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Linguistic Analysis of How Hotel is Named in Berastagi: A Semantic Analysis

Juwita Pobian Lubis[1,] Muhammad Yusuf[2]*, Dian Marisha Putri[3]

[1, 2,3] *Universitas Sumatera Utara*

Abstract. This research aims to analyze hotel names and provide valuable information on semantics analysis regarding of hotel names in Berastagi. The method of this research was qualitative content analysis, which aimed of the research was to describe the lexical meaning compared with toponymy, the pattern and name classifications of hotels in Berastagi. The data collection was done by observation, interview, and documentation. Based on the result of the study, the findings revealed that the lexical meaning found varied related to the Cambridge Dictionary and KBBI V. The toponymy meaning of hotel names is also various associated with the cultural values of the people in Berastagi Sub-district. Some hotel names use Bahasa Indonesia, Karo, English and some are mixed. The dominant hotel names use Indonesian noun phrases with noun + noun patterns. There are six names classification used, i.e (1) Naming Based on Place, (2) Naming Based on Distinctive Characteristics, (3) Naming Based on Mention Apelativa, (4) Naming Based on Inventor Hope, (5) Naming Based on Mention of Parts (Sinecdoche), (6) Shortening (Abbreviation).

Keyword: Semantics, Toponymy, Hotel names, Naming, Lexical meaning

1 Introduction

Berastagi is one of the tourism place in North Sumatera. It is a small town located in the highlands near the Sibayak and Sinabung mountains. Berastagi is famous for its natural beauty, including volcanoes, fruit plantations and traditional markets. Because of this, Berastagi Sub-district has become a popular tourist destination in North Sumatra, and there are many hotels available for tourists who want to stay there.

*Corresponding author at: Universitas Sumatera Utara

E-mail address: yusuf_my@usu.ac.id

The name of a hotel is one of its distinguishing features. There are many different hotel names classification. The naming of the hotels is not just a name, but a component representation related to product identity, service and everything about the hotels. Some hotels also use a mix of languages in their names, such as Grand Mutiara Hotel, Suite Pakar Hotel, Sinabung Hills Hotel and many more. Not only the national language, but several hotels also use local languages depending on location and local residents who live there, such as Hotel Tiga Berastagi, which comes from the Karo language, which means market, as well as Uluna Hotel, which means basis and source.

The language used for naming a place usually contains a special meaning. The naming of objects, may be based on the characteristics and characteristics that stand out from the object, for example physical or non-physical characteristics; or it may also refer to positive hopes that its citizens have the efforts and mentality that go together and are in line with the meaning behind the name.
Naming is one of the language's functions. According to Djajasudarma (2012), names emerge as a result of complex and diverse human life and the various nature surrounding humans. Names are words that serve as labels for every creature, object, activity, and event in the world, and they emerge in the complex and varied lives of people (Darheni, 2010; Munazar, 2016; Palmer, 1981). Names function as a distinguishing feature in this context.

A number of studies have been carried out regarding of naming such as the semantics of nicknames of the American presidents (Gladkova, 2002), market names in Medan: a natural semantic metalanguage study (Damanik & Mulyadi, 2020) naming culinary in Mandailing society: a culinary linguistic approach (Rahmawati & Mulyadi, 2021), name of village in south Tapanuli regency: an anthropolinguistic study (Siagian & Sibarani, 2022) and many more.

As previously explained, it can be said that there is something different from this research with previous studies, which lies in the research object that focuses on analyzing an object, namely the name of the hotel, where there is no research related to the object. Thus, the researcher feels that his research is different from other studies. Therefore, the researcher raised this discussion in order to provide an update regarding the analysis of object names, namely hotels in Berastagi based on a general semantic study.

2   Literature Review

The study of meaning in language is known as semantics. We all know that language is used to express meanings that others can understand. However, meanings exist in our minds, and we may represent what is in our minds through spoken and written language (as well as gestures, action, and so on). Semantics is the level of linguistic study that examines meaning. Meaning is inextricably linked to the human capacity to think clearly and understand. So, when we try to analyze meaning,

we are attempting to comprehend our own capacity to think and generate meaning. The lexical meaning of a word is the core, basic meaning that is typically stated in dictionaries. This meaning is frequently linked to the word's form, which includes its sounds, spelling, and morphology (Bloomfield, 1933).

