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## English Structured Shop NAMES IN THE USE OF INDONESIAN

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### ABSTRACTS

This brief paper intends to describe the English structured shop names which are more and more to find in the use of Indonesian in the global era where the use of English has deeply penetrated the structure of world languages. By using samples of shop names found in Kalasan District and its adjacent areas, it is found that a lot of service and products used as the head of structure of noun phrase which are formerly constructed in post modifying pattern now has turned into premodifier one. And even more surprisingly, many Indonesian words are used as the head of phrase to refer to services and products offered following their attributes which refer to the names of the enterprise.

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### INTRODUCTION

Recently I was surprised by a catchy phrase wheat bread package of Sari Roti product which is read Tinggi Serat Pangan. This product constitutes my daily diet breakfast in my middle sixty. This is really an English structured phrase high fiber food that is forced to translate into Indonesian. This phrase is considered surprising because the use of English structure is already penetrated into the Indonesian grammatical structure which is commonly very difficult to occur since the lexical items used to express are Indonesian lexical items, i.e. tinggi 'high', serat 'fiber', and pangan 'food'. Even though, The last word of pangan is historically integrated word borrowed from Javanese to differentiated between human foods pangan and animal ones pakan 'animal fodder. Why the phrase is not translated into Indonesian structure expression by placing the head and followed by the attribute or modifier tinggi serat, serat tinggi, berserat tinggi. So, the catchy phrase will become wellformed expressions Pangan Tinggi Serat, Pangan Serat Tinggi, or Pangan berserat Tinggi which all mean 'high fiber food'. This phenomenon indicates that the use of English has deeply penetrated into the use of Indonesian in various life aspects for the Indonesian speakers are no more aware of their grammatical norm. This paper intends to describe the process of English structure influence in the use of Indonesian nowadays which focuses on noun phrase structures of shop names, especially those are found in "Kalasan District" and adjacent areas in Yogyakarta Special Province. This district belongs to rural area. This choice is based on assumption that such kinds of influence are much more pervasively found in urban area.

It has theoretically been believed that phonological and lexical aspects of a language are more difficult to change than their grammatical ones. In other words, lexicographical aspects are more closed than everything concerning language grammar. More generally speaking, language is hard to change. Changes in language happen so slowly that language is not to change but to evolve. This view might be true when languages and their speakers are

difficult to make contact. In global era where the contact among them are very easy to make, the changes in language were happening very fast, and the changes can be found in various aspects of language, either phonology as well as lexicon-grammar. The language change over time, and the linguists describe this changes through community like waves. All types of changes spread simultaneously in different directions, though not necessarily at the same rate in all directions (Holmes, 1992, 218-219; Bailey, 1973, 159). The wave-like spread gradually from group to group, word to word, and from style to style via “middle people” agents who have contacted in more than one group. For example, the change of post-vocalic [r] in New York, apparently first happened in the most formal style of young people in the most statusful in the community, then spread to less formal style for that group simultaneously also spreading for the most formal style of other groups, and to the speech of people from a lower social group. The process gradually continued until reached the completion. Meanwhile, for the word to word changes (lexical diffusion), Holmes (1992, 223) in the exercise of her text book uses the changes of French nasalized vowels. The first change occurred in words ending in -an(s), such as found in an 'year' and dans 'in', followed by one ending in -en, such as found in en 'in, followed by ones ending in -on, such as found in non 'no', bon 'good', and bonbon 'sweet', followed ones ending in -in, such as found in pin 'pine', fin 'end', and magasin 'shop', and finally ended by ones ending in -un, such as found in brun 'brown, chacun 'each', and un 'one'. By this frame work, it can be assumed that the changes concerning shop names in the use of Indonesian also occur following this wave-like pattern.

A lot of studies have been carried out by scholars with regard to English influence on the use of Indonesian and vice versa. Most of those works related to the issues of English interference on Indonesian and English variation in various settings, such as works done by Bawa (1996), Beratha (1999), and Widodo (1999) in tourism domain. Meanwhile, the bidirectional influence of English and Indonesian in learning process has been studied by Manurung (1996, 69-74) and Johan (1996, 75-87). So far there are not many studies carried out concerning the influence of English structure on the shops names in Indonesian. One superficial study concerning shop names has once been done by Wijana (2014, 56-64) concerning the deepness of English structure influence on the use of Indonesian. Accordingly, this study is an interpretative attempt to explain diachronically the influence of English and deviations of Indonesian structures found in the names of shops in the use of Indonesian.

