speakers. Therefore, an acronym is an abbreviation of a word consisting of the initial letters of a phrase.

In the context of food and beverage menus, acronyms such as F & B (Food & Beverage) and BLT (Bacon, Lettuce, Tomato) are widely used to provide short, memorable titles for complex items or systems. The pronunciation of the *B*, *L*, and *T* reflects the name of the letters, not the initial sounds of the words. According to Aronoff & Fudeman (2022), a characteristic of acronyms in some languages is that they can serve as the base for further morphological operations, especially affixation.

## 6. Blending

A common derivational process in English is blending. Blending is a word formation process used to create new terms while retaining the original meaning. **Blends**, also called **portmanteau** words, are formed by combining parts of more than one word (Aronoff & Fudeman, 2022). For example, include ‘croffle’, which means ‘croissant + waffle’, and “frappuccino”, which means ‘frappe + cappuccino’, where the combined words produce concise terms for ideas such as subgenres, plot combinations, or mixed cuisines. Word blending is excellent for describing hybrid or transitional concepts that arise from technical or cultural changes.

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses the research method, which consists of research design, data source, data collection, and data analysis.

#### **A. Research Design**

This study uses a qualitative research approach. The data in this research consists of the names of food and beverage menus at The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. These data include numerous terms that apply to word formation processes. The data were collected from screenshots of menu posts uploaded on the official Instagram accounts of The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. Documentation method was used for data collection, which identifies menu names that represent determined word formation processes. The menu names were determined through a linguistic theoretical framework, especially the word formation theory by Aronoff & Fudeman (2022) to categorize and classify the types of word formation found.

#### **B. Data and Data Source**

In this research, the primary data source collected is screenshots of product menu photos on the The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery Instagram in Malang. The author took screenshots of food and beverage menu posts. These posts were taken from screenshots of menu posts uploaded on the official Instagram accounts of The Grove Cafe, Nomu Cafe, and Labore

Coffee Eatery. The researcher used this data as primary data. Eighteen menu items from The Grove Cafe, fifteen menu items from Nomu Cafe, and eight menu items from Labore Coffee Eatery. The date of data collection is 13 April 2026. The researcher also employed secondary data in this research. Secondary data consists of concepts and information from previous research that were employed to validate the primary data. To recognize the word formation process, the researcher employed relevant journals, books, and e-books, with the source of information available in journals and on the internet relevant to this topic, and also previous research to support this research.

### **C. Data Collection**

Data collection was conducted by taking screenshots of the food and beverage menus from The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery on the Instagram website. These screenshots served as the data analyzed in this research. The data collection process involved some steps. First, the researcher opened the official Instagram accounts of The Grove Cafe, Nomu Cafe, and The Labore Coffee Eatery. Then, the researcher read, searched, and examined the food and beverage menu at The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. After that, food and beverage menu items that accommodate word formation processes were selected as the basis for the data. Furthermore, the researcher took screenshots of selected menu items from the Instagram accounts of The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery to facilitate further analysis.

#### **D. Data Analysis**

The data analysis starts by recognizing the types of word formation. First, the researcher analyzed the data by focusing on analyzing the types of word formation found in the menu lists of The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery. Second, the researcher examined the data and implemented the theory of Aronoff & Fudeman (2022). Third, the researcher began explaining the analyzed data based on the theory used. Finally, the researcher describes the results and draws a conclusion from the data analysis.

In this study, the food menu names will also be analyzed for their compositionality, which may include: (a). Morphosyntactic patterns, such as N + N, Adj + N, N + N + N (b). Compound structure, such as open compound, closed compound, endocentric compound, exocentric compound (c). Affixal features, such as suffix -y, -ed, -ing (d). Shortening features, such as clipping and blending (e). Semantic/menu-naming features, such as ingredient-based naming, taste-based naming, cooking-method naming, nationality/cultural naming, and brand-based naming.

## CHAPTER IV

### FINDINGS & DISCUSSION

In this chapter, the researcher presents the results of her findings and the discussion obtained from this study by addressing of the two research questions, namely: "How are the word formation types classified in food and beverage names at The Grove café, Nomu Café, and Labore Coffee Eatery?" and "What are the compositionality of word formation found in food and beverage names at The Grove café, Nomu Café, and Labore Coffee Eatery?". The data of this study are a list of food and beverage menus from The Grove café, Nomu Café, and Labore Coffee Eatery. The findings section presents data analysis informed by theories from Aronoff & Fudeman (2022). Meanwhile, the discussion section explains the results of the research conducted.

#### A. Findings

**Table 4. 1 Classification of Word-Formation Processes in Food and Beverage Menu Names**

| No | Process     | Frequency | Percentage | Examples                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----|-------------|-----------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Compounding | 25        | 60.98%     | Tomato Soup, Black Tea, Hotdog, Tomyum Noodle, Truffle Mushroom, Spaghetti Meatball, Buttermilk Chicken, Cheese Flatbread Pizza, Popcorn Latte, Onion Rings, Beef Sandwich, Salmon Pasta, Strawberry Smoothie, Avocado Eggrolls, Croquette Bomb, Watermelon Mojito, French Toast, Korean Chicken Wings, Tuna Salad, Chicken Barbeque Steak, Banana Walnut Caramel Cake, Butter Rice, Cheetos Chicken, Mochi Cheese Cake, Clear Soup Chicken |
| 2  | Affixation  | 7         | 17.07%     | Fruity Berry, Creamy Garlic Chicken,                                                                                                                                                                                                                                                                                                                                                                                                        |

|    |          |   |        |                                                                                                           |
|----|----------|---|--------|-----------------------------------------------------------------------------------------------------------|
|    |          |   |        | Grilled Chicken, Fried Chicken, Stuffed Mushrooms, Salted Caramel, Salad Dressing                         |
| 3. | Blending | 6 | 14.63% | Lotus Biscoff Cromboloni, Chocoberry Milkshake, Caramel Frappuccino, Mocachino, Croffle, Panookie Classic |
| 4. | Clipping | 3 | 7.32%  | Mac n Cheese, Choco Hazelnut, Veggie Burger                                                               |

**Table 4. 2 The Compositionality of Word-Formation in the Menu Names**

| Code | Menu name              | Café/source words    | Word-formation process | Base/source words          | Pattern   | Compositionality                          | Note            |
|------|------------------------|----------------------|------------------------|----------------------------|-----------|-------------------------------------------|-----------------|
| D01  | Tomato Soup            | The Grove Café       | Compounding            | tomato + soup              | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D02  | Black Tea              | The Grove Café       | Compounding            | Black + tea                | Adj + N   | Color + dish type; endocentric            | Open compound   |
| D03  | Hotdog                 | The Grove Café       | Compounding            | Hot + dog                  | Adj + N   | Ingredient + dish type; endocentric       | closed compound |
| D04  | Tomyum Noodle          | Nomu cafe            | Compounding            | Tomyum + noodle            | N + N     | Foreign-language + dish type; endocentric | Open compound   |
| D05  | Truffle Mushroom       | The Grove Café       | Compounding            | Truffle + mushroom         | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D06  | Spaghetti Meatball     | The Grove Café       | Compounding            | Spaghetti + meatball       | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D07  | Buttermilk Chicken     | Nomu Cafe            | Compounding            | Buttermilk + chicken       | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D08  | Cheese Flatbread Pizza | Nomu Cafe            | Compounding            | Cheese + flatbread + pizza | N + N + N | Ingredient + dish type; endocentric       | Open compound   |
| D09  | Popcorn Latte          | The Grove Café       | Compounding            | Popcorn + latte            | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D10  | Onion Rings            | The Grove Café       | Compounding            | Onion + rings              | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D11  | Beef Sandwich          | The Grove Café       | Compounding            | Beef + sandwich            | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D12  | Salmon Pasta           | The Grove Café       | Compounding            | Salmon + pasta             | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D13  | Strawberry smoothie    | Nomu Cafe            | Compounding            | Strawberry + smoothie      | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D14  | Avocado eggrolls       | Nomu Cafe            | Compounding            | Avocado + eggrolls         | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D15  | Croquette Bomb         | Nomu Cafe            | Compounding            | Croquette + Bomb           | N + N     | Ingredient + dish type; endocentric       | Open compound   |
| D16  | Watermelon Mojito      | Nomu Cafe            | Compounding            | Watermelon + mojito        | N + N     | Foreign-language + dish type; endocentric | Open compound   |
| D17  | French Toast           | Labore Coffee Eatery | Compounding            | French + toast             | N + N     | Foreign-language + dish type; endocentric | Open compound   |
| D18  | Korean                 | Labore               | Compounding            | Korean +                   | N + N +   | Foreign-language                          | Open            |

