# Place-Naming of Tourism Destination in West Java: Morphological Study

**Tiara Salsabila Fadhilah[1], Heri Heryono[2]**
[1,2]English Department, Faculty of Humanities, Widyatama University, Indonesia
tiara.salsabila@widyatama.ac.id, heri.heryono@widyatama.ac.id

## Abstract

*Language has a very important role in a tourist destination. This paper discusses morphological process of place-naming of tourism destination in West Java. West Java is one of the provinces in Indonesia that has many tourism destination. Also it has many hidden gem tourism destination that are not widely known by foreigner. The names of tourism destination in West Java have different morphological processes. The method used in this research paper is using qualitative research with descriptive approach. The purpose of this paper are Identifying kinds of morphological process and identifying the most effective process used in place-naming of tourism destination in West Java. The result demonstrated that there are found four types of morphological process in place naming tourism destination in West Java, namely acronym (29%) compounding (43%) blending (14%) and borrowing (14%).*

## I. Introduction

As a branch of social sciences and humanities, linguistics not only studies language theoretically but also applies the benefits of linguistics. The application of linguistics can be done in several fields of study such as teaching, translation, advertising, tourism, culture and others. The role of language is not only in critical discourse analysis but also from the using of language, For example, tourism objects names, slogans and promotional texts, which are realized in word, phrase, clause and sentence (Sujatna et al., 2019). Through the name of the tourism object or tourism sites naming, readers will be interested in finding or visiting the tourism object, which is why language has essentials plays for increasing the tourist number.

Morphology as Katamba said is the study of the formation and internal organization of word". In other theory morphology is stated as the branch of linguistics which is concerned with the form of word" in various usage and construction" Matthews (1991:3). The place terminology refers to closely relate to discuss toponymy, a sub-field of onomastics. Toponymy is a study about the origin of place name (Kulsum et al., 2008; Gunardi et al., 2015).

This paper observes morphological process in tourism destinations objects in West Java. West Java is one of 34 provinces in Indonesia, has nine cities and eighteen regencies. West Java well known as a city with beautiful nature. So it has many tourism destinations. The place-naming used for tourism destination usually has relation with the language and culture of the community. The impact is the names of tourism destinations in West Java are dissimilar.

Application of linguistics in the field of tourism is currently starting to develop. Therefore, researchers are interested in studying the application of linguistics in the tourism sector. The variation of the tourism destinations naming are interested to be

analyzed morphologically. This paper tries to classify the types of processes involved in naming tourism destinations in West Java morphologically.

In order to fulfil the aims of this research, several theories specifically theories about morphology and toponymy, morphological process in place naming tourism destination in West Java, kinds of morphological process in place naming tourism destination in West Java, and the process used in the morphological process of place-naming West Java tourism destination are reviewed.

## II. Review of Literature

### 2.1 Morphology

Katamba said that Morphology does not appear as a branch of linguistics until the nineteenth century. Morphology comes from Greek word; Morph means form or shape and –ology means the study of something. Bauer (1988, pp. 248) mentions that morphology is the study of the forms of words. In linguistics point of view, many experts define morphology as the study of the internal structure of words. Mc Charty (2002, pp.16) states that the area of grammar concerned with the structure of words and with relationships between words involving the morphemes that compose them is technically called morphology. As a linguistic term, morphology is the study of how words are built of form-meaning units. It studies the ways in which form alterations reflect meaning distinctions.

In all definitions, morphology studies words. Examine not only the meaning, but also the structure emanating from each word. Words have their own structures, and morphology seeks to study those structures. Words also have a connection from one word to another. By studying and understanding the structure of words in morphology, it becomes easier to understand the meanings and connections between words. Morphology deals with both the form and meaning of linguistic expressions. Therefore, morphology can be called word grammar. This is part of a grammar that describes the relationship between systematic form and meaning between words. In general, it is intended to explain the structure of words and the patterns of word formation.