Onomastic is the term used to describe name knowledge (Crystal, 2008; Sibarani, 2015; Sudaryat, 2006). There are two parts of onomastic; toponymy is the study of place names, and anthroponym, the study of a person's name or a name. The word "anthroponym" is derived from the Greek word "anthropos," which is used to refer to a person's name or other personal identifiers (Koopman 2002: 10 in Makondo, 2009).

Toponymy is the study of place names, along with their history, etymology, and application. It examines the linguistic, cultural, and historical influences that have shaped the names of both natural and man-made aspects of the environment, such as mountains, rivers, towns, and streets. The naming of objects, may be based on the characteristics and characteristics that stand out from the object. Names are words that become labels for every creature, object, activity, and event in this universe and names exist in complicated and varied human lives (Darheni, 2010). In this case, names serve as a marker to distinguish one another. Name is also a coded term, because it may be modified and name is also a free creation by someone who gives it. (Lévi-Strauss in vom Bruck & Bodenhorn, 2001)

The naming of objects, may be based on the characteristics and characteristics that stand out from the object, for example physical or non-physical characteristics; or it may also refer to positive hopes that its citizens have the efforts and mentality that go together and are in line with the meaning behind the name. There are ten naming classification according to Sudaryat (2006) namely (1) sound imitation (onomatopoeia), (2) mention of parts (sinecdoche), (3) mention of distinctive characteristics, (4) mention of apelativa, (5) mention of places, (6)mention of materials, (7) mention of similarity, (8) shortening (abbreviation), (9) new names, (10) terminology.

3   Method

The researcher used a qualitative method because the data of this research are delivered in the form of words or phrases. The method is applied by giving description about lexical meaning and topnymy, pattern and naming classification appear in hotel names in Berastagi. Miles et al., (2014) said "Qualitative data are a source of well-grounded, rich descriptions and explanations of human processes".

Dornyei (2007), qualitative content uses a varied variety of data sources, including recorded interviews, various kinds of text (for example, field notes, journal and diary entries and documents), and photographs. The data collection was done by observation, interview, and documentation.

4   Result and Discussion

a. Lexical Meaning, Toponymy and Pattern Analysis

The researcher analyzed the lexical meaning, toponymy and pattern of the hotel names. Based on 26 data collected by researcher, the meanings were found:

Table 1. Lexical meaning, toponymy and pattern of hotel names in Berastagi

No.	Hotel Names (Pattern)	Lexical meaning and Toponymy
1.	Suite Pakar (English + Indonesia)	Lexical Meaning /Suite/ (n) is set of connected rooms, especially in a hotel (Cambridge Dictionary). Meanwhile, /pakar/ (n) is a person which in KBBI V means expert; specialist.rooms. Toponymy Suite is a term of hotel and Pakar is an abbreviation of Padang and Karo
2.	Sopo Bona (Batak + Batak)	Lexical Meaning /Sopo/ (n): house. The word house means a residential building (KBBI V). Next, /bona/ (n): beginning. Beginning in KKBI version V means the very first. Toponymy Sopo in the Batak language means Home and Bona is the name of the hotel owner.
3.	Sibayak Internasional (Karo + Indonesia)	Lexical Meaning /Sibayak/ (n): king. The word king means supreme ruler in a kingdom (usually obtained as inheritance); a person who heads and governs a nation or state (KBBI V). Next /internasional/ (a): concerns the nation or country throughout the world; between nations. Toponymy Sibayak is one of the active volcanoes in the Berastagi sub-district in North Sumatra, which is administratively included in Karo Regency. The naming of Hotel Sibayak Internasional is based on the place adjacent to the mountain.
4.	Sinabung Hills	Lexical Meaning

	(Karo + English)	/Sinabung/ (n): comes from word *sinabun* that means clean using water or other liquids, usually with soap. Meanwhile, /hill/ (n) is an area of land that is higher than the surrounding land (Cambridge Dictionary). Toponymy Sinabung is one of the active volcanoes in the Berastagi sub-district in North Sumatra, which is administratively included in Karo Regency. The naming of Sinabung Hill is based on the place adjacent to the mountain.
5.	Rudang (Karo)	Lexical Meaning /Rudang/ (n): flower. The word flower means the part of the plant that will become fruit, usually has a beautiful color and smells good; flower (KBBI V). Toponymy The meaning is same. The naming of Rudang Hotel based on the owner who like flowers.
6.	Uluna (Karo)	Lexical Meaning /Uluna/ (n): beginning. Beginning in KKBI version V means the very first. Toponymy Uluna Hotel which means 'source' which is expected to be a source of fortune for the owner.
7.	Grand Mutiara (English + Indonesia)	Lexical Meaning /Grand/ (adj) is important and large in degree (Cambridge Dictionary). Next, /mutiara/ : is a pearl. Pearl are round and hard, come from pearl shells, formed because objects or sand enter the body of the shell and are then covered by the epidermis. (KBBI V). Toponymy Grand Mutiara hotel is called grand because previously the hotel was only one-star rating but now it is getting bigger and changed to three-star rating. Grand which is the characteristic of the hotel. Hotel Grand Pinus surrounded by pine trees so that it becomes that characteristic.
8.	Kalang Ulu (Karo + Karo)	Lexical Meaning