## RESEARCH METHOD

This research begins with data collection of premodifier shop name constructions exist in Kalasan District and adjacent areas whose grammatical structures deviate standard Indonesian noun phrase which is commonly post modifier. So, the data collection constitutes shop names which have premodifier structures in which the head elements are placed following the modifier attributes, such as Risky Pancing instead of Pancing Risky 'shop name providing fishing tools', Valiant Cell 'names cellular shops' instead of Cell Valiant, Berkah Family 'name of shop providing daily need', Zaka Laundry 'name of laundry service' instead of Laundry Zakka, Alfa barbershop instead of Barbershop Alfa, etc. Further their semantic features are observed based on what services and products they offer to their potential consumers. The observation is continued by investigating whether the head elements are coming from English or Indonesian origins, and followed by investigation of whether the English borrowings still maintain their origins or already adapted into Indonesian phonological system. Finally, the analysis is interpretatively focused on the diachronic order of structural deviations, which deviation structures are occurring first, and which structures are emerging later.

## RESEARCH FINDINGS AND DISCUSSION

### Research Findings

As far as the structure pattern is concerned, all deviation structured shop names in Indonesia belong to premodifier attributive endocentric noun phrases in which the head elements are filled by noun or noun phrases refer to products or services offered by the enterprises to their potential costumers, and preceded by their names. For example see (1) to (5) below: 1) aknaf motor, 2) anas barber shop, 3) anugerah laundry, 4) mas ben juice, 5) d-lima cell.

Examples (1) to (5) are shop or enterprises names that respectively offer services or sell products motor car reparation, hair cutting, laundry, juice and hand phone. All of them are the heads of phrase. Aknaf 'proper name', Anas 'proper name', Anugerah 'present', Mas Ben 'Brother Ben', and D-Lima 'five D' are the shop names which function as the modifying attributes. Having observed the shop names carefully, the head elements can be filled either by English borrowings and Indonesian words Which semantically represent or refer various types of service products might be offered by the shops. The following sections will consecutively describe these two matters, i.e. Types of head elements based on their language origin and kinds of service and products offered by the shops or enterprises.

### Head element's Language Origin

Shop names showing structural deviations might either have English or Indonesian origin that their head elements. Examples (6) to (10) below are shop names whose head elements are filled by English borrowings: 6) denina creative furniture, 7) muyegh barber shop, 8) masben juice, 9) sahira store, 10) one computer.

Creative furniture, barbershop, juice, store, and computer are English borrowings which has not yet been adjusted or naturalized into the resepiant language Indonesian. All of the English borrowings in (6) to (10) still maintain their original forms. This is different from the following (11) to (15) in which the head elements has changed their forms to adjust with Indonesian phonological or ortographical rules, 11) Ganteng-ganteng Seluler, 12) Global elektronik, 13) Happy Salon, 14) Ilham Tailor, 15) Makmur Jaya Parfum.

In 11) the head cellular has changed into seluler, in 12) electronics has become elektonik, in 13) saloon has changed into salon, in 14) tailor has become tailor, and perfume in 15) has changed into parfum. Different from (6) to (15), examples (16) to (20) below have head elements filled by words of Indonesian origin, 16) Noval buah, 17) Sastro Semongko, 18) Ndaru Ban, 19) Rizky Pancing, 20) Miftah Sayur.

Buah 'fruit', semongko 'water melon', ban 'tire', pancing 'fishing hook', and sayur 'vegetable' are Indonesian words. In Indonesian standard structured (16) to (25) should or might be expressed as (21) to (25) below in which kios means stand and toko means 'shop' 21) (Kios) Buah Noval, 22) (Kios) Semangka Sastro, 23) (Toko) Ban Ndaru, 24) (Kios) Pancing Rizky, 25) (Kios) Sayur Miftah.

However, the dominance of English as a more prestigious language makes the shop owners are no more aware of their language norms, and are tempted to deviate such norms. The other examples are Bardi Sayur 'Bardi Vegetable', Joko Iwak 'Joko Fish', Rindu Susu 'Rindu Milk', Sevina Swalayan 'Sevina super Market', Nina Roti 'Nina Bread', Aliffi Krudung 'Alliffi head Dress'.

### Reference of Head Elements

With regard to the shop mane head elements, they refer to various services and products the shops or the enterprises offer to the costumers. Among them, from the most common to the less ones are cellular and computer, laundry, beauty saloon and hair cutting, fried chicken,

Frozen Food, furniture, frozen food, Taylor, juice, fruit, perfume, and others. The following sections will consecutively try to describe and interpret their diachronic existence.