|     |                            |                      |             |                                                                         |                    |                                            |               |
|-----|----------------------------|----------------------|-------------|-------------------------------------------------------------------------|--------------------|--------------------------------------------|---------------|
|     | Chicken Wings              | Coffee Eatery        |             | chicken + wings                                                         | N                  | + dish type; endocentric                   | compound      |
| D19 | Tuna Salad                 | The Grove Cafe       | Compounding | Tuna + salad                                                            | N + N              | Ingredient + dish type; endocentric        | Open compound |
| D20 | Chicken Barbeque Steak     | Nomu Cafe            | Compounding | Chicken + Barbeque + steak                                              | N + N + N          | Ingredient + dish type; endocentric        | Open compound |
| D21 | Banana Walnut Caramel Cake | The Grove Cafe       | Compounding | Banana + walnut + caramel + cake                                        | N + N + N + N      | Ingredient + dish type; endocentric        | Open compound |
| D22 | Butter Rice                | Nomu Cafe            | Compounding | Butter + rice                                                           | N + N              | Ingredient + dish type; endocentric        | Open compound |
| D23 | Cheetos Chicken            | Nomu Cafe            | Compounding | Cheetos + chicken                                                       | N + N              | Foreign- language + dish type; endocentric | Open compound |
| D24 | Mochi Cheese Cake          | Labore Coffee Eatery | Compounding | Mochi + cheese + cake                                                   | N + N + N          | Foreign-language + dish type; endocentric  | Open compound |
| D25 | Clear Soup Chicken         | Nomu Cafe            | Compounding | Clear + soup + chicken                                                  | N + N + N          | Ingredient + dish type; endocentric        | Open compound |
| D26 | Fruity Berry               | The Grove Cafe       | Affixation  | Fruit + -y + berry                                                      | Adj + N            | Taste + dish type; endocentric             | Open compound |
| D27 | Creamy Garlic Chicken      | The Grove Cafe       | Affixation  | Cream + -y + garlic + chicken                                           | Adj + N + N        | Ingredient + dish type; endocentric        | Open compound |
| D28 | Grilled Chicken            | Labore Coffee Eatery | Affixation  | Grill + -ed + chicken                                                   | Adj participle + N | Cooking-method + dish type; endocentric    | Open compound |
| D29 | Fried Chicken              | The Grove Cafe       | Affixation  | Fry + -ed + chicken                                                     | Adj participle + N | Cooking-method + dish type; endocentric    | Open compound |
| D30 | Stuffed Mushrooms          | The Grove Cafe       | Affixation  | Stuff + -ed + mushrooms                                                 | Adj participle + N | Cooking-method + dish type; endocentric    | Open compound |
| D31 | Salted Caramel             | Labore Coffee Eatery | Affixation  | Salt + -ed + caramel                                                    | Adj participle + N | Cooking-method + dish type; endocentric    | Open compound |
| D32 | Salad Dressing             | Nomu Cafe            | Affixation  | Salad + Dress + -ing                                                    | N + N              | Ingredient + dish type; endocentric        | Open compound |
| D33 | Lotus Biscoff Cromboloni   | The Grove Cafe       | Blending    | Lotus + Biscoff (biscuit + coffee) + Cromboloni (Croissant + bomboloni) | N + N + N          | Ingredient + dish type; endocentric        | Open compound |
| D34 | Chocoberry milkshake       | Nomu Cafe            | Blending    | Chocoberry (chocolate + strawberry) + milkshake                         | N + N              | Ingredient + dish type; endocentric        | Open compound |
| D35 | Caramel Frappuccino        | Nomu Cafe            | Blending    | Caramel + Frappuccino (frappe +                                         | N + N              | Ingredient + dish type; endocentric        | Open compound |

|     |                  |                      |          |                                       |                      |                                     |                                    |
|-----|------------------|----------------------|----------|---------------------------------------|----------------------|-------------------------------------|------------------------------------|
|     |                  |                      |          | cappuccino)                           |                      |                                     |                                    |
| D36 | Mochaccino       | Labore Coffee Eatery | Blending | Mocha + cappuccino                    | N + N                | Ingredient + dish type; endocentric | Closed compound                    |
| D37 | Croffle          | Labore Coffee Eatery | Blending | Croissant + waffle                    | N + N                | Ingredient + dish type; endocentric | Closed compound                    |
| D38 | Panookie Classic | Labore Coffee Eatery | Blending | Panookie (pancake + cookie) + classic | N + N                | Ingredient + dish type; endocentric | Open compound                      |
| D39 | Mac n Cheese     | The Grove Cafe       | Clipping | Macaroni > mac + n [and] + cheese     | N + reduced conj + N | Ingredient + dish type              | Clipped and coordinated expression |
| D40 | Choco Hazelnut   | The Grove Cafe       | Clipping | Chocolate > choco + hazelnut          | N + N                | Ingredient + dish type; endocentric | Open compound                      |
| D41 | Veggie Burger    | Nomu Cafe            | Clipping | Vegetable > veggie + burger           | N + N                | Ingredient + dish type; endocentric | Open compound                      |

Based on the table above, the researcher finds that 25 menu names use compounding, 7 use affixation, 6 use blending, and 3 use clipping. Besides that, the researcher did not find menu names that use zero-derivation, acronyms, folk etymology, or back-formation.

### 1. Compounding

In the following, the researcher will first explain menu names that use compounding. There are twenty-five menu items to be listed. This explanation focuses on compounding as a form of word formation and on compositionality. The process of compounding is two or more free lexical bases combine to form a lexical unit, such as *tomato + soup*. Here is the explanation.

**Datum 1:***Tomato Soup*

The word formation process in ***tomato soup*** is a compounding. In the part of speech, both *tomato* and *soup* are nouns. The compositionality is ***tomato (N) + soup (N) = tomato soup (NP)***. This open compound consists of two morphemes, *tomato* and *soup*. Neither of them can be divided into any words that have meaning. *Tomato* and *soup* are two free morphemes not bound to other words. The combination of these two morphemes results in an open compound noun that functions as the name of a food. The word-formation process for the food name *tomato soup* combines the noun *tomato*, which refers to the main ingredient, with the noun *soup* which indicates the type of dish.

Moreover, this menu name is classified as an example of an endocentric compound process, because *soup* is the head that explains the modifier. Meanwhile, *tomato* is a modifier that explains a head. In the form of *tomato soup*, there is no bound morpheme. This noun phrase is just formed by combining two free morphemes without the addition of affixation. Based on the semantic feature, tomato soup was formed based on ingredient-based meaning. The naming function of *tomato soup* is to show consumers that the main ingredient of the soup is tomato. Tomato Soup is the name of a dish, which this name is based on ingredient-based naming because the main ingredient of this dish is the *tomato*. By including the main ingredient in the dish name, may help readers understand what the dish contains without

having to ask further questions.

**Datum 2:**

***Black Tea***

The word-formation process of black tea is compounding. The part of speech of this compound noun is *black* as an adjective and *tea* as a noun. The compositionality is *black* (Adj) + *tea* (N) = *black tea* (NP). Based on the analysis of the morpheme, there are two free morphemes. In this compound noun, *black* as the first morpheme and *tea* as the second morpheme. Both of them are free morphemes because they can stand alone as function words. *Black* refers to the color, while *Tea* refers to the main ingredient. The combination of these two morphemes results in a beverage that is well worth serving.

In the type of compound, the word *black tea* is an endocentric compound. *Tea* is a head noun that explains that *tea* is the main ingredient. Meanwhile, *black* is a modifier for *tea* because *black* provides the details or color for *tea*. Black Tea is a name based on taste, as the word *black* refers to the color and flavor of the tea. The colour of black tea shows that it is strong and rich, without added milk or other sweeteners. This name constructs an immediate sense of the taste of tea. Thus, its characteristics are immediately evident from the name itself.

**Datum 3:**

***Hotdog***

The word formation process of *hotdog* is a compounding. The term *hotdog* consists of two morphemes, *hot* and *dog*. In the part of speech, *hot* is

an adjective and *dog* is a noun. The compositionality is *hot* (Adj) + *dog* (N) = *hotdog* (NP). The name of *hotdog* comes from two words: *hot* and *dog*. These two words were combined to form a meaningful name for a food. This structure shows that *hotdog* is a closed compound. The word *hot* does not refer to hot weather, and *dog* does not refer to an animal. The result of compounding from two words is a bread with the topping of vegetables, sauce, and sausage.

Based on the classification of compounds, the word *hotdog* is an exocentric compound because *hotdog* does not directly refer to the words that form it. The relationship between *hot* and *dog* does not convey a literal meaning but produces a specific meaning as the food name. The menu name *hotdog* comes from the word *hot*, which means warm or hot, because this food is usually served warm. This menu name may convey the impression that the food is served warm and ready to eat. The name of this food is based on the naming of the cooking method.

#### **Datum 4:**

##### ***Tomyum Noodle***

The word formation process of *tomyum noodle* is a compounding. *Tomyum noodle* is a compound noun with double morpheme. This compound consists of two free morphemes, *tomyum* and *noodle*. The part of speech of *tomyum noodle* is *tomyum* as a noun and *noodle* as a noun. *Tomyum* and *noodle* can combine into a form of open compound. The compositionality is *tomyum* (N) + *noodle* (N) = *tomyum noodle* (NP). The

words *tomyum* and *noodle* are nouns in the noun category that can be classified as noun-noun compound.

In the classification type of compound, the word *tomyum noodle* is classified as an endocentric compound. *Noodle* functions as a head noun denoting the main ingredient, and *tomyum* as a modifier of the head noun because *tomyum* explains the kind of noodle. In this case, there is no bound morpheme on the word *tomyum noodle* because the form of the word *tomyum noodle* does not contain affixes. Besides, *tomyum noodle* is a food name based on nationality or cultural origins, derived from the traditional Thai dish Tom Yum. From this name, consumers can immediately think of its characteristic flavours, sour, savory, and spicy, which are the same as those of Thai food.

#### **Datum 5:**

##### ***Truffle Mushroom***

The word formation process of *truffle mushroom* is a compounding. *Truffle mushroom* consists of two morphemes, namely *truffle* and *mushroom*. The part of speech of *truffle mushroom* is noun and noun. The compositionality is *truffle* (N) + *mushroom* (N) = *truffle mushroom* (NP). These two morphemes are combined to form an open compound noun. The compound *truffle mushroom* functions as a menu name in which mushroom is the head and truffle specifies the ingredient or flavor profile.

