

## Naming of Madura's Signature Food Souvenirs: Their Patterns and Preferences

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### ABSTRACT

Language can be used to naming food or onomastic food. Determining or giving a name to an item or other things is definitely not haphazard, but it is by considering the intent and purpose of the naming. It usually can be easily understood and can represent something with that name. Therefore, language can communicate the types, characteristics of culinary products, and may reflect classification. This study aimed at explaining the patterns and preferences of naming the Madurese food, in particular from Bangkalan city. It is a qualitative descriptive study by explaining the naming the Madura's signature food souvenirs. The data were collected from the food souvenir stores in Bangkalan. The data are the food name appears in the food labels. The method of analysis used is a review of documents that describe Madura's signature food souvenirs. Meanwhile, the data in this research are words and phrases for the names of signature food souvenirs. From the data collected, the patterns of naming of Madura' signature food souvenirs are mostly in the form of phrases, although there are the name of snack or food in one word. They usually consist of lexicon of the food and their specific references. The preferences of naming the food are derived from the materials that are used, the taste of the food, the way of making the food, and the physical form of the food.

**Keywords:** *Culinary onomastics, Madurese food, snack names*

### INTRODUCTION

Studies on language and culture are widely carried out to explain changes and developments in cultural contexts in social practice. Culture can be understood as a set of knowledge, art, morals, beliefs, laws, customs, and human abilities and habits as part of a social group; or behavioral configurations or behavioral results that Linton says can be learned and passed on by members of society (Setiadi, Hakam, & Effensi, 2013). One form of culture is language. One form of language use that is interesting to study is the use of language in the culinary field.

Culinary is a transition from natural activities to a culture that is used to represent the identity of the owner and the place where he is (Utami, 2018). Indonesia is famous for its culinary diversity. This is related to the diversity of tribes and regions in Indonesia. The culinary characteristics of a region can be different from other regions so that culinary delights are part of the cultural entity of certain community groups. So, culinary delights in a certain area can become part of local culture.

Traditional or local food is usually the result of local community cultivation that has been passed down from generation to generation. In this regard, the various types of traditional food have proven that food has its unique characteristics in each region and ethnic group. The specialty of traditional foods is that they have names that are usually adapted to the language of the area where the culinary delights originate. This is in line with language as a tool for expressing thoughts, concepts and as an expression of certain cultures (Mahadi & Jafari, 2012).

Onomastics as the study of naming in which names are not arbitrary symbols. They are meaningful not only in an etymological matter but also in a synchronic matter. They have important psychological and pragmatic meanings that affect and shape the character of interactions among people (Moyo, 2002). Names and naming practices are the construction of identity that reveal not only the shared self-representation of a community, but also the cultural conceptualisations associated

with a community's worldviews, socio-cultural background, and belief systems (Lu 2017; Ngubane 2013)

In naming thing, it is used a certain language. In this matter, language as a system has a set of subsystems, each of which organizes its components to form a systemic order. The subsystem devices are the sound subsystem, grammatical subsystem, and meaning subsystem. Each subsystem has elements that are organized to form its own subsystem. The subsystem elements are phonemes as the smallest lingual unit to discourse as the largest unit (Triyono, 2003). Thus, naming something, including naming traditional Madurese culinary delights, uses lingual units as a language subsystem in the form of lingual units for certain words or phrases.

In relation to naming traditional foods, Chaer (2009) divides the basics of naming into nine categories, namely imitation of sound, mention of parts, mention of special characteristics, the maker or founder, place of origin, ingredients, similarity, shortening, and new naming. Sound imitation is formed from the sound that comes from the object or the sound produced by the object. The mention of a part refers to a part of an object or thing even though what is actually meant is the whole thing. The mention of distinctive characteristics in the form of their meaningful characteristics. Meanwhile, the aspect of the maker's name is the name of the object that is named after the inventor or the person who made it first. A number of names of objects can also be traced to the place of origin of the object. For naming from the material aspect, it is based on the basic materials used to make the food.

Research on aspects of food naming, lingual units and various lexicons has been carried out by previous researchers, but is different from this study in terms of the research object. For example, research on the lexicon was carried out by Kusumaningtyas, Wibisono, and Kusnadi (2013), Handayani and Hardi (2021), Ghufar and Suhandano (2022) and Dzarna, Mijianti, Y. and Dewi, Erika Shinta (2022). Meanwhile, Triyono (2003) conducted research on linguistic unity. Research on the value of local wisdom was also carried out by Juniarti (2012). This study deals with the pattern of the food names and the preferences of their names.