### 2.2 Word Formation

Word formation is an area of morphological aspects of research. Word formation examines the principles associated with the formation of new words. Each word formation process leads to the generation of a particular part of speech. Word formation is an important tool for speakers as it helps them form words that symbolize the experiences they encounter in the world. According to Titin Purwaningtyas (2016: 2), word formation is the process of forming new words that can be used for human communication. Put together Composition is a morpheme process that combines two or more free morphemes with the same or different part of speech to form a complex structure. Compound words retain the same meaning as isolated words, but with certain restrictions. A compound word contains at least two roots, both of which are words or at least root morphemes. blackboard".

### 2.3 Acronym

Acronyms are a morphological process in which new words are created using a variety of morphological tools. In acronyms, new words are pronounced as words rather than a series of letters. Acquired immunodeficiency syndrome brings us AIDS. This process usually occurs because the phrase name is too long to pronounce. Therefore, the speaker creates a new short name. Titin Purwaningtyas (2016: 6) states that acronyms are formed by taking the first note (or letter) of a word in a phrase and combining them. We

can conclude that an acronym is a word formed by combining the first letters (but not always) of a multipart name.

## 2.4 Blending

Blending is a morphological device used to combine parts of two words, usually the first part of one and the last part of the other, to create a new word. Another explanation is that blends are very popular for creating new English words. Blending is used in English for advertising, product naming, and casual language. According to Viator Lumban Raja (2014: 83), merging is the merging of two words into one, usually merging the first part of one word with the last part of another. Make sure that the resulting mix consists of both original meanings. The mixing process does not follow the exact rules. Like clipping, it is shaped to suit the speaker's ease of use, making it easy to say and remember. Find out what the next new mix means. Example: Brunch (breakfast + lunch).

## 2.5 Borrowing

According to Hoffer (2002: 1) is the process of importing linguistic items from one linguistic system into another, a process that occurs any time two cultures are in contact over a period of time. In other words, borrowing or sometimes called loan word is a process of borrowing from one language to others. It is also possible to add to the lexicon of a language indefinitely by pillaging the vocabulary of other languages. This is called borrowing. English has borrowed loanwords from a great number of other language s with which it has been in contact.

## 2.6 Place-naming

Place-naming is closely related to discuss toponymy, a subfield of onomastics. Toponymy is a study about the origin of place name (Kulsum et al., 2008; Gunardi et al., 2015). In Meriam Webster Dictionary, toponymy is the placename of a region or language or especially the etymological study of them. He asserts that toponymy comprises a distinct conceptual and semantic domain, separate from lexical and grammatical domain of language. Sujatna et al. (2016) carried out a study of place-naming on the morphological processes. They discuss morphological processes of Jawa Barat tourism destination naming. The result showed that there were only five morphological processes from ten morphological processes on tourism destination place-naming in Jawa Barat. They are acronym, blending, coinage, compounding and borrowing. Another study conducted by them on toponymy analysis. They further investigated the tourism place-naming and classified them on Nash (2015) classification of rules for English language toponymy. It was found that there were three types of place-naming. They are single (proper) noun, two nouns with (Generic) Noun + (Proper) Noun order, and (Proper) Noun + Adjective. In term of morphological processes, they are compounding, borrowing and blending.

# III. Research Method

This study uses a qualitative study with a descriptive approach. Denzin and Lincoln (2000) argue that qualitative research involves an interpretive and naturalistic approach. "This means that qualitative researchers study things in the natural environment and try to understand or understand the phenomenon in terms of the meaning that people interpret." Qualitative research collects and analysis non-numerical data to understand concepts, opinions, or experiences. The data method used in this study is the study of the literature by conducting theoretical studies and references related to the studies carried out (Sugiyono, 2017).

# IV. Results and Discussion

This research analyzed several data. Kinds of morphological process in this research are acronym, blending, compounding, and borrowing.

## 4.1 Acronym

The present writers found 2 data as acronym, as described data

**Data 1**



Forest Park Ir. H. Djuanda or as known as **TAHURA** Djuanda is a conservation area that integrated between secondary natural types of plants with pine located in Dago Pakar, Bandung, West Java. It covers 590 hectares, stretching from Dago Pakar to Maribaya. **Tahura** is the best place to unwind and relax for a moment to breathe fresh air. This place has tourist destinations such as Japanese Caves, small lakes, and waterfalls. The picture in data 1 taken from liputan 6.