Based on the type of compound, *truffle mushroom* is an example of an endocentric compound in which mushroom is a head noun that refers to

the main ingredient. Meanwhile, *truffle* as a modifier to explain the kind of mushroom. The food naming of *truffle mushroom* is an ingredient-based naming. This menu name contains two words, *truffle* and *mushroom* which are the main ingredients of this dish. Based on the ingredients, the consumers can immediately get a clear idea of what this dish is made of. Therefore, this name is considered informative.

**Datum 6:**

***Spaghetti Meatballs***

The word formation process of *spaghetti meatballs* is a compounding. The word *meatballs* is also formed through compounding. *Meat* and *ball* are combined into one word that has a specific meaning. Then, *spaghetti* and *meatballs* are combined to form an open compound noun. The part of speech of this compound noun is *spaghetti* as a noun and *meatballs* as a noun. The compositionality is *spaghetti* (N) + *meatballs* (N) = *spaghetti meatballs* (NP). Based on the analysis of morphemes, *spaghetti meatballs* consist of three morphemes and one bound morpheme. The word *meatballs* consist of two morphemes that can stand alone independently, those are *meat* and *ball*. Then, the word *spaghetti* is also free morpheme. Hence, there is double compound word in *spaghetti meatball*. Then, one bound morpheme is the suffix -s from the word *meatball*. The suffix -s in the word *meatballs* indicates a plural meaning, without changing the word's meaning.

In the classification of compounds, *spaghetti meatballs* are an example of an endocentric compound. *Meatballs* as a head noun and

*spaghetti* as a modifier. In this case, *meatballs* function as the main ingredient and *spaghetti* as a modifier to explain the meatball. The food named *spaghetti meatball* is ingredient-based, as its main ingredients are *spaghetti* and *meatballs*. This menu name consists of spaghetti noodles and meatballs. This makes it very easy to understand the ingredients of this dish.

**Datum 7:**

***Buttermilk Chicken***

Based on the word formation process, *buttermilk chicken* is formed through compounding. The word *buttermilk* is also formed through compounding. *Buttermilk* is a noun formed by combining the words *butter* and *milk*. The word *buttermilk* consists of two free morphemes, namely *butter* and *milk*. Therefore, *buttermilk* can be called a closed compound noun because *buttermilk* is combined without a space. Then, *buttermilk* is combined with *chicken* to form an open compound noun. The compositionality is *buttermilk* (N) + *chicken* (N) = *buttermilk chicken* (NP). The term *buttermilk chicken* consists of three free morphemes: *butter*, *milk*, and *chicken*. These words can stand alone as words by themselves. Therefore, there is double compound word within *buttermilk chicken*, the first is in the word *buttermilk* and the second one is in the word *buttermilk chicken*.

Based on the type of compound, *buttermilk chicken* is an endocentric compound. *Chicken* functions as the head noun, indicating that it is the main ingredient. Meanwhile, *buttermilk* is a modifier that describes the taste of

chicken. *Buttermilk chicken* is a dish named using ingredient-based naming. The term *buttermilk* refers to the main ingredient used to marinate the chicken, and the name generally describes the cooking method of soaking the chicken in buttermilk. The mention of the marinating process indicates that this chicken has a juicy texture and delicious flavour because it has been marinated in buttermilk.

**Datum 8:**

***Cheese Flatbread Pizza***

The word-formation process of *cheese flatbread pizza* is compounding. *Cheese flatbread pizza* consists of three free morphemes found in this compound word. Based on the analysis of the morpheme, three morphemes in this compound word are *cheese*, *flatbread*, and *pizza*. They can stand alone without others' words. Besides, the word *flatbread* is also formed through compounding. *Flatbread* is formed by combining two morphemes into one word. The two words are *flat* and *bread* or an adjective and a noun. After the two words are combined, it becomes a noun: *flatbread*. In the part of speech, *cheese*, *flatbread*, and *pizza* are nouns. There is no adjective or adverb in this form. The compositionality is *cheese* (N) + *flatbread* (N) + *pizza* (N) = *cheese flatbread pizza* (NP).

Based on the analysis of compound types, *cheese flatbread pizza* is one example of an endocentric compound. Their structure functions as a head and modifiers. *Pizza* is a head noun that explains the main ingredient, while *cheese* and *flatbread* are modifiers to a head noun. The food name *cheese*

*flatbread pizza* is the type of dish formed by ingredient-based naming. Cheese refers to the main ingredient, and flatbread describes the type of bread used as the base. Thus, the word pizza is the primary dish that suggests a premium or cafe-style product image.

**Datum 9:**

***Popcorn Latte***

The word-formation process of the word *popcorn latte* is compounding. The word *popcorn* is also formed through compounding. *Popcorn* is a closed compound noun formed by combining the words *pop* and *corn*. *Pop* and *corn* are two morphemes that combine to form a noun. Before combined, they are an adjective and a noun. Then, *popcorn* and *latte* are combined to form an open compound noun. In terms of part of speech, *popcorn latte* functions as a noun. The compositionality is *popcorn* (N) + *latte* (N) = *popcorn latte* (NP). This is an open compound noun that consists of two free morphemes: *popcorn* and *latte*.

In the classification of compounds, *popcorn latte* is an example of an endocentric compound. *latte* as a head and *popcorn* as a modifier. In this case, *latte* serves as the main ingredient that defines a type of *latte* flavored with *popcorn*. And *popcorn* as a modifier to explain the *latte*. Additionally, there is no bound morpheme in *popcorn latte*. Popcorn Latte is a beverage that uses both ingredient-based, as popcorn refers to the flavored syrup used in the drink. *Popcorn latte* is a coffee-based drink made by combining espresso, milk, and popcorn-flavored syrup. The combination of popcorn and

latte in the menu name suggests the unique flavor.

**Datum 10:**

***Onion rings***

The word formation process of *onion rings* is a compounding. *Onion rings* are a compound noun by combining two words. They are *onion* and *rings*. This form is called an open compound noun because they are formed into a compound noun without a space or conjunction. In the part of speech, *onion rings* have the same function, namely as a noun. The compositionality is *onion* (N) + *rings* (N) = *onion rings* (NP). Based on the analysis of morphemes, *onion rings* consist of two morphemes and one bound morpheme. Two morphemes are *onion* and *ring*. Then, one bound morpheme is suffix -s from the word *rings*.

In the classification of compounds, *onion rings* are an example of an endocentric compound. *Rings* are a head noun that explains the primary of the dish, while *onion* is a modifier that describes the flavor of the dish. *Onion rings* are a food name that uses ingredient-based naming. The word *onion* refers to the main ingredient, and *rings* refers to the shape of the onion, which forms rings. By naming the main ingredient and the shape in this food name, it's clear that this dish is made from onions and shaped like rings. The name may evoke that this food is unique and creative because it uses the rings as the shape of the main ingredient.

**Datum 11:**

***Beef Sandwich***

The word formation process of *beef sandwich* is a compounding

process. This compound noun is formed by combining two words: *beef* and *sandwich*. This form is called an open compound because two words combine to one compound noun without a conjunction or space. In the part of speech, *beef* and *sandwich* are nouns. The compositionality is *beef* (N) + *sandwich* (N) = *beef sandwich* (NP). Based on the analysis of morphemes, *beef sandwich* consists of two free morphemes. They are *beef* and *sandwich*. These words are words that can function on their own.

In the classification of compounds, *beef sandwich* is an example of an endocentric compound. *sandwich* as a head and *beef* as a modifier. In this case, *sandwich* functions as the main ingredient and *beef* as a modifier to explain the kind of sandwich. The food name *beef sandwich* is formed through ingredient-based naming, where *beef* refers to the main ingredient, and *sandwich* refers to the form in which it is served. This immediately conveys the ingredients and appearance of the dish.

#### **Datum 12:**

##### ***Salmon Pasta***

The word formation process of *salmon pasta* is compounding. This compound noun consists of two morphemes, those are *salmon* and *pasta*. These two morphemes are free because there is no affixation in the word *salmon pasta*. The word *salmon pasta* is an open compound that combines two words into one word without a space. In the part of speech, *salmon pasta* has the same function, namely as a noun. The compositionality is *salmon* (N) + *pasta* (N) = *salmon pasta* (NP).

In compound classification, *salmon pasta* is an example of an endocentric compound. *pasta* as a head and *salmon* as a modifier. In this case, *pasta* functions as the main ingredient and *salmon* as a modifier to explain the topping of the *pasta*. *Salmon pasta* is a dish whose name is based on ingredient naming. Salmon refers to the base ingredient, and pasta is also the main ingredient. These two words are combined because the dish is pasta topped with salmon. The name is structurally simple but semantically informative. It uses the ingredient in the naming of food.

**Datum 13:**

***Strawberry Smoothie***

The word formation process *strawberry smoothie* is compounding. The part of speech of this compound noun is *strawberry* as a noun and *smoothie* as a noun. It consists of two free morphemes. The first free morpheme is *strawberry*, and the second free morpheme is *smoothie*. The compositionality of this compound noun is *strawberry* (N) + *smoothie* (N) = *strawberry smoothie* (N). The word *strawberry smoothie* is also an open compound noun because the two words are combined without a space.