## **METHOD**

It is a qualitative descriptive study by explaining the naming of the Madura's signature food souvenirs. It is used non-participatory observation method in data collection. This method was supplemented by two other techniques, i.e. note taking and recording technique. The data were collected from three food souvenir stores in Bangkalan. The data are the food name appears in the food labels sold in the stores in the form of words and phrase. By using these methods, the researcher collected data by writing the name of the food signature and taking picture of the food package that show the names of the food. The data processing was conducted by classifying and grouping the data. For the food that has the same name, it is categorized into one name.

After the data were collected comprehensively, this was followed by analyzing data. The researcher classified the name of traditional snack based on the pattern and preferences of the names. The method of analysis used is a review of documents that explain Madura's signature food souvenirs. The result of data analysis was presented to explain the names and naming systems of Madura's signature food souvenirs, in particular signature food souvenirs in Bangkalan regency.

## **FINDINGS AND DISCUSSION**

There are 48 names of Madura's signature food souvenirs collected in souvenir stores in Bangkalan. The following table 1 displays the name of the food, pattern, classification either word or phrase, and the preference in naming the food.

Table 1. Names of Madura's signature food souvenirs

No	Names of Food	Pattern	Word: Monomor phemic	Phrase	Preference
1	<i>amplang ikan tengiri</i>	N+N+N		v	ingredients
2	<i>banana chips</i>	N+N		v	ingredients
3	<i>getas</i>	N	v		ingredients
4	<i>jagung marning</i>	N+N		v	ingredients
5	<i>kacang bawang</i>	N+N		v	taste
6	<i>kacang lorjuk</i>	N+N		v	ingredients
7	<i>keripik talas</i>	N+N		v	ingredients
8	<i>keripik tempe</i>	N+N		v	ingredients
9	<i>keripik ubi</i>	N+N		v	ingredients
10	<i>krepek tette</i>	N+N		v	ingredients
11	<i>kripik pisang</i>	N+N		v	ingredients
12	<i>kripik singkong</i>	N+N		v	ingredients
13	<i>kripik sukun</i>	N+N		v	ingredients
14	<i>kripik talas</i>	N+N		v	ingredients
15	<i>krupuk bandeng payus</i>	N+N+N		v	ingredients
16	<i>krupuk blonyo</i>	N+N		v	ingredients
17	<i>krupuk ikan</i>	N+N		v	ingredients
18	<i>krupuk ikan tengiri</i>	N+N+N		v	ingredients
19	<i>krupuk kentang</i>	N+N		v	ingredients
20	<i>krupuk kerang</i>	N+N		v	ingredients
21	<i>krupuk lorjuk</i>	N+N		v	ingredients
22	<i>krupuk sempeng</i>	N+N		v	ingredients
23	<i>krupuk tahu</i>	N+N		v	ingredients
24	<i>krupuk terung</i>	N+N		v	ingredients
25	<i>krupuk tette</i>	N+N		v	ingredients
26	<i>krupuk udang</i>	N+N		v	ingredients
27	<i>lorjuk goreng</i>	N+N		v	way of cooking
28	<i>marning jagung</i>	N+N		v	ingredients
29	<i>otok asin</i>	N+adj		v	taste
30	<i>otok pedas manis</i>	N+adj+adj		v	taste
31	<i>petis asin</i>	N+adj		v	taste
32	<i>petis kerang</i>	N+N		v	ingredients
33	<i>petis mercon</i>	N+N		v	taste
34	<i>petis tuna super</i>	N+N+adj		v	ingredients

35	<i>petis udang</i>	N+N		v	ingredients
36	<i>raja pisang</i>	N+N		v	ingredients
37	<i>rengginang</i>	N	v		ingredients
38	<i>rengginang lorjuk goreng</i>	N+N+N		v	ingredients
39	<i>rengginang stik</i>	N+N		v	shape
40	<i>rengginang lorjuk</i>	N+N		v	ingredients
41	<i>rung terung</i>	N+N		v	ingredients
42	<i>sambal petis goreng</i>	N+N+N		v	way of cooking
43	<i>singkong tete goreng</i>	N+N+N		v	way of cooking
44	<i>stik ladrang</i>	N+N		v	shape
45	<i>stik tongkol</i>	N+N		v	shape
46	<i>teri krispi</i>	N+adj		v	ingredients
47	<i>tingting kacang</i>	N+N		v	ingredients
48	<i>tingting wijen</i>	N+N		v	ingredients

Note:

N = Noun

Adj = adjective

### Pattern of Madura's Signature Food Souvenirs

Based on the lingual unit used in naming pattern for Madura signature food souvenirs, the total form of lingual units in the form of words was found in 2 data based on their distribution including free morphemes, while based on their grammatical meaning they were monomorphemic and categorized as nouns. The form of lingual units in the form of phrases was found in 46 data. From the data there are 41 data combinations of noun words with noun words, 5 data combinations of noun words with adjectives, overall combination of words forms phrases in the noun category.