### **Cellular and Computer**

The vast advancement of communication technology is a direct cause of the emergence of cellular and computer shops all over Indonesian big cities, including Yogyakarta's rural areas. There are a lot of cellular shops with various types of head elements, such as cellular, seluler, and cell for short. This business seems to replace many modes of communications, such as radio, television, "warung internet" (internet stand), etc. All of cellular and computer shops place the head elements after the modifiers or the shop names even though the heads are already changed and adapted into Indonesian. See (26) to (30) below, 26) Partner Cell, 27) Ifa Cell, 28) Valiant Cell, 29) Ganteng-ganteng selular, 30) D-Lima Cell

Until recently there is no shop name structured by placing the heads preceded the attribute elements, 31) Cell Partner, 32) Cell Ipa, 33) Cell Valiant, 34) Selular Ganteng-Ganteng, 35) Cell D-Lima. Meanwhile, because this research is conducted in rural location, there is only two example shop names offering computer product (36) and (37). This kind of business seems more easily be found in more urban areas, 36) One Comp, 37) D-Was Computer.

### **Laundry**

Long time ago there was word *penatu* in the use of Indonesian. This word refers to service related to cloth washing and ironing (Sugono et al. 2014, 1043). This word is synonymous to *dobi* and *benara*. This word and its synonymous pairs do not exist anymore in the use of Indonesian nowadays. They are completely replaced by *laundry* after the more sophisticated washing machines are invented. As a result a lot of laundry services emerge, and all of them have English structured constructions. Consider (38) to (40) below, 38) Restu Mulyo Laundry, 39) Nita Laundry, 40) Zaka Laundry.

### **Taylor, Fashion, and Sewing Business**

Indonesian has indigenous word *fo* referring to tailor. The word is *penjahit*, derived from base *jahit* 'to sew' and *pe(N)-* bound morph which grammatically means agent. This word is getting more and more rarely used nowadays, and all shops that are still used this word obeying standard rule, such as (41) and (43) below, and commonly small tailors, 42) *Penjahit Artha Busana*, 43) *Penjahit Sabti*. Meanwhile big tailors with much larger turnover use *tailor* or its adapted equivalents *tailor* to name the business. See (44) to (46) below, 44) *Jovan Gordyn*, 45) *Susilo tailor*, 46) *Ilham Tailor*

### **Saloon and Barber Shop**

Saloon which formerly means a bar where alcoholic drink were sold in the western US and Canada in the past (Hornby, 2015, 1326) are borrowed by Indonesian to refer to beauty parlour. This word then adapted to become *Salon*. In the past there are many saloon shops have names obey the standard Indonesian rules, such as *Salon Nonie*, *Salon Yayan*, etc. However, recently in line with the vast global era, more and more saloon or beauty parlour shop names put or place the word *Salon* following the attributes, such as seen in (47), (48), and (49). 47) *Sonia Salon*, 48) *Happy Salon*, 49) *Tatiek Salon*. One shop name has used Indonesian phrase *sanggar rias* to replace *salon*. See (47) below, 50) *Dita Sanggar Rias*.

Meanwhile *tukang cukur* 'hair cutting' or *potong rambut* 'hair cutting' is old fashioned terms for barber shop. Nowadays, the use of *tukang cukur* and *potong rambut* are still rarely found in traditional hair cutting stands, such as (48), (49), (50) below, 51) *Potong Rambut Putera Madura*, 52) *Potong Rambut Madura*, 53) *Pangkas Rambut*. Recently, nearly all hair cutting stands are already replaced by barbershop with premodifier constructions, such as

shown by (54), (55), (56) below, 54) Akbar Barber Shop, 55) Anas Barber Shop, 56)Muyegh Barber Shop.

### **Motor and Electronics**

The use of head element motor is used to replace the more old fashion bengkel 'work house'. This type of business is offering service and motor spare parts. If the business is using motor as the head of the structure, the bussiness names will be premodifier while if the business is doing with bengkel the structure would be postmodifier. Consider (57) (58) and (59) below which are premodifier and (60) and (61) which are postmodifier, 57) Raharjo Motor, 58) Vinvid Motor, 59) Family Motor, 60) Bengkel Motor Aknaf, 61) Bengkel Mobil Edi.