In the classification of compounds, *strawberry smoothie* is an example of endocentric compound. *Smoothie* as a head and *strawberry* as a modifier. In this case, *smoothie* functions as the main ingredient of dish and *strawberry* as a modifier to explain the taste of smoothie. Besides, *strawberry smoothie* is the menu name which formed based on ingredient-based naming. Strawberries are the base ingredient, and the word smoothie

refers to a beverage made from fruit blended with yogurt. From the name, customers can imagine this is a drink made from fresh fruit blended until smooth, thick, and creamy. The smooth, thick and creamy texture comes from the yogurt and fruit blended with milk.

**Datum 14:**

*Avocado Eggrolls*

The word formation process of *avocado eggrolls* is compounding. This compound shows double compound. The word *eggrolls* are also formed through compounding. *Eggrolls* is a compound noun by combining the words *egg* and *rolls*. Then, *avocado* and *eggrolls* are combined to form an open compound noun. In the part of speech, *avocado* and *eggrolls* have the same function, namely as a noun. The compositionality is *avocado* (N) + *eggrolls* (N) = *avocado eggrolls* (NP). This compound noun consists of two free morphemes and one bound morpheme. Two free morphemes are *avocado* and *eggrolls*. Then, one bound morpheme is suffix -s from the word *eggrolls*.

In compound classification, *avocado eggrolls* are an example of an endocentric compound. *eggrolls* as a head and *avocado* as a modifier. In this case, *eggrolls* serve as the main ingredient, and *avocado* serves as a modifier for the eggrolls. Additionally, *avocado eggrolls* also consist of bound morpheme because there is suffix -s at the end of the word *eggrolls*. The food naming of *avocado eggrolls* is food that uses ingredient-based naming. It directly refers to the word *avocado* as the main ingredient used as the filling

of this dish, while *eggrolls* describes the dish being rolled up in spring roll wrappers. It describes a spring roll filled with avocado. The menu name constructs the impression of sweetness and freshness that this food is made with a roll with the filling of avocado.

**Datum 15:**

***Croquette Bomb***

The word formation process of *croquette bomb* is compounding. In terms of part of speech, *croquette* and *bomb* function as nouns. The compositionality is *croquette* (N) + *bomb* (N) = *croquette bomb* (NP). This compound word *croquette bomb* consists of two free morphemes, the first free morpheme is *croquette*, and *bomb* is the second free morpheme.

In the classification of compounds, *croquette bomb* is an example of an endocentric compound. The word *bomb* is a head. *Croquette* as a modifier. In this case, *bomb* functions as the main ingredient or the shape of croquette. *Croquette* as a modifier to classify the taste of bomb. The Croquette Bomb menu is based on taste-based naming. The word *bomb* doesn't refer to the ingredients or cooking method, but rather to the sensation and flavour that explodes in your mouth when eaten. The lexical choice suggests a premium or café-style product image.

**Datum 16:**

***Watermelon Mojito***

The word formation process of *Watermelon Mojito* is compounding process. The word *watermelon* is also formed through compounding. *Watermelon* is a closed compound noun by combining the words *water* and

*melon*. Then, *watermelon* and *mojito* are combined to form an open compound noun. In the part of speech, *watermelon mojito* has the same function, namely as a noun. The compositionality is *watermelon* (N) + *mojito* (N) = *watermelon mojito* (NP). *Watermelon mojito* consists of two free morphemes. The first free morpheme is *watermelon* and the second free morpheme is *mojito*.

In the classification of compounds, *watermelon mojito* is an example of endocentric compound. *Mojito* as a head and *watermelon* as a modifier. Additionally, *mojito* functions as the main ingredient and *watermelon mojito* as a modifier to explain the kind of mojito. *Watermelon mojito* is a beverage name that uses ingredient-based naming and nationality/cultural naming in the formation of food naming. The word *watermelon* refers directly to the main ingredient, and the word *mojito* refers to a popular Cuban drink. This combination reflects this beverage's close association with foreign culture.

#### **Datum 17:**

##### ***French Toast***

The word formation process of *French toast* is compounding process. The part of speech *French toast* is *French* as an adjective and *toast* as a noun. The compositionality is *French* (Adj) + *toast* (N) = *French toast* (NP). This compound consists of two morphemes. The first free morpheme is *French* and *toast* is the second free morpheme.

In compound classification, *French toast* is an example of an endocentric compound. *Toast* as a head and *French* as a modifier. In this

case, *toast* functions as the main ingredient and *French* as a modifier to explain the kind of toast. The food named *French toast* is a menu name based on nationality/cultural naming. The word *French* refers to a dish based on cultural identity, especially associated with French cuisine. This food name refers to a foreign culture and the taste of this dish.

**Datum 18:**

*Korean Chicken Wings*

The word formation process of *Korean chicken wings* is compounding process. In the part of speech, *Korean chicken wings* have a different function. *Korean* is adjective, *chicken* is noun, and *wings* are noun. The compositionality is *Korean* (Adj) + *chicken* (N) + *wings* (N) = *Korean chicken wings* (NP). *Korean chicken wings* consist of three free morphemes and one bound morpheme. Three free morphemes are *Korean*, *chicken*, and *wings*. Then, one bound morpheme is suffix -s from the word *wings*.

In the classification of compounds, *Korean chicken wings* are an example of endocentric compound. The word *wings* as a head because it becomes the main dish. Meanwhile, *Korean* and *chicken* as a modifier. Additionally, *Korean chicken wings* also consist of bound morpheme because there is suffix -s at the end of the word *wings*. *Korean chicken wings* are a menu name formed from both nationality/cultural naming and ingredient-based naming. The word *Korean* refers to the cultural origins and flavours of Korean spices, and *chicken wings* are the main ingredient. The combination of the two describes the main ingredient, which is cooked using

Korean spices.

**Datum 19:**

***Tuna Salad***

The word formation process of *tuna salad* is compounding process. In the part of speech, *tuna* and *salad* has the same function, namely as a noun. The compositionality is *tuna* (N) + *salad* (N) = *tuna salad* (NP). This open compound consists of two free morphemes, the first free morpheme is *tuna* and the second free morpheme is *salad*.

In the classification of compounds, *tuna salad* is an example of endocentric compound. *Salad* as a head and *tuna* as a modifier. In this context, *salad* functions as the primary dish, and *tuna* functions as a modifier that refers to the main ingredient. The naming of food *tuna salad* is a dish which formed based on ingredient-based naming. *Tuna* refers to the tuna used the main ingredient in this dish, while *salad* refers to the dish. The name immediately identifies the dish as tuna served as a salad.

**Datum 20:**

***Chicken Barbeque Steak***

The word formation process of *chicken barbeque steak* is compounding process. This open compound consists of three free morphemes. The part of speech of *chicken barbeque steak* is *chicken* as a noun, *barbeque* as a noun, and *steak* as a noun. The compositionality is *chicken* (N) + *barbeque* (N) + *steak* (N) = *chicken barbeque steak* (NP). This open compound consists of three free morphemes.

In the classification of compounds, *chicken barbeque steak* is an

example of endocentric compound. *Steak* as a head because it functions as the main dish, while *chicken* and *barbeque* function as modifiers to explain about the ingredient and flavor of steak. *Chicken barbeque steak* is a dish whose name is derived from ingredient-based naming. *Chicken* refers to the base ingredient, and *barbeque* is also refers to the ingredient as sauce.

**Datum 21:**

***Banana Walnut Caramel Cake***

The word formation process of *banana walnut caramel cake* is a compounding. The word *banana walnut caramel cake* is a noun phrase in the part of speech. This noun phrase can also be called an open compound noun. This open compound noun is the combination of four free morphemes without a space. In the part of speech, *banana*, *walnut*, *caramel*, and *cake* are nouns. The compositionality is  $[[\textit{banana} \text{ (N)} + \textit{walnut} \text{ (N)} + \textit{caramel} \text{ (N)}] + \textit{cake} \text{ (N)}] = \textit{banana walnut caramel cake} \text{ (NP)}$ . In this context, this is noun phrase with *banana*, *walnut*, and *caramel* as modifiers of the head noun *cake*.

Based on the type of compounds, *banana walnut caramel cake* is an example of an endocentric compound. The word *cake* as a head noun to indicate that it is the primary dish, while *banana*, *walnut*, and *caramel* are modifiers. The words serve as modifiers describing the head noun. *Banana walnut caramel cake* is a food name that describes a cake with a variety of toppings. Therefore, this results in food names being derived from the names of their main ingredients. The words *banana*, *walnut*, and *caramel* all refer to the basic ingredients used in the cake. It describes the combination of

banana, walnut, and caramel.

**Datum 22:**

***Butter Rice***

The word formation process of *butter rice* is compounding. *Butter rice* is an open compound noun because it is formed by combining two free morphemes. The word *butter rice* consists of two free morphemes, the first free morpheme is *butter* and the second free morpheme is *rice*. These two free morphemes can stand alone as a word in the sentence. In the part of speech, *butter* as a noun and *rice* as noun. The compositionality is *butter* (N) + *rice* (N) = *butter rice* (NP).

Based on the type of compound, *butter rice* is an example of endocentric compound. In this case, *rice* is a head and *butter* as a modifier. *Rice* functions as the head to indicate the main dish. *Butter* is a modifier to explain the kind of rice. The name Butter Rice falls into the ingredient-based naming category. The word "Butter" is the signature ingredient, and "Rice" is the main ingredient. This designation may convey to consumers that the rice has a savory flavor derived from butter.