		/Kalang/ (n): prop. The word prop means objects that are inserted as a pedestal so that they are upright or not lame (KBBI V). Next, /ulu/ (n): head. Head in KKBI version V means the part of the body above the neck (in humans and some types of animals is the location of the brain, center of nervous tissue, and some sensory centers).
		Toponymy Hotel Kalang Ulu, word 'Kalang Ulu' means 'pillow or headrest, as the part of the hotel's equipment.
9.	Mexico (English)	Lexical Meaning /Mexico/ (n) is a country in southern North America (Cambridge Dictionary). Toponymy Hotel mexico, named mexico because the hotel's colors and design theme are similar to the colors of the Mexican flag, namely red, yellow and green as a unique characteristic.
10.	Bukit Kubu (Indonesia + Indonesia)	Lexical Meaning /Bukit/ (n): hill. The word hill means heaps of earth higher than the surroundings, lower than the mountains (KBBI V). Next, /kubu/ (n): fortress. Fortress in KKBI version V means building shelter or defense (from enemy attacks). Toponymy Hotel Bukit Kubu named because it is located close to the Bukit Kubu tourist spot.
11.	Tiga Berastagi (Karo + Indonesia)	Lexical Meaning /Tiga/ (n): market. The word market means a place where people buy and sell; week. The forces of supply and demand, where sellers wish to exchange goods or services for money, and buyers wish to exchange money for goods or services (KBBI V). Next, /berastagi/ (n): is a sub-district in Karo. Toponymy Hotel Tiga Berastagi named based on a place. In the Karo language, the word /tiga/ means market, and the hotel is also adjacent to the market.
12.	Green Garden (English + English)	Lexical Meaning /Green/ (n) is of a colour between blue and yellow; of the colour of grass (Cambridge Dictionary).

		/Garden/ (n) is a piece of land next to and belonging to a house, where flowers and other plants are grown, and often containing an area of grass (Cambridge Dictionary).
		Toponymy
		The naming classification of Green Garden Hotel is based on mention distinctive characteristics. There is a green garden inside the hotels and become the characteristic of the hotel.
13.	Miranda (Indonesia)	Lexical Meaning
		/Miranda/ (n) is uranus's moon, which is about 480 km in diameter, is the celestial body that has the most uneven surface (KBBI V).
		Toponymy
		Hotel Miranda named Miranda which is the owner of the hotel.
14.	Rosse (English)	Lexical Meaning
		/Rose/ (n) is a plant or garden plant with thorns on its stems and pleasant-smelling flowers, or a flower from this plant (Cambridge Dictionary).
		Toponymy
		Rosse is the name of the daughter of the hotel owner.
15.	Kaliaga (Karo)	Lexical Meaning
		/Kaliaga/ (n): overflow. Overflow means a shot spilled because it was so full; overflow (KBBI V).
		Toponymy
		Hotel Kaliaga means 'overflow' in Karo language. The owner hopes that with the name 'overflow', his fortune will abound
16	Ginsata (Hindi)	Lexical Meaning
		/Ginsata/ (n): hope. Hope means to want something to happen or to be true, and usually have a good reason to think that it might.
		Toponymy
		In Karo, Ginsata stands for Ginting Sada Kata, which is one of the clans in the Karo tribe
17.	Grand Pinus (English + Indonesia)	Lexical Meaning

