



MORPHOLOGICAL PROCESSES IN THE NAMING OF BATAK RESTAURANTS IN BANDUNG CITY

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KEYWORD

Batak Restaurant Names;
Bandung City;
Morphological Processes.

ABSTRACT

The purpose of this study is to identify the morphological processes used in the naming of Batak restaurants in Bandung City and to reveal the forms of linguistic practices reflected in these names. The research focuses on identifying and classifying word-formation processes through semantic analysis of the names of Batak restaurants. This study employs a descriptive qualitative research design, utilizing data consisting of Batak restaurant names obtained through observation and documentation techniques. The data were analyzed by grouping linguistic elements based on their morphological processes, which include affixation, lexical composition, and other morphological processes. The results indicate that in the naming of Batak restaurants, lexical composition is the most dominant pattern, particularly through the combination of Batak and Indonesian language elements. Additionally, the use of specific affixes serves to emphasize local identity while reinforcing the naming function as a business identifier. These findings indicate that the naming of Batak restaurants reflects business owners' strategic tendency to construct ethnic identity through linguistic structures. This study is expected to contribute to the development of applied morphology and onomastics by presenting culinary business naming data as a relevant and contextual source for linguistic analysis.

INTRODUCTION

Naming is a linguistic practice that functions as a means of identification as well as a representation of social and cultural meaning. In the culinary realm, restaurant names serve as linguistic markers that connect products, ethnic identity, and business owners' communication strategies to the public. Culinary business names can be understood as linguistic units formed through the selection of specific linguistic structures and reflecting systematic word-formation processes. From a morphological perspective, the naming of restaurants constitutes productive linguistic data because it contains elements of affixation, composition, and other lexical forms that demonstrate word-formation patterns in real-world social practice (Plag, 2020). A study of the names of ethnic restaurants, particularly Batak restaurants in Bandung, provides an analytical framework for exploring how morphological structures are used to affirm cultural identity through language.

The presence of these restaurants in the heart of Bandung is inseparable from the history of Batak migration to various regions across Indonesia, including West Java, for the purposes of work, education, or simply entrepreneurship. The Batak people are essentially one large group divided into five main sub-ethnic groups: Toba, Karo, Mandailing, Simalungun, and Pakpak. Each sub-group possesses its own unique cultural characteristics. These differences are evident in many aspects, ranging from traditional house designs, kinship systems, traditional attire, to the rich variety of their cuisine. This study specifically examines the names of

Karo Batak restaurants because this subethnic group's food businesses are the most prevalent in the city of Bandung. Based on field data, there are currently around 20 Karo restaurants operating across various parts of the city.

The Batak cuisine served features a distinctive characteristic through the use of a famous local spice, namely andaliman (*Zanthoxylum acanthopodium*), or more commonly known as "Batak pepper." The dishes typically served at Batak restaurants include BPK (Karo-style roasted pork), arsik (yellow-spiced carp), saksang (minced meat seasoned with blood and spices), ayam napinadar, mie gomak (the Batak version of spaghetti), and many more. These dishes are renowned for their complex and robust flavors. The taste profile is truly distinctive, ranging from sharp spiciness, sweetness, refreshing acidity, to a deep savory richness (Rahman, 2023).

Numerous studies on the culinary industry have been conducted. Research on restaurant names explores the relationship between language, identity, and commercial strategies in multicultural public spaces (Backhaus, 2021; Gorter & Cenoz, 2022). A study of the linguistic landscape of culinary business names in urban areas of Indonesia also reveals the symbolic and informative functions of language in constructing ethnic and local identities (Yahelissa et al., 2023). Furthermore, semantic research on the naming of traditional foods emphasizes the relationship between lexical meaning and the cultural values attached to culinary products (Sujiono & Anggita, 2021). Nevertheless, most of these studies have focused primarily on the meaning, social function, or visual representation of language in public spaces, while the internal structure of words resulting from morphological processes has not been the main focus of analysis.

This situation indicates a research gap in linguistic studies, particularly regarding morphological analysis of ethnic culinary business names. Previous research tends to position restaurant names as semantic objects or linguistic landscapes, so that aspects of word formation, types of morphemes, and the patterns of morphological processes shaping business names have not been thoroughly discussed. In fact, morphological analysis can reveal trends in linguistic productivity as well as the linguistic strategies used by business owners in designing names that possess identity and appeal. Therefore, this study is expected to enrich linguistic research, particularly in the field of morphology, regarding the naming of Batak restaurants in the city of Bandung.