The linguistic form that is most often found in naming Madura signature food souvenirs is naming by using the whole terms, without any abbreviation, no code-mixing. This means that words or phrases are used appropriately with the full spelling, for example *kripik pisang*, *rengginang lorjuk*. Each word that forms the name of the food above is written according to its original spelling. This shows that there is compliance with spelling in naming Madura signature food souvenirs.

### Preferences in Naming Madura's Signature Food Souvenirs

The types of naming that have been found in Madura's signature food souvenirs are based on main ingredients, ways of cooking, taste, and shape. The following explains each of them based on their preferences.

#### *Naming based on main ingredients or materials*

This naming is based on the main materials or name of the materials used in the processing of Madura's signature food. This is the most dominant way in naming the signature food. The name consists of lexicon and the material of the food. For examples *marning jagung*, *getas*, *banana chips*, *keripik tempe*, *keripik ubi*, *keripik kentang*. All the food are named after the materials. *Keripik tempe* means the food named *keripik* that is made from *tempe*. *Keripik* is an Indonesian snack that is crispy or it is familiar called as chips. Meanwhile, the word *tempe* is a typical Indonesian food made from

fermented soybeans. Furthermore, *keripik ubi* means from *ubi*; *keripik kentang* means from *kentang*. These examples show the lexicon of *keripik* followed by the main ingredients or material of the snacks.

The name of signature food that consists of the lexicon *keripik/kripik/krepek* is usually followed by the materials of the chips. Instead of the name of *keripik*, *kerupuk/krupuk* is also followed by the materials. *Kerupuk* is a crunchy, savory snack made mostly from starch and often flavored with fish, seafood, onions, and other flavorings. They are fried and eaten as a snack or as an accompaniment to a meal.

The variety of *krupuk* differs from its materials. For examples, *krupuk bandeng payus* (made from milkfish of *payus*), *krupuk blonyo* (made from a sea animal with thorn skin with black hair with the size of a young cucumber and dried), *krupuk ikan* (made from fish), *krupuk ikan tengiri* (made from mackerel), *krupuk kentang* (made from potato), *krupuk kerrang* (made from scallop), *krupuk lorjuk* (made from a type of shellfish that can only live on the coast of Madura Island), *krupuk sempeng* (made from kind of scallop), *krupuk tahu* (made from tofu), *krupuk terung* (from kind of small fish similar to sea cucumbers), *krupuk udang* (made from shrimp). All of these *krupuks* are named after their ingredients. And the only name in English language is *banana chips*. It is from banana and sliced in very thick way and fried.

From the explanation about the ingredients or materials to produce Madura's signature food souvenirs, it is understood that the naming of food after the ingredients can be one of preferences to ease people in recognizing the types of food from the familiar ingredients that are already known.

### ***Naming based on ways of cooking***

It is based on the processing method. The way of cooking the food can become the name of that food. For Madura signature food gifts, there are *krupuk/krepek tette*, *lorjuk goreng*, *rengginang lorjuk goreng*, *sambal petis goreng*, *singkong tete goreng*. *Kripik tette* is one of the names of the *kripik* and the way to make the *kripik* is by *tette*. It is Madurese language means flattened. So *kripik tette* means *kripik* which is made by flattening it. Another name found in the label of food for *kripik tette* is *singkong tette goreng* that refer to the same food. It means cassava that is flattened and fried.

In addition, for the name of the food based on the procedure or way of cooking is mostly with the name *goreng*. It means fried. The way to cook the food is by frying them. *Lorjuk goreng* means *fried lorjuk*. *Lorjuk* is a type of shellfish that can only live on the coast of Madura Island. This is the signature food gift that can be brought from Madura that is commonly fried and ready to consume.

Apart from that, the name of *rengginang lorjuk goreng* snack is not only from the way it is processed but also the ingredients used, namely *lorjuk* in the *rengginang*. *Rengginang* is a type of thick cracker made from sticky rice which is shaped into rounds and dried in the sun, then frying it in hot cooking oil.