		/Grand/ (adj) is important and large in degree (Cambridge Dictionary). Meanwhile /pinus/ (n) is a tree commonly planted on mountain slopes, its leaves are like needles; eru; pine wood (KBBI V). Toponymy Hotel Grand Pinus named because it surrounded by pine trees so that it becomes that characteristic.
18.	Raya (Indonesia)	Lexical Meaning /Raya/ (adj): large (limited use): nature (jagat); rhinoceros; day; road; full moon; jungle (KBBI V). Toponymy Raya Hotel is named Raya because of its location in Raya Village, which is in the Berastagi sub-district, Karo Regency.
19.	GM Panggabean (Indonesia + Indonesia)	Lexical Meaning /GM/ (n) is the abbreviation of the name of Gerhard Mulia. Meanwhile /panggabean/ is one of the clans of the Batak tribe. Toponymy Hotel GM Panggabean named GM Panggabean which is the owner of the hotel
20.	Permata Ivana (Indonesia + Indonesia)	Lexical Meaning /Permata/ (n) is gemstone. Gemstone is a beautifully colored precious stones such as diamonds, diamonds, patchouli (KBBI V). Next, /ivana/ (n) means God is the most merciful and gracious. Toponymy Hotel Permata Ivana that was named according to the inventor
21.	Latersia (Karo)	Lexical Meaning /Latersia/ (N) is from the combination of words /la/ and /tersia/ in Karo language. /La/ means no and /tersia/ means useless. So, Latersia is something that no in vain. Toponymy Hotel Latersia is a hotel name that is based on the owner's expectations, which means it is not in vain and gives benefits.
22.	Alloyna Country	Lexical Meaning

	(Indonesia + English)	/Alloyna/ (n) no lexical meaning found but it is one of the band in Indonesia. Next, /country/ (n) is a wide-ranging style with primitive furniture, muted colors, milk-paint finishes and vintage fabrics.
		Toponymy
		Alloyna Country is named country because the design, furniture and theme of the hotel is imitating vintage style i.e. country
23.	Grand Orri (Indonesia + Indonesia)	Lexical Meaning
		/Grand/ (adj) is important and large in degree (Cambridge Dictionary). Next, /orri/ : no lexical meaning found but it is one of the street in Berastagi.
		Toponymy
		Grand Orri is named Orri because located in Jl. Orri
24.	Dien Karona (Indonesia + Karo)	Lexical Meaning
		/Dien/ (n) no lexical meaning found. Next, /karona/ (n) Karo people orpeople with the Karo-Karo surname.
		Toponymy
		Hotel Dien Karona is named because the owner is Mohammad Dien and Karona belongs to Karo tribe.
25.	Kita Dieng (Indonesia + Indonesia)	Lexical Meaning
		/Kita/ (n) plural first person pronouns, which speak together with other people including the one being spoken to (KBBI V). Next, /Dieng/ (n) dieng is an area in the center of Central Java which has unique geological, historical and agricultural characteristics.
		Toponymy
		Hotel Kita Dieng, Kita is the nickname of the hotel owner, Nikita. Dieng is the origin of the hotel's name founder. Dieng is an area in the center of Central Java.
26.	Enasti (Indonesia)	Lexical Meaning
		No lexical meaning found.
		Toponymy
		Enasti is the name of the children of the hotel owners who start with the letter E and have the surname Nasution, so the owner is abbreviated as Enasti.

The lexical meaning found is various related to Cambridge Dictionary and KBBI V. The toponymy meaning of hotel names is also various associated with the cultural values of the people in Berastagi Sub-district. To explain the meaning of hotel names using semantic theory of lexical meaning and onomastics. Some hotel names use Bahasa Indonesia, Karo, English and some are mixed.

b. Naming Classification

There were six name classification of hotel names in Berastagi, namely naming hotels based on place, naming based on mention apelativa, naming based on characteristics, naming hotels based on mention of parts and shortening (abbreviations). The following is the elaboration of each hotel names in Berastagi.

1. Naming Based on Place

   The site of origin or discovery of anything might be used to name an object. Hotel names classified by location or place include Hotel Sibayak Internasional and Hotel Sinabung Hills. Sibayak is one of the active volcanoes in North Sumatra's Berastagi sub-district, along with Mount Sinabung, which is officially part of Karo Regency. The names of the hotels, Hotel Sibayak Internasional and Hotel Sinabung Hills, are derived from the location near to the mountain. Also nearby is Hotel Bukit Kubu, which is adjacent to the Bukit Kubu tourist attraction. Hotel Tiga Berastagi is likewise named after a location. The term /tiga/ means market in Karo, and the hotel is located near to the market. Grand Orri is named Orri because it is located on Jl. Orri. Raya Hotel is named after Raya Village in Karo Regency's Berastagi sub-district.