Morphology is a branch of linguistics that studies the internal structure of words and the processes by which they are formed through the combination of morphemes, the smallest meaningful units. In contemporary linguistic studies, morphology is understood as a system that explains the productivity of linguistic forms, the relationship between form and meaning, and the mechanisms for forming new lexemes in various contexts of language use (Plag, 2020; Lieber, 2021). Morphological processes such as affixation, compounding, and reduplication play a crucial role in the formation of words that serve both identificatory and communicative functions. Analysis of word-formation processes in the social domain shows that lexical composition and affixation are frequently used strategies in naming, including the naming of commercial entities, as they can simultaneously convey information, identity, and appeal (Aronoff & Fudeman, 2020).

Affixation involves the combination of a root or base morpheme with an affix to form a more complex linguistic unit. Affixes are divided into four types: prefixes, infixes, suffixes, and confixes. In addition to affixation, composition or the formation of compound words is also a morphological process that combines two or more base forms to create a new lexical unit. According to Kridalaksana (2008 in Kurniati 2025), compound words possess a unity of meaning that is not always derivable from their constituent elements, with the main characteristics being non-insertion, non-extensibility, and non-reversibility (Kridalaksana, 2007 in Kurniati 2025). In the context of the linguistic landscape, this process reflects the linguistic strategies of business actors in creating names that are concise, easy to remember, and reflect social and cultural identities in the public sphere. Another word-formation process is reduplication. Reduplication is a morphological process involving the repetition of the base form, whether in full, in part, or with sound changes (Siregar, 2020). Therefore, the analysis of morphological processes in the naming of Batak restaurants provides a strong theoretical foundation for understanding the relationship between language structure, cultural identity, and culinary business naming practices in a multilingual society.

METHOD

This study employs a descriptive qualitative approach, with the research subject being the names of Batak restaurants located in the city of Bandung. The descriptive qualitative approach is used to explain linguistic phenomena based on natural data within the context of language use (Creswell, 2021). The research data consists of linguistic units found in the naming of Batak restaurants, collected through direct observation at the research site as well as documentation of signboards and written media displaying business names on several streets in the city of Bandung.

The collected data were analyzed using morphological analysis methods through the stages of form identification, classification of word-formation processes, and interpretation of the emerging morphological structures, including affixation, lexical composition, and other morphological processes found in the data (Plag, 2020). The presentation of the analysis results was conducted using an informal method, namely a descriptive exposition using textual descriptions to explain word-formation patterns and morphological process trends in the naming of Batak restaurants in Bandung, Paidia (in Anam S., et al., 2024).

RESULTS

Based on the results of the observation, 20 Batak restaurants were found scattered throughout the city of Bandung. This study focused its analysis on 10 restaurants, considering that the other data showed similar naming patterns. The following are the data and analysis of Batak restaurants in the city of Bandung.



Figure 1. Lapo Siagian



Figure 2. Naraja, rumah makan khas Batak



Figure 3. Pinukka Catering & Resto



Figure 4. BPK Gundaling



Figure 5. RM Khas Batak (Lapo Horas)



Figure 6. Lapo Partuguan



Figure 7. BPK Lima Serangkai



Figure 8. BPK Inganta Jumpa



Figure 9. BPK Suka Rede



Figure 10. RM BPK Mariman

Table 1. Names and adress of the Restaurants

No.	Name	Note
1.	Lapo siagian	Jl. H. Hasan No.19A, Lebakgede, Kecamatan Coblong, Kota Bandung, Jawa Barat 40132
2.	Naraja	Jl. Banda No.35, Citarum, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40115
3.	Pinukka catering & resto	Jl. Naripan No.127-131, Kb. Pisang, Kec. Sumur Bandung, Kota Bandung, Jawa Barat 40112
4.	RM. Gundaling	Jl. Bagusrangin No.126/50, Lebakgede, Kecamatan Coblong, Kota Bandung, Jawa Barat 40132
5.	Lapo Horas	Pertigaan Hotel El Royal, Jl. Lembong No.20, Braga, Kec. Sumur Bandung, Kota Bandung, Jawa Barat 40111
6.	Lapo Partugoan	Jl. Sarimanah No.61, Sarijadi, Kec. Sukasari, Kota Bandung, Jawa Barat 40151
7.	BPK Lima Serangkai	Ruko PME, Jl. Surapati No.235A, Sukaluyu, Kec. Cibeunying Kaler, Kota Bandung, Jawa Barat 40123
8.	BPK Inganta Jumpa	No 211 C, Jl. Cikutra, Neglasari, Cibeunying Kaler, Bandung City, West Java 40123
9.	Rm suka Rede	3HFG+744, Jl. Soekarno-Hatta, Wr. Muncang, Kec. Bandung Kulon, Kota Bandung, Jawa Barat 40211
10.	BPK Mariman	4H9H+FMV, Jl. Terusan Prof. DR. Sutami, Sarijadi, Kec. Sukasari, Kota Bandung, Jawa Barat 40151