**Datum 23:**

***Cheetos Chicken***

The word formation process of *Cheetos chicken* is compounding. In the part of speech, *Cheetos chicken* has the same function, namely as a noun. The compositionality is *Cheetos* (N) + *chicken* (N) = *Cheetos chicken* (NP). This compound noun consists of two free morphemes, the first free

morpheme is *Cheetos* and the second free morpheme is *chicken*.

In the classification of compounds, *Cheetos chicken* are an example of endocentric compound. *Chicken* as a head and *Cheetos* as a modifier. In this case, *chicken* functions as the main ingredient and *Cheetos* as a modifier to explain the kind of chicken. *Cheetos chicken* is a brand-based and ingredient-based naming. *Cheetos* is the name of a food brand, and chicken is the main ingredient. The interesting thing about this name is that it uses the name of a well-known brand. The food name is chicken coated with special seasoning and crunchy like Cheetos.

**Datum 24:**

**Mochi Cheese Cake**

The word formation process of *mochi cheese cake* is compounding. In the part of speech, *mochi cheese cake* has the same function, namely as a noun. Therefore, the compositionality is *mochi* (N) + *cheese* (N) + *cake* (N) = *mochi cheese cake* (NP). This open compound consists of three free morphemes. The three free morphemes are *mochi*, *cheese*, and *cake*.

In the classification of compounds, *mochi cheese cake* is an example of endocentric compound. *Cake* functions as a head that refers to the primary food. Then, *mochi* and *cheese* function as modifiers that refer to the kind of cake. The food name *mochi cheese cake* reflects a combination of nationality/cultural naming and ingredient-based naming. *Mochi* is a traditional Japanese food, and *cheese* is the name of the main ingredient used in this cake. These two words are used to convey that this cake is not your

average cheesecake, but rather has a unique Japanese cultural touch.

**Datum 25:**

***Clear Soup Chicken***

The word formation process of *clear soup chicken* is compounding process. *Clear*, *soup*, and *chicken* are different parts of speech. *Clear* is an adjective, *soup* is a noun, and *chicken* is a noun. So, the compositionality is *clear* (Adj) + *soup* (N) + *chicken* (N) = *clear soup chicken* (NP). The form of this noun phrase is an example of open compound noun. The three free morphemes in the word *clear soup chicken* are combined into one word without a space. This open compound noun consists of three free morphemes. Three free morphemes are *clear*, *soup*, and *chicken*.

In the classification of compounds, *clear soup chicken* is an example of endocentric compound. The word *soup* as a head because it becomes the main dish. Meanwhile, *clear* and *chicken* as a modifier. *Clear soup chicken* emphasizes the dish, falling into the cooking-method and ingredient-based naming categories. The term *clear soup* describes a light, clear broth, while *chicken* is the main ingredient. This combination may convey the idea that the dish will be chicken soup with a clear broth.

## **2. Affixation**

Below, the researcher will explain the menu names that use affixation process. The seven menu names will be explained. The process of affixation is a bound morpheme attaches to a base, such as **cream** + **-y** in **creamy**.

Here's the explanation.

**Datum 1:**

***Fruity Berry***

The word formation process of *fruity* is affixation, but the whole menu name is a phrase/compound-like structure. The base word *fruit* is fruit. Then, the end of the word adds the suffix -y to become *fruity*. Basically, fruit is noun and converted into adjective because adding suffix -y. In the part of speech, *fruity berry* has a different function. *Fruity* is adjective and *berry* is noun. The compositionality is *fruity* (Adj) + *berry* (N) = *fruity berry* (NP). *Fruity berry* consists of two free morphemes and one bound morpheme. Two free morphemes are *fruit* and *berry*. Then, one bound morpheme is suffix -y in the word *fruity*.

In the classification of compounds, *fruity berry* is an example of an endocentric compound. *Berry* as a head and *fruity* as a modifier. In this case, *berry* is the main ingredient, and *fruity* is a modifier for the berry. Additionally, *fruity berry* also consists of a bound morpheme because there is the suffix -y at the end of the word *fruity*. The naming of food *fruity berry* is a food name which formed based on taste-based and ingredient-based naming categories. The word *fruity* describes the taste of sweet, fresh fruits, and the drink is made from berries. This name may evoke a sense of freshness from this menu name.

**Datum 2:**

***Creamy Garlic Chicken***

The word formation process of the word *creamy* in the noun phrase

*creamy garlic chicken* is affixation. The word *creamy* comes from the word *cream*, to which the suffix -y is added. Based on the part of speech, *creamy* is an adjective, while *garlic* and *chicken* are nouns. The compositionality is *creamy* (Adj) + *garlic* (N) + *chicken* (N) = *creamy garlic chicken* (NP). This open compound word consists of three morphemes and one bound morpheme. Three morphemes are *cream*, *garlic*, and *chicken*. Then, one bound morpheme is suffix -y from the word *creamy*.

In the classification of compounds, *creamy garlic chicken* is an example of an endocentric compound. The word *chicken* is a head noun to explain that it is the main dish, while *garlic* and *creamy* are modifiers. In this case, modifiers are used to explain the main dish. Additionally, *creamy garlic chicken* consists of one bound morpheme. The one bound morpheme is suffix -y at the end of the word *creamy*. This food name is formed through taste-based naming and ingredient-based naming. The word *creamy* is derived from the smooth texture, while *garlic* and *chicken* are the main ingredients. The combination of these three words perfectly describes the dish to be served: chicken mixed with garlic and served with a creamy sauce. The word *creamy* suggests that the chicken is served with a smooth creamy sauce.

### **Datum 3:**

#### ***Grilled Chicken***

The word formation process of the word *grilled* in the noun phrase *grilled chicken* is an affixation process. Basically, the word *grilled* is formed by adding the suffix -ed to the word *grill*. *Grill* is a noun, and after adding the

suffix -ed to an adjective participle. The form of *grilled* is adjectival participle derived from its verb. The suffix -ed in the word *grilled* is the adjective participial in the menu-naming context. In this context, the suffix -ed does not explain past tenses but is participle. In the part of speech, *grilled chicken* has a different function; *grilled* is an adjective and *chicken* is a noun. The compositionality is *grilled* (Adj participle) + *chicken* (N) = *grilled chicken* (NP). This open compound consists of two free morphemes and one bound morpheme. The two free morphemes are *grilled* and *chicken*. Then, one bound morpheme suffix -ed from the word *grilled*.

In the classification of compounds, *grilled chicken* is an example of an endocentric compound. *Chicken* is a head noun for the modifier. It explains that chicken is the primary dish. *Grilled* as a modifier to explain the kind of chicken. The food naming of *grilled chicken* is formed through cooking-method naming. Grilled chicken is the name of a method of cooking. This food name is based solely on how the dish is prepared. *Chicken* refers to the main ingredient, which is chicken meat. This simple naming is to suggest that consumers immediately understand, without having to think too hard, that the dish is grilled chicken.

#### **Datum 4:**

##### ***Fried Chicken***

The word formation process of *fried* in the noun phrase *fried chicken* is the process of affixation. The root of *fried* is fry. Fry is changed into an adjective by adding the suffix -ed to the end of the word. The form *fried* is

adjectival participle derived from its verb. The suffix *-ed* *fried* is adjectival participial in the menu-naming context. Then, *fried* and *chicken* are combined to form an open compound noun. This open compound has a different function in the part of speech. *Fried* is an adjective, and *chicken* is a noun. The compositionality is *fried* (Adj participial) + *chicken* (N) = *fried chicken* (NP). *Fried chicken* consists of two free morphemes and one bound morpheme. *Fried* and *chicken* are two free morphemes. Then, one bound morpheme comes from the suffix *-ed* from the word *fried*.

Based on the type of compound, *fried chicken* is an example of an endocentric compound. This open compound indicates an endocentric compound because *chicken* is a head noun. In this case, *chicken* is the main ingredient, and *fried* is a modifier for the head noun. The name *fried chicken* is formed based on the cooking-method. The word *fried* immediately indicates the cooking method, which is frying. The word *chicken* refers to the main ingredient. This naming function is to make it immediately clear to consumers what they will get without the need for additional explanation. When ordering this name, consumers can immediately imagine fried chicken with a crispy texture on the outside and juicy inside. Unlike Grilled Chicken, the name *fried chicken* signals that this dish has a more savory and rich taste due to the frying process, so this name serves as an informative label that is clear and easy to understand for anyone.

**Datum 5:**

*Stuffed Mushroom*

The word formation process of the word *stuffed* in the word *stuffed mushroom* is affixation. The base word *stuffed* is *stuff*. The form *stuffed* is adjectival participle derived from its verb. The suffix -ed in the word *stuffed* is adjective participial in the menu-naming context. *Stuffed* and *mushroom* are combined to form an open compound noun. In the part of speech, *stuffed* is an adjective and *mushroom* is a noun. The compositionality is *stuffed* (Adj participial) + *mushroom* (N) = *stuffed mushroom* (NP). This open compound consists of two free morphemes and one bound morpheme. It consists of two free morphemes, the first free morpheme is *stuff* and the second free morpheme is *mushroom*. Then, one bound morpheme is suffix -ed from the end of the word *stuffed*.

Based on the type of compounds, *stuffed mushroom* is an example of an endocentric compound. *Mushroom* as a head noun and *stuffed* as a modifier. In this case, *mushroom* function as the main ingredient and *stuffed* as a modifier for a head noun. The food naming *stuffed mushroom* is the cooking method naming. The word *stuffed* describes the preparation method of this dish, which is mushroom stuffed with certain ingredients, while the word *mushroom* directly refers to the main ingredient. The function of this naming is to provide a clear explanation to consumers, not only about the ingredients, but also about the unique way of serving. When reading this name, consumers can immediately imagine mushrooms filled with delicious fillings inside, making it feel more special than ordinary mushroom dishes. In this way, the name *stuffed mushroom* may evoke a premium dish.