2. Naming Based on Distinctive Characteristics

   Naming based on a characteristic is derived from a characteristic meaning known as an adjective, which compels the noun because of its dominant nature, so that the adjective becomes the noun's name. When conversing, the use of language results in the conveyance of meaning, namely the shift of adjectives to nouns. According to Sudaryat (2006), the Green Garden Hotel's name categorization is based on the distinguishing qualities. Inside the hotel, there is a green garden that has become a trademark of the establishment. Also titled Mexico because the hotel's colours and design motif are comparable to the colours of the Mexican flag, notably red, yellow, and green, as a distinguishing feature. The Grand Mutiara hotel is termed grand since it was once just one-star rated, but it has now grown to three stars. The hotel is distinguished for its grand style. Hotel Grand Pinus is surrounded by pine trees, giving it its distinctive appearance. Hotel Alloyna

Country is termed country because the hotel's decor, furnishings, and theme are reminiscent of old style, i.e. country.

3. Naming Based on Mention Apelativa

Many object names are derived from the name of the creator, the name of the manufacturer, or the name of a historical event. Based to this research, there are eleven hotel names that are based on apelativa; Hotel GM Panggabean is named after the hotel's owner, GM Panggabean. The hotel owner's daughter's name is Rosse.The creator called the hotels; Hotel Rosse. Hotel Miranda, and Hotel Permata Ivana also named based on the owner's name. Hotel Kita Dieng, Kita is the nickname of the hotel owner, Nikita. Dieng is the origin of the hotel's name founder. Java has distinct geological, historical, and agricultural features. Sopo means "home" in Batak, and Bona is the name of the hotel's owner, hence the Sopo Bona Hotel is included in the apelativa. Rudang is a Karo word that meaning "flowers." Rudang Hotel was named after the owner, who enjoys gardening. Hotel Dien Karona is named after its owner, Mohammad Dien, and the Karo tribe.

4. Naming Based on Inventor Hope

Several hotel owners stated in interviews that the name of the hotel represented their desire for the future. The Karo word for 'overflow' is Hotel Kaliaga. The owner expects that the moniker 'overflow' would bring him good fortune. Hotel Latersia is a hotel name based on the owner's aspirations, which means it is not in vain and provides advantages, similar to the Uluna Hotel, which means'source' and is intended to bring the owner good fortune.

5. Naming Based on Mention of Parts (Sinecdoche)

In the field of literature, there is the term pars pro toto, which is a style of language that mentions parts of an object or thing, even though what is meant is the whole. The name of an item or idea based on a portion of the entity is often based on the qualities or what stands out from that object and what is publicly known about it. Hotel Kalang Ulu, for example, the name 'Kalang Ulu' means 'cushion or headrest,' as part of the hotel's equipment.

6. Shortening (Abbreviation)

In this recent language development, many words were formed as a result of combining elements of initial letters or syllables from several words combined into one. Suite Pakar Hotel is also named after its owner. Pakar is an abbreviation of Padang and Karo. The owner is a husband and wife who come from the Padang and Karo tribes. Enasti are the names of the children of the hotel owners who start with the letter E and have the surname Nasution, so the owner abbreviated as Enasti. Hotel Ginsata named Ginsata which is abbreviation for Ginting Sada Kata, the surname of the founder of the hotel.

The following findings from the analysis of naming classification of hotel names in the form of a table below:

Table 2. Number of hotel naming classification

No.	Naming Classification	Number
1.	Naming Based on Place	6
2.	Naming Based on Distinctive Characteristics	5
3.	Naming Based on Mention Apelativa	8
4.	Naming Based on Inventor Hope	3
5.	Naming Based on Mention of Parts (Sinecdoche)	1
6.	Shortening (Abbreviations)	3

From the table above, it can be concluded that the classification of hotel names in Berastagi is very diverse. Some of names based on places, distinctive characteristics, mention apelativa, mention of parts, shortening (abbreviation) and naming based on inventor hope. The most classification of names is based on mention apelativa.

5   Conclusion

The lexical meaning found is various related to Cambridge Dictionary and KBBI V. The toponymy meaning of hotel names is also various associated with the cultural values of the people in Berastagi Sub-district. To explain the meaning of hotel names using semantic theory of lexical meaning and onomastics. Some hotel names use Bahasa Indonesia, Karo, English and some are mixed.

It can be concluded that the classification of hotel names in Berastagi is very diverse. There are six names classification used, i.e (1) Naming Based on Place, (2) Naming Based on Distinctive Characteristics, (3) Naming Based on Mention Apelativa, (4) Naming Based on Inventor Hope, (5) Naming Based on Mention of Parts (Sinecdoche), (6) Shortening (abbreviation). All data is analyzed according to the theory used.

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