DISCUSSION

1. Lapo Siagian

Morphologically, *Lapo Siagian* is a nominal phrase formed by the combination of two free morphemes, namely *lapo* and *Siagian*. The lexeme *lapo* originates from the Toba Batak language, meaning ‘warung’ (small eatery), and functions as the head noun, denoting a type of place or culinary business, while *Siagian* is a noun representing a Batak clan name that functions as an explanatory attribute. The combination of these two elements does not involve affixation, reduplication, or morphological compounding, but rather through a phrasal composition following the N + N pattern. Morphosyntactically, this construction is endocentric and attributive with a possessive–identificatory semantic relationship; thus, *Lapo Siagian* can be interpreted as ‘a warung owned by the Siagian clan’.

2. Naraja, a Traditional Batak Restaurant

Morphologically, *Naraja* is a lexical form derived from the Batak phrase *na raja*, composed of the elements *na* ‘the’ and *raja* ‘king’. The element *na* functions as a relative marker attached to the noun *raja*, thereby forming the meaning ‘who is a king’ or ‘of a royal nature’. Through the process of phraseal compaction or lexicalization, the phrase *na raja* is realized as a single, unified form—*Naraja*—as the name of the restaurant.

In the context of naming traditional Batak restaurants, *Naraja* is not interpreted literally as a status of power but symbolically represents the values of grandeur, honor, and the highest quality. This naming serves as a semantic strategy to build the restaurant’s image as a dining venue that positions customers as “kings”—in terms of service, taste, and prestige—while simultaneously reinforcing Batak cultural identity within the culinary sphere.

3. Pinukka Catering & Resto

Morphologically, *Pinukka Catering & Resto* is a name formed through a combination of morphological processes and language borrowing. The element *pinukka* originates from the Batak base lexeme *pungka*, meaning ‘first,’ which then undergoes infixation with the insertion of *-in-*, forming *pinukka*, which means ‘the one that becomes first.’ This form serves as a symbolic marker of identity, representing the claim to be the first Batak restaurant established in the city of Bandung.

Meanwhile, the elements “catering” and “resto” are lexical borrowings from English and Indonesian, respectively, and function to describe the type of business. The combination of local and modern borrowed elements in this name reflects a naming strategy that integrates Batak cultural identity with an urban market orientation, while also affirming the business’s position within the realm of contemporary cuisine.

4. BPK Gundaling

Morphologically, the name *BPK Gundaling* is formed through an acronym and toponymy. *BPK* stands for *babi panggang karo*, which signifies both the main menu item and the culinary identity of the Karo Batak. Meanwhile, *Gundaling* is the name of a tourist destination in North Sumatra province and is used as a toponymic marker in the restaurant’s naming.

In the case of Batak restaurants in the city of Bandung, the name *Gundaling* does not refer to an actual geographical site but is symbolically used to evoke associations of cultural memory, authenticity, and collective connection to the homeland of the Batak Karo people. Therefore, the construction of *BPK Gundaling* represents a naming strategy that combines culinary markers and place markers to create an image of cultural authenticity in an urban restaurant.

5. RM Khas Tapanuli (Lapo Horas)

Morphologically, *RM Khas Tapanuli (Lapo Horas)* is a name formed through several morphological processes. The element *RM* is an abbreviation of *rumah makan* (restaurant), which functions as a business type marker, while *Tapanuli* is a toponymic noun referring to a region in Sumatra and is used as a marker of regional origin within an urban context.