**Datum 6:***Salted caramel*

In this datum, the word formation process of the word *salted* in the noun phrase *salted caramel* is affixation. The form of the word *salted* is adjectival participle derived from its verb. Salted changes into an adjective because of the addition of the suffix -ed. The suffix -ed in the word *salted* is adjective participial in the menu-naming context. Then, *salted* and *caramel* are combined to form an open compound noun. Based on the part of speech, *salted* and *caramel* have different functions; *salted* is an adjective, and *caramel* is a noun. The compositionality is *salted* (Adj participial) + *caramel* (N) = *salted caramel* (NP). *Salted caramel* consists of two free morphemes and one bound morpheme. *Salt* and *caramel* are two free morphemes from the word *salted caramel*. Then, one bound morpheme is derived from the suffix -ed from the word *salted*.

In the classification of compounds, *salted caramel* is an example of an endocentric compound, with *caramel* as the head noun and *salted* as a modifier. In this case, *caramel* is the main ingredient, and *salted* is a modifier of the caramel. The food name *salted caramel* is a taste-based naming category because both words in the name fully describe the flavour of the dish. The word *salted* describes a hint of saltiness, while *caramel* describes the familiar sweet and rich caramel flavor. The function of this name is to immediately build taste expectations in consumers' minds even before they taste it. The combination of salty and sweet flavors mentioned in this name is

actually its own appeal because the combination seems unique. Therefore, the name *salted caramel* may serve as an informative label.

**Datum 7:**

*Salad Dressing*

The word formation process of *dressing* in the noun phrase *salad dressing* is an affixation. The word *dressing* is formed by adding the suffix -ing to the word *dress*. It says *dress* + -ing = *dressing*. The word *dressing* is a lexicalized noun. It means that *dressing* is not just a verb + -ing, but also a lexical noun with specific meaning. In this context, the suffix -ing changes the word *dressing* from a verb to a noun, not functioning as present participle or gerund. Based on the part of speech, *salad dressing* has the same function, namely as a noun. The compositionality is *salad* (N) + *dressing* (N) = *salad dressing* (NP). This noun phrase consists of two free morphemes and one bound morpheme. The first free morpheme is *salad* and the second free morpheme is *dress*. Then, one bound morpheme is suffix -ing from the word *dressing*.

Based on the classification of compounds, *salad dressing* is an example of an endocentric compound. *Dressing* is the head noun and *salad* is a modifier. In this case, *dressings* are the main ingredient, and *salad* is a modifier of the *dressing*. This food name falls into the ingredient-based naming categories. The word *salad* refers to the primary ingredient, while *dressing* describes the serving method, specifically the sauce poured over the salad. The combination of these two words immediately gives consumers the

impression that this menu item is not a main course but rather a topping that enhances the salad's flavour. The use of the word *dressing* here also seems more casual than simply saying sauce, making the name seem more aesthetic and appetizing to serve in cafe or restaurant.

### 3. Blending

Then, the researcher also mentions and explains menu names that use the blending process. 6 menu names use blending to make them more unique. The blending process is the combination of two source words, such as *croissant* + *waffle* → *croffle*. The six menu names will be explained below.

#### Datum 1:

##### *Lotus Biscoff Cromboloni*

The primary structure of *Lotus Biscoff cromboloni* is multi-word nominal compound. The process of *Lotus Biscoff cromboloni* is not blending only. It combines brand-based naming, blending, and compounding. Lotus Biscoff is a brand reference, cromboloni is a blend. *Cromboloni* is formed through the blending process. *Cromboloni* is derived from combining the words *croissant* and *bomboloni* (Firrizqa, 2024). This open compound that has the same function in the part of speech, namely as a noun. The compositionality is *lotus* (N) + *Biscoff* (N) + *cromboloni* (N) = *lotus biscoff cromboloni* (NP). This noun phrase consists of three free morphemes.

In the classification of compounds, *lotus biscoff cromboloni* are an example of an endocentric compound. *Cromboloni* is a head noun for the modifiers. The modifiers are *Lotus* and *Biscoff*. In this case, the modifiers

function to explain the brand or taste of cromboloni. This food name is formed through brand-based naming. The word *Lotus Biscoff* is the name of a well-known biscuit brand, while *cromboloni* is the type of cookie used as the primary dish. The combination of a popular brand name with a trendy cookie immediately builds taste expectations in the minds of consumers, because anyone who has ever tasted Lotus Biscoff. It will immediately recognize the distinctive taste of its delicious caramel biscuits, especially since this biscuit name is popular. Mentioning the brand name at the beginning is a smart strategy because the first word that encourages consumers to buy. And the brand name is already widely recognised.

**Datum 2:**

***Chocoberry milkshake***

The word formation of *chocoberry* involves both clipping and blending. The word *choco* is formed through clipping. *Choco* is clipped from chocolate and then combined with *berry*. Furthermore, *chocoberry* and *milkshake* are combined to form an open compound. *Chocoberry* and *milkshake* are nouns in the part of speech. The compositionality is *chocoberry* (N) + *mikshake* (N) = *chocoberry milkshake* (NP). This is an open compound that consists of two free morphemes, the first free morpheme is *chocoberry* and the second free morpheme is *milkshake*.

In the classification of compounds, *chocoberry milkshake* is an example of an endocentric compound. *milkshake* is a head noun to explain that it is the main beverage. Then, *chocoberry* as a modifier that functions for

the head noun. This name falls into the ingredient-based category. The word *chocoberry* is a creative combination of *choco*. *Choco* refers to chocolate, and *berry* refers to berries. It describes two main ingredients in one word. Combining two words into one word makes the name sound more unique than if written separately. The use of the word *chocoberry* as one word is a creative way to make consumer curiosity because it sounds like something new and different from ordinary milkshakes. Besides, this beverage also provides an idea of the combination of rich chocolate and fresh berries in one drink. The function is to attract consumers with a unique name.

**Datum 3:**

*Caramel Frappuccino*

The process of *frappuccino* in the noun phrase *caramel frappuccino* is a blending process. The word *frappuccino* is formed through blending. *Frappuccino* is derived from combining the words *frappe* and *cappuccino*. Furthermore, *Frappuccino* is combined with the word *caramel* to form an open compound. *Caramel* and *frappuccino* are nouns in the part of speech. The compositionality is *caramel* (N) + *frappuccino* (N) = *caramel frappuccino* (NP). This is an open compound that consists of two free morphemes.

Based on the classification of compounds, *caramel frappuccino* is an example of an endocentric compound. *Frappuccino* is a head noun to explain that it is the main beverage. Then, *caramel* is a modifier that functions for the head noun. This beverage name is formed through ingredient-based naming.

The word *caramel* describes the sweet and rich taste. It is the ingredient of this drink, while *frappuccino* is a term popularized by Starbucks for a cold coffee drink blended with ice. The combination of familiar flavours with the name of this beverage immediately creates a popular drink in the minds of consumers about what they will get. The mention of the word *caramel* can evoke images of a sweet and rich flavour in consumers' minds. Its purpose is to convey a sense of premium quality while appealing to iced coffee lovers through a familiar name.

**Datum 4:**

***Mochaccino***

The word formation process of *mochaccino* is a blending. The word *mochaccino* is formed through blending. *Mochaccino* is derived from combining the words *mocha* and *cappuccino* into a new word. Furthermore, *mochaccino* is a noun that refers to a coffee-based beverage. The compositionality is *mocha* (N) + *cappuccino* (N) = *mochaccino* (N). Based on the blending process, it consists of two free morphemes. The first free morpheme is *mocha* and the second free morpheme is *cappuccino*.

Mochaccino is a drink name based on ingredient-based naming. The word *mocha* refers to the combination of coffee and chocolate, while *ccino* is derived from *cappuccino*, which is a type of milk-based coffee drink. By combining these two ingredients and beverage types into a single name, consumers can immediately envision a rich coffee drink with a touch of sweet chocolate and a strong coffee aroma.

**Datum 5:*****Croffle***

The word formation process of *croffle* is a blending. The word *croffle* is formed through blending. *Croffle* is the combination of the two words *croissant* and *waffle*. The part of speech of *croffle* is a noun. The compositionality is *croissant* (N) + *waffle* (N) = *croffle* (N). Based on the blending process, this menu name consists of two free morphemes: the first is *croissant*, and the second is *waffle*.

Croffle is a food name based on ingredient-based naming. This name is a combination of the words *croissant* and *waffle*, it implies that this food is a fusion of the two words. By combining the names of two familiar foods into a single new word. The consumers can immediately envision the signature flaky texture of a croissant cooked in a waffle iron, resulting in a unique food that differs from both.

**Datum 6:*****Panookie Classic***

The word formation process of *panookie* in the noun phrase *panookie classic* is a blending. The word *panookie* is formed through blending. *Panookie* is derived from combining the words *pancake* and *cookie*. This combination makes the word more unique and aesthetic. Furthermore, *panookie* and *classic* are combined to form an open compound. In the part of speech, *panookie* is a noun and *classic* is an adjective. The compositionality is *panookie* (N) + *classic* (Adj) = *panookie classic* (NP). This open compound consists of two free morphemes, namely *panookie* and *classic*.

