Dual Language of Tourism Place Names in Yogyakarta Toponymy

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KEYWORDS	ABSTRACT
language contact, syntactic adaptation, meaning, toponymy, tourism place names	This research was conducted to explain the syntactic adaptation processes and the meaning of dual languages of tourism place naming in Special Province of Yogyakarta. There are three steps used in this study, namely the data collection which is done by observation. The data analysis used the distributional method and the referential identity method. The presentation of data analysis results used formal and informal methods. The data used in this study were taken from tourism destinations spread across five regencies in the Special Province of Yogyakarta. The results of the analysis in this study indicate that as a result of language contact, tourism places are found using dual languages with generic + specific and specific + generic patterns. In terms of the classification of meaning based on the referents, the names of dual language tourism places are divided into three referents, namely the natural environment, the built environment, and the inhabitants.

INTRODUCTION

Yogyakarta is one of the provinces in Java which is not only known as a student city, but also known as a tourism city. Yogyakarta is one of the preferred vacation destinations for domestic and international tourists. With a total area of 3,133.15 km2, Yogyakarta is able to establish itself as a vacation destination with a wide selection of tourist attractions (BPS Yogyakarta). Yogyakarta offers various types of tourism, such as nature tourism, culinary tourism, cultural tourism, fashion tourism (batik), and many more. Several tourism destination points that are the face of Yogyakarta tourism include Malioboro, Yogyakarta Palace, Beringharjo Market, Tamansari, and Museums. The diversity of tourism destinations is what attracts tourists to visit Yogyakarta.

These tourism destinations are not only unique because of its circumstances or location but also because of the name attached. Even though it is located in Yogyakarta, which is thick with culture and traditions that are always closely held, not all destinations in Yogyakarta use the Javanese language. Some of the tourist destinations listed on the official website of the Yogyakarta Tourism Office actually use foreign languages such as Obelix Hills and Heha Ocean View, even some destinations use two languages to describe the tourism in question, such as Banyu Sumilir Outbound Center and De Mata Trick Eye Museum.

Naming tourist destinations in foreign languages or combining local and foreign languages is often found in tourist destinations that have developed in recent years in Yogyakarta. This phenomenon is a real manifestation of the character of a multilingual society. These people have the ability to communicate using two or more languages (Swann, 2004: 37; Wardhaugh & Fuller, 2006: 83). This condition is common in a large country rich in cultural and historical diversity, such as Indonesia. Even though they have one official language or national language, almost the majority of the people can communicate in two or more languages. The ability to communicate using languages other than Javanese is a must to support tourism potential in the region. So do not be surprised, if the character of the community is also multilingual. In the process of communication between multilingual communities, an event known as language contact occurs.

Appel and Muysken explain that the phenomenon of using two or more languages originates from the contact of different languages (2005: 2). Weinreich (Wardhaugh, 2006: 78) explains that when two or more languages are used alternately by the same speaker, it can be said that there is language contact between these languages. Mackey (Chaer & Agustina, 2010: 115) argues that language contact is the influence of one language on another, either directly or indirectly. This is what underlies the close relationship between language contact and bilingualism. Referring to some of the meanings above, it can be understood that language contact includes all contact events between several languages that allow for changes in the use of language by speakers of the same social context. In Yogyakarta, this language contact phenomenon does not only occur in conversation but can also be found in place names. Language contact in place names is manifested in the use of two languages in mentioning place names such as Suraloka Zoo, Gembira Loka Zoo, Grand Puri Waterpark. Some of the names of these tourism destinations are examples of language contact events in place names.

Names are crucial to understand when it comes to the efficient use of language. Names are used to identify the intended object such as people, places, buildings, or other objects in the process of communicating and exchanging information (Jacub Rais, et al, 2008: 3). Names contain a lot of information regarding their owners, such as people, animals, places, or other objects. Furthermore, not infrequently the name also contains the history, tradition, culture, kinship, ownership, power, and identity of the community where the name was born (Ainiala, 2016: 8; Nyström, 2016: 2). Randall describes that a place name is a word or a series of words that are used to identify the physical features that appear on the surface of the earth which are formed by geographical and climatic activities and which are formed due to efforts or activities carried out by humans. In addition, features on the surface of the sea and planets can also be categorized as place names (2001: 3-4).