### **Food and Drink**

The influence of foreign cultures can also be traced in the shop names by observing the selling merchandises, such as frozen food, juice, and chicken. All shop names exploiting these heads are premodifier constructions. Consider (62), (63), (64) and (65) below, 62) Fara Frozen food, 63) Mas Ben Juice, 64) Olive Chiken, 65) Rocket Chiken. Chicken is used to replace Indonesian phrase ayam goreng 'fried chicken. This type of phrase structure are later copied by using Indonesian elements, such as buah 'fruit', sayur 'vegetable', semongko 'water melon', susu 'milk', iwak 'fish', to be the construction heads. See (66) to (71) below, 66) Ari Buah, 67) Budi Sayur, 68) Sastro Semongko, 69) Fanila Buah, 70) Rindu Susu, 71) Joko Iwak. The phrase ayam goreng itself is still used as the construction head in post modifier construction, such as (72), (73), and (74) below, 72) Ayam Goreng Kalasan, 73) Ayam Goreng Mbok Sabar, 74) Ayam Goreng Nyonya Suharti.

### **Furniture and Tile**

There are two words commonly used to be the head construction of furniture bussiness. Those are furniture and meubel. Either furniture or meuble are constructed in premodifier phrase when they occur with their coconstituents. See (75), (76) and (77) below, 75) Danawan Lestari Meubel, 76) Daya Abadi Furniture, 77) Denina Creative Furniture. Keramik 'ceramics' is a head element used to name the business related to floor tile. Even though the word has already adapted to Indonesian phonological and orthographic system. It is used to construct premodifier phrase shop names, such as shown in (78) below, 78) Jaya Pratama Keramik.

### **Store and Supermarket**

Toko'shop'andswalayan 'supermarket' is two Indonesian words which are very common to use as head construction of shop names. These two words are recently replaced by English word store, shop. Meanwhile, swalayan starts to use for constructing premodifier shop name phrases. See (79) to (81) below, 79) Sahira Store, 80) Alya Shop, 81) Sevina Swalayan. In (81) the newlycreated term swalayanwhich literally means 'self service' to avoid the use of foreign term super market is used following its attribute Sevina.

### **Others**

Finally there still other products and services are used as premodifier attribute in line with the new or more modern life style. For example the word adventure is used metonmically as the construction head of travel agent business, and perfume is a cosmetic product commonly offered in spite of lipsticks, rouge, etc., and catering for catering business, as shown by (82), (83) and (84) below, 82) Krisna Adventure, 83) Makmur Jaya Parfum, 84) Aditya Catering.

## CONCLUSION

In the earliest time use of Indonesian, before the use of English deeply penetrated the use of Indonesian, there are a lot of shop names that use Indonesian elements as the head of construction in post modifying structure. Some of English or foreign borrowings are adjusted to the Indonesian phonological and orthographic system even though there are many product and service names never follow this rule. After the global era where the use of English getting more and more dominant in line with the invention of communication devices, such as cellular phone and computers and other more modern life style products, the structure of shop names dramatically changes. The deviations of shop names from standard Indonesian structure are getting more and more to find. The head elements, which either still maintain its original forms as well as those already adapted to the Indonesian phonological and orthographic system are structured following English premodifier pattern. In the final stage, some Indonesian words referring to various services and products are also structured emulating English premodifier structure noun phrases, and the Indonesian speakers are getting unaware of this deviations.

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## SUPPLEMENT

List of English Structured Shop Name Phrases in Alphabetical Order

Aditya Catering, Akbar Barber Shop, Aknaf Motor, Aliffi Krudung, Alvin Listrik, Alya Shop, Anas Barber shop, Anugerah Laundry, Ari Buah, Artha Salon, Ber-ingin Cell, Bengkel Mobil Edi, Bilal Tailor, Budi Sayur, Cinta Laundry, Danawan Lestari Meubel, Daru Ban, Daya,

Abadi Furniture, Denina Creative Furniture, D-Lima Cell, D'Noor Cell, Dita Sanggar Rias dan Busana, Family Motor, Fanila Buah, Fara Frozen Food, Ganteng-ganteng Seluler, Global, Elektronik, Happy Salon, Ifa Cell, Ilham Tailor, Jaya Pratama Keramik, Jovan Gordyn, Joko Iwak, Krisna Adventure, Kin's Fashion, Makmur Jaya Parfum, Mari Ban, Mas Ben Juice, Miftah Sayur, Muyegh Barber Shop, Noval Buah, Nita Laundry, Olive Chicken, One Computer, Partner Cell, Raharjo Motor, Restu Mulyo Laundry, Rindu Susu, Sahira Store, Sastro Semongko, Sevina Swalayan, Nina Roti, Noval Buah, Sonia Salon, Susilo Tailor, Valiant Cell, Vinvid Motor, Vinta Salon, Zaka Laundry.