In the classification of compounds, *panookie classic* is an example of an endocentric compound. *Panookie* is a head noun to explain that it is the main dish. Then, *classic* functions as a postmodifier in branding style. *Panookie classic* is a food name based on ingredient-based naming. The word *panookie* is derived from the words pancake and cookie. It describes this food as a cookie baked like a pancake, resulting in a different texture than regular cookies. The addition of *classic* after it allows consumers to imagine that this is an original variation of the panookie. It is more unique and aesthetic.

#### 4. Clipping

In the following, the researcher will explain menu names that use clipping process. There are 3 menu items to be explained. This explanation focuses on clipping as a form of word formation and on the compositionality. The process of clipping is a longer word is shortened, such as *chocolate* → *choco*. In this context, menu items that use the clipping process are fewer than the menu items that use compounding, affixation, blending, and clipping. Here is the explanation.

##### **Datum 1:**

##### *Mac n Cheese*

The word formation process of *mac* in the noun phrase *mac n cheese* is clipping process. The word *mac* is a clipped form of *macaroni*, formed by truncating the letter part of the word. The menu name also contains *n*, an informal orthographic reduction of *and*. The compositionality is *mac* (N) + *n* (Conj) + *cheese* (N) = *mac n cheese* (NP). *Mac n cheese* consists of two free

morphemes, the first free morpheme is *mac* and the second free morpheme is *cheese*.

*Mac n cheese* is an example of a clipped and coordinated expression. The two of word refer to the items that are linked together as a combined dish. This food name is formed through ingredient-based naming because of the two main ingredients. The two main ingredients are mentioned, the first word is *mac* or macaroni and the second word is *cheese*. By directly mentioning the two main ingredients, people who read this name can immediately imagine a macaroni pasta dish covered in a creamy cheese sauce without the need for additional explanation. This name serves as an informative.

**Datum 2:**

***Choco Hazelnut***

The word formation process of *choco* in the noun phrase *choco hazelnut* is clipping. The root of *choco* is chocolate. *Choco* is a clipped form of *chocolate*. It is a back-clipping or shortened commercial form used in food naming. The part of speech of *choco hazelnut* is *choco* as a noun and *hazelnut* as a noun. compositionality is *choco* (N) + *hazelnut* (N) = *choco hazelnut* (NP). This compound noun consists of two free morphemes, the first free morpheme is *choco* and the second morpheme is *hazelnut*.

In the classification of compounds, *choco hazelnut* is an example of an endocentric compound. In which *hazelnut* functions as a head and *choco* as a modifier. In this context, *hazelnut* functions as the main flavor, and *choco* as a modifier that specifies the flavor. Choco hazelnut is the name of a food

menu is formed through taste-based naming. The word *choco* refers to chocolate and *hazelnut* refers to hazelnuts, both of which are the main ingredients and the dominant flavour of this menu. By mentioning the two main ingredients directly in the name, it can immediately imagine the combination of rich chocolate flavour with the distinctive aroma of hazelnuts without having to ask again.

**Datum 3:**

***Veggie burger***

The word formation process of *veggie* in the noun phrase *veggie burger* is clipping. *Veggie* is an informal shortened form of vegetable. Vegetable is a formal form of veggie. In the part of speech, *veggie* is a noun. Vegetable changes into *veggie* without changing its part of speech or meaning. Then, *veggie* and *burger* are combined to form an open compound. The compositionality is *veggie* (N) + *burger* (N) = *veggie burger* (NP). *Veggie burger* consists of two free morphemes, the first free morpheme is *veggie* and the second free morpheme is *burger*.

In the classification of compounds, *veggie burger* is an example of an endocentric compound, in which *burger* as a head and *veggie* as a modifier. In this case, *burger* functions as the main dish and *veggie* as a modifier to explain the kind of burger. *Veggie burger* is the name of a food menu that is formed through ingredient-based naming. The word *veggie* is an informal clipped form of vegetable. The word vegetable which directly describes the main ingredient used, while *burger* describes the type of dish. By mentioning

the main ingredient and type of dish in one short name, this food name suggest that this burger uses vegetable-based ingredients without having to ask again.

After the researcher classified and analyzed the menu names from The Grove Café, Nomu Café, and Labore Coffee Eatery, the researcher found that the menu names exhibit five dominant compositional patterns: first, the menu names are predominantly structured (modifier + head), especially N + N and Adj + N patterns. Second, many names use ingredient-based modifiers. Third, some menu names use cooking-method modifiers. Fourth, some menu names use creative shortening, especially clipping and blending. Last, some menu names use cultural or foreign-language associations.

First, the researcher found that the menu names' dominant structure is modifier + head, especially N + N and Adj + N patterns. The menu names use the pattern of noun-noun (N + N), such as tomato soup, salmon pasta, truffle mushroom, spaghetti meatballs, buttermilk chicken, popcorn latte, onion rings, beef sandwich, strawberry smoothie, avocado eggrolls, croquette bomb, tuna salad, butter rice. The pattern adjective-noun (Adj + N) is also used, such as hotdog and fruity berry. Second, many names use ingredient-based naming in the form of naming context, such as tomato, salmon, onion, beef, strawberry, avocado, banana, walnut, caramel, butter, mushroom, cheese, chicken, and watermelon. Third, some names use cooking-method modifiers, such as grilled, fried, stuffed, and salted. Then, there are some menu names that use creative shortening, especially clipping and blending, such as mac, choco, veggie, croffle, mochaccino, panookie, biscoff, and

cromboloni. The last is some menu names that use cultural or foreign-language associations, such as Korean Chicken Wings, French Toast, Tomyum Noodle, Mochi Cheese Cake, and Watermelon Mojito.

## **B. Discussion**

This section discusses the findings presented in the previous chapter. This discussion has two sub-branches: the classification of word formation of the menu names and the compositionality of menu names.

### **1. The Classification of Word Formation of the Menu Names**

After the researcher breaks down and analyzes the findings, the researcher will discuss the research questions and the results of the analyzed data. The names of the menu items were analyzed based on word-formation theory. The discussion relates the findings to the theory of word formation proposed by Aronoff and Fudeman (2022) and compares them with previous studies. The findings indicate the fourth category was blending, compounding, clipping, and affixation.

The findings show that the word-formation processes predominantly used in the names of the food items on the menus of these three cafes are compounding. Compounding is the most dominant category, accounting for 25 out of 41 data points. This finding supports Aronoff and Fudeman's claim that compounding is one of the word formation processes in English and combines two lexical items into a new lexical unit. Based on the previous analysis of compound words, it is clear that in the names of food dishes. Most of the compound menu names identified an open compound structure,

although several closed compounds were also identified.

Secondly, the word formation process that is identified is affixation. In this case, the researcher found that seven items were formed through affixation, such as *fruity berry*, *creamy garlic chicken*, *grilled chicken*, *fried chicken*, *stuffed mushroom*, *salted caramel*, and *salad dressing*. Researcher have found that some food menu items are formed by adding the suffix -y to the end of a word, such as *fruity* and *creamy*. For the terms *grilled*, *fried*, *stuffed*, and *salted*, the names of these dishes have become adjectives due to the addition of the suffix -ed at the end of the word.

Thirdly, from the word formation process found is blending. According to Aronoff and Fudeman (2022), blending is an example of creative language use. The speaker may be aware that a word has been formed via blending. While blends are rare or absent in many Indo-European languages, they are common in Hebrew. There are six menu names found in the three cafes. The menu names are *lotus biscoff*, *chocoberry*, *cromboloni*, *croffle*, *frappuccino*, *mocachino*, and *panookie*. The names of these dishes come from two words that have been combined to form a single word. The two words combined in the menu names of these three cafes are a blend of English and another language. They are blended to make the menu names more aesthetic and unique.

Based on the results of the above analysis, the researcher found that there were three food menu names created through clipping, such as *mac n cheese*, *veggie burger*, and *choco hazelnut*. According to Aronoff and

Fudeman (2022), clipping consists of four types: back-clipping (cutting the back of words), fore-clipping (cutting the front of words), middle-clipping, and complex clipping. The three terms that were examined, all clipping forms identified in this study, belong to the back-clipping. In this study, no fore-clipping, middle-clipping, or complex-clipping forms in the food names.

Based on the findings and discussions outlined above, the researcher concludes that there are four types of word-formation processes identified in the names of food and drink items from these three cafes. These processes are compounding, affixation, clipping, and blending. The researcher did not find any food names formed through other word-formation processes such as, zero-derivation, acronyms, folk etymology, and back formation. Zero-derivation, folk etymology, and back-formation were not found in the menu names of these three cafés. These three word-formation processes focus more on the development of vocabulary within a language than on the naming of products. Acronyms are also rarely used in café's menu names, because they make menu items less clear.

Furthermore, this study found that the most dominant word-formation process is compounding. Every cafe uses compounding to form the names of its food and beverage menu items. The researcher found that 25 items from the three cafes used compounding. The dominance of compounding is consistent with previous studies. Astiandani (2020) found that compound words were the principal strategy used in the naming of food

and beverage products at J.CO Donuts & Coffee, the names of food and beverages consist of compound adjectives, compound nouns, and neoclassical compounds. Likewise, Maharini and Nainggolan (2025) observed that compounding is the most dominant word formation process used for approximately 35% of all observed classes. Similar findings were also reported by Firrizqa (2024), Harared et al. (2025), and Nur and Rulik (2023), who investigated the compounding as an essential role in the naming of food and beverage menus. These similarities suggest that compounding is the word formation process in the naming of culinary products across different contexts.