The word Tahura in data (1) is a name. Tahura as the name of place is taken from an acronym TAHURA. TAHURA is an acronym of **TA** as Taman, **HU** as Hutan, **Ra** as Raya. We can conclude that Tahura is classified into acronym as one of the morphological process because tahura is a word formed by combining the initial letters (not always) of a multipart name.

However, the meaning of **TAHURA** is for the purpose of collection of natural or non-natural plants and or animals, native and or non-native species, which are utilized for the purpose of research, science, education, culture, tourism, and recreation. The government has created TAHURA for the protection of natural resources, the development of indigenous peoples and the protection of springs.

**Data 2**



The city of Bandung as one of the religious cities in Indonesia has many unique and interesting mosques to visit for people who are going to do religious tourism. The Pusdai Mosque (Pusat Dakwah Islam) is one of them. Located on Jl. Diponegoro No.63, Bandung

City, West Java. This mosque is not only a place of worship for the local community but also a place for empowering people and developing Islamic culture. The picture Data 2 taken from elan jalan blog about tourism destination religion.

The word "**Pusdai**" in data (2) is a name of mosque in Bandung. Pusdai as the name of mosque is taken from an acronym **PUSDAI**. **PUSDAI** is an acronym of **PUS** as Pusat, **DA** as Dakwah, **I** as Islam. From explanation above we can conclude that **Pusdai** is classified into acronym as one of the morphological process because tahura is a word formed by combining the letters (PUS-DA-I) of a multipart name. The meaning of word "**Pusdai**" is as a forum that can accommodate the immediate spread of Islamic teachings and activities in West Java.

## 4.2 Blending

The second morphological process data is Blending. The present writers only found 1 data as blending, as described data

**Data 3**



Cipatujah Beach located in Tasikmalaya, West Java. Having an area of 115 hectares, Cipatujah Beach is rich in coral reefs where fish lay eggs and breed. The name "**Cipatujah**" comes from the name of the Cipatujah river. While the word "**Cipatujah**" in Data (3) is a Sundanese language which "**Ci**" means cai (water) and "**Patujah**" which from "patujah-tujah" hitting each other. An image of two rivers merging together where their streams merge into the South Coast sea. From that explanation we can conclude that Cipatujah Beach is classified into blending. The picture in data 3 taken from travels promo blog.

## 4.3 Compounding

The second morphological process data is compounding. The present writers found 3 data as compounding, as described data

**Data 4**

**Kampung Naga** is a conventional village with a complete location of about four ha. Location Kampung Naga visitor appeal placed at the roadway that connects Tasikmalaya – Bandung through Garut, that is about 30 miles to the west metropolis of Tasikmalaya. The word "**Kampung Naga**" withinside the Data (four) is a call of conventional village. Regarding the starting place call "**Kampung**" means village, and "**Naga**" means Dragon in English. But the authentic that means is Kampung Naga is village that inhabited via way of means of a set of very effective human beings in conserving the ancestral traditions of his heritage. This could be apparent variations whilst as compared with different groups out of doors the village of Naga. Kampung Naga network dwelling on an order which conditioned in an surroundings of simplicity and the surroundings inherent conventional wisdom. The picture in data 4 taken from travel Kompas.

**Data 5**



Taman Safari Indonesia or simply Taman Safari is an animal theme park located in Bogor, West Java. Located over 1,000 meters above sea level at the foot of Gunung Gede Pangrango National Park, Taman Safari enjoys a cooler tropical climate than most of the country. The highest point of the park, Panda Castle, is located 1,800 meters above sea level and is surrounded by lush forest.

The word "**Taman safari**" in data (5) is combination of two words. "**Taman**" in English is garden or park. "**Safari**" in English is safari. The word "**Taman Safari**" is classified into open compounding. Therefore, the meaning of word "**Taman**" is a defined as an area or plot of land that is planted with plants. Word "**Safari**" is long distance travel or adventure in an expeditionary activity. The picture in data 5 taken from tiket.com.

**Data 6**



Pulau Biawak is a beautiful island located in Java Sea in Indramayu, West Java. Offers views of the mangrove and pine forests that surround the island. Uniqely, tourist can see monitor lizards up close who are used to the presence of humans. There are more than 300 monitor lizards in this area, and have been conserved.

