

The Influence of English on Play on Words of Enterprise Namings in Yogyakarta

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Abstract

Even though the spirit of developing and maintaining Indonesian and local languages in Indonesia has been continuously whipped up, the influence of English as a representation of American culture cannot be avoided in every aspect of Indonesian use in the global era. This paper will deal with the exploitation of American cultural elements for naming enterprises in Yogyakarta, such as *Bakso Josh Bush*, *Dodoland (Dodolan)*, *Mc.D (Mancik Dingklik)*, *Kentucku Fried Chiken* which respectively constitute the punning of *George Bush*, *Dodoland*, *Mc Donald*, *Kentucky Fried Chiken*, etc. The discussion will cover various ways or approaches used by the enterprise's owners in creating the pun names, the motivations underlying such namings, and semiotic explanations that motivate the enterprise naming practises.

Keywords

Pun, enterprise, naming

1 Introduction

The getting stronger of English influence on world languages nowadays, as the impact of the more and more important role played by English as the biggest international language, will certainly make those English elements can easily be found in any language. Recently, no one can precisely count how many English words enrich the vocabulary of Indonesian. On the other hand, we can easily number the Indonesian vocabularies which have listed by the lexicographers to mention in their compiled dictionaries. The number of Indonesian words almost remains constant, but the number of English elements of all linguistic levels increases dramatically from time to time. This phenomenon directly indicates that the mutual influence of one language to another is not always equal (Foley, 2001, p. 383). The more socially and politically powerful language will exert a more greater number of borrowings than the less powerful ones. As far as the English borrowings are concerned, the loan elements can be found in any aspects of Indonesian style from the most formal style up to the least formal one (Wijana, 2018). Restrictedly speaking, the influence does not merely come from the standard British English, but also from its other dialects for English nowadays has been so developed and all dialects, mainly the big ones has developed their own characteristics. So, there is British English, Australian English, American English, etc.

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To improve the quality of English learning and teaching in Indonesia, the Indonesian government has done many efforts, one of which is to invite English native speakers from various English speaking countries. As such, the use of English in Indonesia in many parts are marked by the use of its dispersed dialects. In other words, the English dialects that the Indonesian speakers use are greatly determined by the English dialects of the volunteers with whom they study English. Because learning and teaching a language cannot be carried out by neglecting the involvement of its culture, the elements of Western culture are easily found in the use of English, Indonesian, as well as in various local languages in the archipelago. In this global era, cultural contact through the use of English as one of the most influential international languages is unavoidable. However, the broad scope of the matters forces me impossible to bring all western influences into consideration. For the sake of our conference theme, I will focus my attention on the influence of one aspect of American cultural elements reflected in the pun of enterprise naming practice found in Yogyakarta. This paper will hopefully complete the researches have been so far carried out by the experts on humors either on Indonesian or local languages in Indonesia (Wijana, 1995; Surana, 2014).

2 Theoretical Framework

A human being is a peculiar creature. One of the peculiarity is its fondness and ability to play, as well as creating and developing the devices (s)he uses to play. One of those devices is the language or the verbal system they use to communicate. By playing the language, the speakers of any language are able to create various kinds of language play genres, such as riddles, poems, song lyrics, jocular discourses, advertorial catchy phrases, etc. All people, especially those who live in the third millennium are engaged in many kinds of wordplay (Crystal, 1998, p. 1). Some of them are fully enjoyed by the pun, and the other only take mild pleasure of it. With regards to Yogyakarta, where this research is conducted, most of its residents are blessed of amazing ability to play with their language. They have a special term for this activity, i.e. "plesetan" which figuratively means "slipped talk". This fondness is reflected in various kinds of verbal artifacts found in vanity signs, graffiti, T-shirts, murals, and enterprise names as well. Even though the proper names have usually been prepared long before they are given to entities to be named, and selected from linguistic forms that possess good connotative referents, for achieving many kinds of communicative purpose, such as creating jokes, attracting the costumer's attention, etc., the names are created in such ways through word plays. And, the cultural entities to be played are also various and coming from many places of the word, and America is no exception. This phenomenon is essentially a reflection of the big impacts of American culture in Indonesia.

3 Method

All data presented in this paper are collected from enterprise names suspected to exploit play on words (pun) spread in Yogyakarta Specific Region province. All the names are further selected to the ones exploited American cultural entities. These entities are then classified based on its referents, the techniques exploited by the name creators, and finally, a sociolinguistic and semiotic theory are used to explain the motivations underlying the pun enterprise namings.

4 Results and Discussion

4.1 Referents and Punning Techniques

As a consequence of no society can live in isolation without being influenced by other societies in the global era, there are a lot of foreign cultural entities that come from many places found in the use of Indonesian and the local languages in Indonesia. Those influences, especially which are coming from more politically and economically powerful countries, rapidly increase in number day by day. With regard to the influence of American cultural elements played for naming enterprises in Yogyakarta, the referents can be classified into several categories. Those are important leader, places, musician, music group, and business.