*Sambel petis goreng* is another name of Madura signature food souvenir. *Sambel* is a food made from chili which gives a spicy sensation. Meanwhile, *petis* is food made from finely ground fresh shrimp, boiled in straw ash water and seasoned, black in color, thick, and has a strong smell. From the name, it is understood that the process of making *sambel petis goreng* is fried.

The preference naming of food based on the way of making or the process of the food is mostly by frying the food. Only one kind of food naming that is used Madurese word *tette* to name the food. Although after the process of flattening, the food is then fried but it is not mentioned as *goreng* (fried). It is supposed to understand that the name *kripik/keripik/kerupuk* in general is always fried and to emphasize the specific term in Madurese language to mention the process of making the snack. It becomes common if the name of the food is *kripik/keripik/kerupuk*, so that the food is made through the process of frying.



The preference of naming food from the ways of cooking or the process of making the food does not merely mentioning the process, but the process follows the lexicon of the food or snack or the materials used to produce the food. *Lorjuk goreng* as one example above is derived from the name of ingredient or materials and followed by the process. It is commonly used the name of the food with its ingredients and followed by the way on making the snacks.

### ***Naming based on taste***

The taste of the food also becomes the preference in naming it. For Madura's signature food souvenirs sold in souvenir stores in Bangkalan, there are food named *kacang bawang*, *otok asin*, *otok pedas manis*, *petis asin*, *petis mercon*. For the name *kacang bawang*, it means peanut in garlic flavour. Garlic as one of the spices that has its own taste as a delicious flavour is used to name the snack from Madura.

Furthermore, another snack named in Madurese *otok* is long bean seeds. *Otok* becomes one of the popular snacks from Madura. It is usually fried and added with flavour or taste. The word *asin* after *otok* means the taste of the *otok* is salty. Meanwhile, *otok pedas manis* is also derived from the main ingredient *otok* with the taste of sweet and spicy. Another name based on taste is *petis asin*. The same as *otok asin*, *petis asin* means *petis* in salty taste. The naming is derived from the main ingredient and its taste.

It is a slightly different from the previous naming based on the taste, there is one food name *petis mercon*. The word *mercon* is actually not the real taste. The meaning of *mercon* is explosive in the form of powder packaged in paper and the like, usually with a fuse, used to enliven various events. The name of *petis mercon* is only associative/non referential meaning in which *mercon* is explosive that refers to very spicy. When people eat something very spicy, they will experience on explosive sensation. Nowadays, it is common to refer to something very spicy using the word *mercon* instead of using *sangat pedas* (very spicy). The word *mercon* in food menus generally refers to the addition of chilies to give an extraordinary spicy taste.

The same as the preference in naming food based on the ways of cooking, naming the food based on the taste or flavour does not only show the taste but it also provides the lexicon of the materials or ingredient of the food. From the above example *otok pedas*, the material is *otok* with the taste of spicy. The taste is to distinguish from other tastes.

### ***Naming based on shape/physical form of the food***

This naming is based on the similarity of the food forms to other objects as the properties or textures of objects found in the food or snack. The name for *rengginang stik*, *stik ladrang*, *stik tongkol* refer to the physical form of the food. They are similar to the form of stick as a long and thin piece of something. *Rengginang stik* means *rengginang* that has the form as stick, long and thin form. The same for *stik ladrang* and *stik tongkol*, these snacks have the form as long and thin similar to stick so that it is named after the form. *Ladrang* is a kind of snack with the ingredients of wheat flour which is added with salt, fat (margarine), eggs, tapioca flour, pepper, baking powder and oil, in the form of sticks and the process of making them is by frying them. Meanwhile *stik tongkol* means a kind of snack from mackerel tuna in the form of stick.

From the description, naming based on the shape does not only mention the form, but it also provides information about the ingredients or materials of the food to show kind of food or snack itself.

## **CONCLUSION**

From the findings and discussion above, it can be concluded that there are patterns and preferences in naming Madura's signature food souvenirs. The patterns are noun, noun and noun,

noun and adjective(s). When it is only noun, it shows the ingredient or the lexicon of the food. The pattern of noun and noun shows that ingredient and taste, the ingredient and shape, ingredients and the ways of cooking. Meanwhile the pattern noun and adjective, of course, the adjective modifies the noun. It means the noun shows the name of the food, and adjective gives the explanation to the name of the food.

The preferences of naming Madura's signature food souvenirs are from the ingredients or the material of the food, the way of cooking or the way to process the food, the taste or the flavour of the food, and the shape or the physical form of the food. These preferences can make people easier to recognize the kinds of food sold as the food gifts.

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