The word "**Pulau Biawak**" in data (6) is combination of two words. "**Pulau**" in English is Island. "**Biawak**" in English is monitor lizard. The word "**Pulau Biawak**" is classified into open compounding. Meanwhile, the meaning word "Pulau" according to national geographic, is a body of land surrounded by water. The picture in data 6 taken from Travel Okezone.

## 4.4 Borrowing

The last morphological process data is borrowing. The present writers found 1 data as borrowing, as described data

**Data 7**



Sirkuit Sentul is the one of tourism automotive destinations located in Bogor, Jawa Barat. The word "**Sirkuit**" in data (7) has borrowed from English, **Circuit**. Circuit is noun (for athletes) a place for sport competition. Sirkuit Sentul is a racing circuit. So we can conclude that Sirkuit Sentul is classified into borrowing. According to dictionary from Oxfords Languages, the meaning of word "**Sirkuit**" is a roughly circular line, route, or movement that starts and finishes at the same place. The picture in data 7 taken from detik oto.

Briefly, based on the analysis, it was found that four types of morphological process on place-naming of tourism destination in West Java, and the most effective process used is compounding are presented in Figure 1
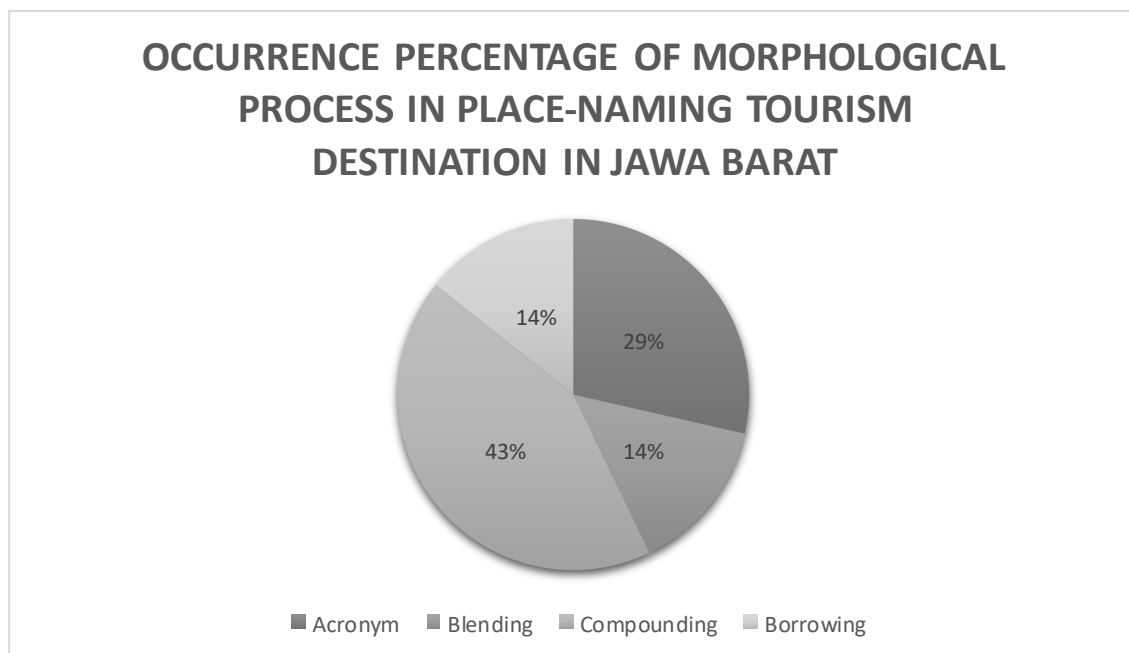


*Figure 1.* *The Occurrence of morphological process in place-naming in touris destination in West Java.*

# V. Conclusion

After finishing the analysis discussion, the researcher reaches the final stage. Every city in West Java has its own tourist destinations. The names of tourist destinations in West Java have a different morphological process than their own meaning. The researcher interprets the results. It has been established that there are four morphological processes in the naming of tourist destinations in West Java, namely acronym (29%) compounding (43%) blending (14%) and borrowing (14%). Additionally, it can also be concluded that in the most effective morphological process is Compounding with the percentage 43% in place-naming of tourism destination in West Java.

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