America has a lot of famous presidents. Several of them are Abraham Lincoln, J.F. Kennedy, Ronald Reagan, George W. Bush, etc. When President George W. Bush holds the power, there is a small noodle meatball (*bakso*) restaurant near Prambanan joining in the president's fame and popularity by naming the business *Bakso Josh Bush*. *Josh* is spelling violation of the president's given name *George* which accidentally has the same meaning to Javanese word 'jos' which in English can mean 'very good, excellent, extraordinary'. Famous place names are also not to be missed by the business owner in Yogyakarta to create funny enterprise names. For example, Disney Land located in Anaheim, California is a recreation park established on July 11th, 1955. This place becomes the most visited place nowadays. Inspired by this American landmark, a Javanese small shop owner named his/her enterprise located in Wates Street, Yogyakarta *Dodoland*. This name constitutes spelling deviation of Javanese word *dodolan* that means 'selling something'. The inspiring place can also be one located near America. For example, *Barbados*, name of a country in the border of the Atlantic Ocean and the Caribbean Sea which is famous for its tourist industry is deviated to become *Bar Ndobos* which mean 'have just mocked'.

Krishna, one of the biggest Balinese T. Shirts producers, created a T-shirt design, *Barong Stone*. This design is picturing a Balinese masked monster with its sticking out tongue. This design is a copy of, Mick Jagger's behavior, the leading personnel of the famous music group "Rolling Stones". The American influences are not limited in the names of the product. Some famous and trendy business institutions also give their significant impacts. American fried chicken and fast food business institution, such as Kentucky Fried Chicken, McDonald's, and Texas Fried Chicken have a very important role in increasing a lot number small and big fried chicken business in Indonesia, especially in Yogyakarta. Fried chicken stalls with American cooking style are widely spread in the state, such as *Olive Chicken*, *YogyaChicken*, *Rocket Chicken*, etc. Some of the fried chicken stall names are created through wordplay (punning). For instance, *Kentucku Fried Chiken*, *Ken Chik*, and *Manchik Dingklik*. The first is a violation of *Kentucky Fried Chicken* by sound substitution to mean Javanese expression 'is asked to buy', the second is a syllabic reversal of *Chicken*, and the third is a violation of *Mac Donald (Mc. D)*'s abbreviation to stand for Javanese phrase *Manchik Dingklik* 'to seat on stool' to picture the condition of the Javanese fried chicken stall to be compared with the luxury of *Mac Donald* restaurants scattered in many places in Yogyakarta.

In spite of enjoying fried chicken, drinking coffee also becomes a trendy activity in many places in the world. Accordingly, a lot of new coffee cafes are opened in those places, and Yogyakarta is no exception. The cafes offer many kinds of coffee of either foreign or native origin with a much higher price than the coffee drunk in traditional coffee stalls. Some among many of the coffee species are *Kopi Banaran*, *Kopi Robusta*, *Torabica*, *Aceh*, *Kopi Bali*, *Kopi Medan*, etc. And, the labels used to name the coffee cafes are not less interesting to discuss. I found one of the coffee cafe's names which constitutes the result of American cultural influence, i.e. *Debijis Coffee Cafe*. *Biji* as part of the label is accidentally homophonous with Indonesian word *biji* 'seed'. *The Bee Gees* itself is the name of a very famous music group in America in the sixties. This group consists of three personnel Barry, Robin, and Maurice Gibb. *I Started a Joke* and *Massachusetts* are two among many of its popular hits. *Massachusetts*, as one of *Bee Gees*'s popular songs, is used to name an Amateur Radio station in Singaraja (Bali) in the last '60s. Finally, *Michael Jackson*'s nickname *Jacko* is used to name a small restaurant located in Minomartani, *Jacko: Cafe and Resto*. In another place this famous artist's name is created to be *D'jacko* for advertising *Es Kepala*, *Milo's* chocolate drink product.

With regards to the language and the techniques exploited to create pun enterprise names in Yogyakarta, mostly the names are created in such way from Javanese words to nearly or totally homophonous with the English words. Some of the homophonous pairs show very funny spelling, such as *Dodoland*, *Josh Bush*, *Debijis Coffee Cafe*, and *Bar Ndobos*.

4.2 Semiotic Explanation

At a glance, this punning phenomenon happens because of the higher prestige of English compared to Indonesian and Javanese. The language of people with less social and economic power will, tend to borrow linguistic elements from the language of a more powerful society. According to Scott (1985), every domination will tend to raise resistance (Wijana, 2014). In his opinion, in case of pun enterprise names, the funny name creation is actually a weapon of the weak, a society or a group of people with the less powerful social economic condition for struggling against the strong, a society or a group of people with the more powerful social, economic, and political condition. The punning creations, in term of Halliday's conception, will yield phonological and grammatical metaphors (Halliday, 1978, p. 175).

5 Conclusions

Even though only a few data to get, the big impact of American culture in the use of Indonesian or Javanese is clearly seen. Some of the enterprise names found in Yogyakarta are created through cleverly and wittily violating the spelling and or the sound in whole or in part of the popular names of American leaders, landmarks, musicians, and music groups. The funny names which at glance just look like common puns, actually constitute a weapon owned by the dominated cultures for struggling against the dominating ones

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