The element *khas* functions as a qualifying adjective for the noun *Tapanuli*. Meanwhile, *Lapo Horas* is a Batak nominal phrase composed of the elements *lapo* ‘warung’ and *horas* ‘greeting’, following the N + N pattern. Thus, the construction *RM Khas Tapanuli (Lapo Horas)* represents a naming strategy that combines the process of shortening, the use of toponymic nouns, and the formation of Batak language noun phrases to mark the identity of Batak restaurants within the urban culinary space in the city of Bandung.

6. Lapo Partuguan

Morphologically, *Lapo Partuguan* is a name formed through the combination of a noun phrase and a process of confixation. The element *lapo* is a Batak noun meaning ‘warung’ and functions as the core of the

phrase. Meanwhile, *partuguan* derives from the root word *togu*, meaning ‘meeting’ or ‘to meet,’ and undergoes a process of confixation with the prefix *par-* to form the noun *partuguan*, which means ‘a place to meet.’

In this construction, *partuguan* functions as a descriptive noun attached to the core element *lapo*. Thus, the name *Lapo Partuguan* was formed to encapsulate the naming strategy for Batak restaurants using phrases and the morphology of the *par-an* prefix, which signifies the socio-functional nature of culinary spaces in an urban context.

7. BPK Lima Serangkai

Morphologically, the name *BPK Lima Serangkai* is formed through a combination of shortening and phrase formation. The element *BPK* is an acronym for Karo-style roasted pork, which serves as a marker for the main dish. Meanwhile, *Lima Serangkai* is a nominal phrase in Indonesian composed of the numeral *lima* and the noun *serangkai*, which syntactically form a single unit of meaning.

In this naming structure, the phrase *Lima Serangkai* serves as a collective identity marker attached to the *BPK* element. Therefore, the name *BPK Lima Serangkai* can be understood as the result of combining an acronym with a nominal phrase to form a complete business identity.

8. BPK Inganta Jumpa

Morphologically, the name *BPK Inganta Jumpa* is formed through a combination of shortening and lexical blending. The element *BPK* is an abbreviation for “Karo-style roasted pork,” which functions as a marker of the main dish category. Meanwhile, *Inganta Jumpa* is a lexical blend composed of the element *inganta* from the Batak language and *jumpa* from Indonesian, which structurally forms a single naming unit.

In this construction, the element *Inganta Jumpa* functions as an identity marker attached to the *BPK* element. Thus, the name *BPK Inganta Jumpa* is formed through a process of shortening and combining cross-linguistic lexical elements.

9. BPK Suka Rede

Morphologically, *BPK Suka Rede* is a name formed by combining an abbreviation and a lexical element. *BPK* is an abbreviation for “Karo-style roasted pork,” used to indicate the main dish served. As for *Suka Rede*, it originates from the Batak language, consisting of the words *suka* and *rede*, which mean ‘enjoys singing’.

These two elements are combined directly without undergoing any other morphological processes. Therefore, the name *BPK Suka Rede* reflects a naming strategy that combines an acronym with a Batak language phrase as an identity marker for the restaurant.

10. RM BPK Mariman

Morphologically, the name *RM BPK Mariman* is formed through a process of shortening and combining lexical elements. The element *RM* is an abbreviation for *rumah makan* (restaurant), which functions as a business type marker, while *BPK* is an abbreviation for *babi panggang Karo* (Karo-style roasted pork), indicating the main dish.

Meanwhile, *Mariman* is a proper noun that functions as an identity marker. These three elements are combined into a single name through lexical combination without involving other morphological processes. Thus, the name *RM BPK Mariman* is formed by the combination of an acronym and a proper noun within the context of a Batak restaurant in the urban culinary scene.

CONCLUSION

This study aims to identify and describe the morphological processes used in naming Batak restaurants in the city of Bandung. Based on the analysis results, the naming of Batak restaurants is formed through several morphological processes, including shortening, phrase formation, lexical composition, the use of toponymic elements, and the combination of Batak and Indonesian language elements.

Among these processes, lexical composition and phrase formation appear to be the most dominant patterns, particularly in the combination of business type indicators, main menu items, and identity markers. These findings indicate that the naming of Batak restaurants utilizes relatively simple yet productive morphological structures to denote business types while simultaneously representing ethnic identity within the urban culinary space. Thus, the research objective of examining morphological processes in the naming of Batak restaurants can be considered achieved.

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