This study also differs from previous studies in several aspects. Maharini and Nainggolan (2025), Anggrisia et al. (2020), Firrizqa (2024), Harared et al. (2025), Syaputri et al. (2023), and Octavia et al. (2022) identified other word formation processes such as acronyms, borrowing, conversion, reduplication, abbreviation, multiple processes, and neologism. These word formation processes were not found in the present data. This difference was influenced by the research object. Previous studies examined snack food brands, food vlog content, or commercial food businesses, while the present study focuses on menu names from three cafes.

The second most common process is affixation, which accounts for seven of forty-one data. This study identified the affixation process involve the suffixes *-ed* and *-y*. The suffix *-ed* found in the menu names such as *Grilled Chicken*, *Stuffed Mushroom*, *Fried Chicken*, and *Salted Caramel*.

Meanwhile, the suffix -y is also found such as *Fruity Berry* and *Creamy Garlic Chicken*. These findings compare to Maharini and Nainggolan (2025), who identified affixation in cafe menu names such as *grilled*, *salted*, and *sparkling*.

Blending is the third most frequent process in this study. These findings support the previous studies presented by Khoirunnisa and Moehkardi (2022), Sari and Martiwi (2020), Maharini and Nainggolan (2025), and Firrizqa (2024), which found that the blending process occurs in food and beverage menu names. Nevertheless, this study differs from Khoirunnisa and Moehkardi (2022) and Sari Martiwi (2020), which focus on classifying blend types and morphological patterns. Instead, this study examines blending with the broader framework of word formation and its linguistic features.

The findings present that compounding is the dominant word formation process for naming the food and beverage menu names, which includes affixation, blending, and clipping functions as complementary strategies in creating menu names. In contrast, some previous studies identified a variety of word formation processes, this study identified only four categories based on the classification by Aronoff and Fudeman (2022). This shows that the menu names in the selected cafe prioritize lexical transparency. Besides, most previous studies examine the types of word formation processes or analyse semantic classification. The present study not only examines the types of word formation but also the compositionality

of the menu names.

## 2. The Compositionality of the Menu Names

First, the dominant morphosyntactic pattern is modifier + head, especially N + N and Adj + N. This shows that cafe menu naming tends to be semantically transparent: the first element normally specifies ingredient, taste, cooking method, brand, or cultural association, while the second element identifies the dish or beverage type. This finding supports Nur and Rulik (2023), who found that the menu names are dominant endocentric and head-oriented.

Second, most menu names are endocentric because the head indicates the category of the product, such as soup, tea, chicken, sandwich, pasta, smoothie, latte, cake, burger, eggrolls, mushroom, noodle, pizza, salad, and rice. This result supports the previous studies, Astiandani (2020) and Nur and Rulik (2023), who observed that the most menu names are endocentric compound words to maintain transparent semantic relationships between its elements.

Third, several names use creative shortening through clipping and blending, such as *choco*, *veggie*, *croffle*, *mochaccino*, and *panookie*. These forms make the menu names shorter, more memorable, and more brand-like. Similar findings were reported by Khoirunnisa and Moehkardi (2022) and Sari Martiwi (2020), who argued that blending is the word formation process to increase the product's distinctiveness and marketing appeal.

Fourth, cultural or foreign-language elements appear in items such

as *Tomyum Noodle*, *French Toast*, *Korean Chicken Wings*, *Mochi Cheese Cake*, and *Watermelon Mojito*.

The findings suggest that the café menu names are not only derived through the word formation processes but also formed by compositionality that increases semantic clarity. Consequently, this research extends previous research by integrating word formation classification with compositionality analysis.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents both the conclusion and the suggestions derived from this study. The conclusion summarizes the findings, and the suggestions contain recommendations to serve as a guideline for future research.

#### **A. Conclusion**

In this case, the researcher found that there are 41 menu names that use the word formation process. In this case, the word-formation processes vary. Some words are formed by combining two sentences, adding affixes, or clipping; these four ways are compounding, affixation, blending, and clipping. There are 25 terms in the compounding process, 7 in the affixation process, 6 in blending process, and 3 in the clipping process. All of them were found in the three cafes, such as The Grove Cafe, Nomu Cafe, and Labore Coffee Eatery.

Additionally, the researcher found that the dominant word formation process depends on where and how the word is used. Many people use the word formation process as part of their product branding to make it more different from others. Besides, after analyzing the findings, the researcher found that the dominant word formation that uses menu names is compounding. Many menu items use compounding as a word formation process because this process is easier than other word formation processes. Therefore, many companies or cafes use compounding as the names of food and drink items on their menus. The dominant compositionality pattern is that most menu names are endocentric

because the head indicates the category of the product, such as soup, tea, chicken, sandwich, pasta, smoothie, latte, cake, burger, eggrolls, mushroom, noodle, pizza, salad, and rice.

## **B. Suggestion**

The researcher has several suggestions regarding this research topic. Firstly, for linguistics students, I hope this research will be useful to anyone wishing to deepen their understanding of morphology and study word-formation theory. This study contributes to the understanding of morphology, especially the classification of word formation processes and the compositionality of food and beverage menu names.

Secondly, for future researchers, whether teachers, lecturers, students, or anyone wishing to study the concept of word formation process in food and beverage menu names. This study is limited to food and beverage menu names from three cafes in Malang and menu data taken from the official Instagram of the cafes. Future studies can encourage examining a wider range of research objects from other contexts. Researchers may examine menu names from cafes or restaurants in different cities. This study also focuses on four types of word formation processes and compositionality. Future researchers are encouraged to apply other word formation theories and combine them with sociolinguistic, branding, or discourse approaches.

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## **CURRICULUM VITAE**



Ayu Putri Rahmadani was born in October 2004 in Bagan Batu, Riau. She attended elementary school at SDN 137/V Desa Delima. She continued her Junior High School at SMPN SATU ATAP 1 Tungkal Ilir. After that, she attended Senior High School in East Java, specifically at SMA Darut Taqwa Purwosari in Pasuruan, and graduated in 2022. During her three years at Senior High School in Pasuruan, she lived in Ngalah Islamic boarding school. After that, she moved to Malang because she was accepted to study there. She continued her higher education at the State Islamic University of Maulana Malik Ibrahim Malang, majoring in English Literature. While studying in Malang, she chose to live in another Islamic Boarding School in Malang. She is very proud to stay in an Islamic Boarding School while studying and being part of it.

## APPENDIX

| <b>Food and Beverage Menu Names</b> | <b>Cafe/source words</b> | <b>Types</b> |
|-------------------------------------|--------------------------|--------------|
| Tomato Soup                         | The Grove Café           | Compounding  |
| Black Tea                           | The Grove Cafe           | Compounding  |
| Hotdog                              | The Grove Cafe           | Compounding  |
| Tomyum Noodle                       | Nomu cafe                | Compounding  |
| Truffle Mushroom                    | The Grove Cafe           | Compounding  |
| Spaghetti Meatball                  | The Grove Cafe           | Compounding  |
| Buttermilk Chicken                  | Nomu Cafe                | Compounding  |
| Cheese Flatbread Pizza              | Nomu Cafe                | Compounding  |
| Popcorn Latte                       | The Grove Cafe           | Compounding  |
| Onion Rings                         | The Grove Cafe           | Compounding  |
| Beef Sandwich                       | The Grove Cafe           | Compounding  |
| Salmon Pasta                        | The Grove Cafe           | Compounding  |
| Strawberry smoothie                 | Nomu Cafe                | Compounding  |
| Avocado eggrolls                    | Nomu Cafe                | Compounding  |
| Croquette Bomb                      | Nomu Cafe                | Compounding  |
| Watermelon Mojito                   | Nomu Cafe                | Compounding  |
| French Toast                        | Labore Coffee Eatery     | Compounding  |
| Korean Chicken Wings                | Labore Coffee Eatery     | Compounding  |
| Tuna Salad                          | The Grove Cafe           | Compounding  |
| Chicken Barbeque Steak              | Nomu Cafe                | Compounding  |
| Banana Walnut Caramel Cake          | The Grove Cafe           | Compounding  |
| Butter Rice                         | Nomu Cafe                | Compounding  |
| Cheetos Chicken                     | Nomu Cafe                | Compounding  |
| Mochi Cheese Cake                   | Labore Coffee Eatery     | Compounding  |
| Clear Soup Chicken                  | Nomu Cafe                | Compounding  |
| Fruity Berry                        | The Grove Cafe           | Affixation   |
| Creamy Garlic Chicken               | The Grove Cafe           | Affixation   |
| Grilled Chicken                     | Labore Coffee Eatery     | Affixation   |
| Fried Chicken                       | The Grove Cafe           | Affixation   |
| Stuffed Mushrooms                   | The Grove Cafe           | Affixation   |
| Salted Caramel                      | Labore Coffee Eatery     | Affixation   |
| Salad Dressing                      | Nomu Cafe                | Affixation   |
| Lotus Biscoff Cromboloni            | The Grove Cafe           | Blending     |
| Chocoberry milkshake                | Nomu Cafe                | Blending     |
| Caramel Frappuccino                 | Nomu Cafe                | Blending     |
| Mochaccino                          | Labore Coffee Eatery     | Blending     |
| Croffle                             | Labore Coffee Eatery     | Blending     |
| Panookie Classic                    | Labore Coffee Eatery     | Blending     |
| Mac n Cheese                        | The Grove Cafe           | Clipping     |
| Choco Hazelnut                      | The Grove Cafe           | Clipping     |
| Veggie Burger                       | Nomu Cafe                | Clipping     |