The study of place names is known as toponymy. Toponymy comes from the Greek word 'topos' which means a place or surface on the earth and 'onyma' or 'onomia' which means name. In terms of toponymy, it is a study of place naming (Yeoh in Berg and Voulteenahoo, 2017: 73; Hough, 2016: 4; Kridalaksana, 2008: 245). In English it is sometimes referred to as "geographical names" or "place names". In Indonesian, the term "topographical name" is often used (Jacob Rais, 2008: 5).

Sandnes (2016: 6-8) in his journal "Names and Language Contact" explains that if a name is formed due to language contact, there will be several adaptation processes in the linguistic aspect of the name. He further elaborated that at every linguistic level there will be an adaptation process. Several forms of adaptation of a name that is formed as a result of language contact based on aspects of the linguistic level, including phonological adaptation, namely the process of adapting language sound to a name; morphological adaptation, namely the process of adapting the form of names related to affixes; syntactic adaptation, namely the process of adapting the form of the name related to the structure of the name with a generic and specific pattern; semantic adaptation, namely the adaptation of the form of the name related to the translation of one or two elements in a name in an absorption language; Lexical adaptation, namely the process of adapting words in the absorption language by changing words that have similar sounds in the absorption language but not in the semantic aspect.

The discussion of meaning in this study will refer to the identification of meaning in a name as described by Nyström (2016: 9-12). He stated that there are 3 types of meaning to identify a name, including categorical meaning, associative meaning, and emotive meaning.

The study of toponymy in linguistic studies has been carried out by several previous researchers. As is the case with research conducted by Nurul Hidayah (2019) entitled "Toponimi of Beach Names in Yogyakarta". The research only focuses on one type of tourism destination in Yogyakarta: the beach. This study discusses the linguistic form of beach names in Yogyakarta and classifies the meaning of beach names in three aspects,

namely aspects of embodiment, social aspects, and cultural aspects. Another study was conducted by Fajar Erikha (2018), entitled "Twisting Scripts and Dual Languages in Street Name in Indonesia".

Based on several examples of toponymy research that have been done before, very few researchers have conducted toponymy research on artificial tourist attractions. Even though as time goes by lots of new tourist attractions are built and have their own uniqueness in their naming. Especially with the characteristics of a multilingual community, the names pinned on the tourism spots also vary. In this case, there are many tourism places that use two or more languages in their naming. Research on the name of the tourism place then becomes very interesting to study. This research can enrich language knowledge in the field of toponymy.

METHOD

This study used a qualitative approach, namely the method used to understand the linguistic phenomenon being studied. Therefore, this study focused on describing the linguistic data being researched and presenting it in the form of word descriptions, not numbers (Mahsun, 2019: 257). The stages of this research work include (1) data collection, (2) data analysis, and (3) presentation of data analysis results.

At the data collection step, primary data and secondary data were obtained. Primary data was obtained through the observation method, namely by observing to the names of tourism places sourced from several official websites, including the Yogyakarta Special Region Provincial Tourism Office, Bantul Regency Tourism Office, Sleman Regency Tourism Office, Yogyakarta City Tourism Office, Gunungkidul Regency Tourism Office, and Kulonprogo Regency Tourism Office. The researcher sorts the data according to the topic to be reviewed in this study, namely the names of tourism places in the Special Province of Yogyakarta that use two or more languages, then documents these names using note-taking techniques. In addition to primary data, the researcher also used secondary data. The data was obtained by researchers through Instagram social media accounts that contain information about tourism places in Yogyakarta, namely @wisatajogja_, @wonderfuljogja, and @wisatajogjahits. As with primary data, this secondary data collection process also used the observation method and note-taking techniques.

At the data analysis stage, the researcher conducted the analysis in two steps as mentioned by Sudaryanto in his book. The first analysis is an analysis of meaning that uses the referential equivalent method accompanied by the Determinant Element Sort (PUP: *Pilah Unsur Penentu*) technique. The second analysis is the analysis of the form of linguistic adaptation in terms of the syntactic aspect of the name. This analysis used the distributional method with the Direct Elemental Bar (BUL: *Bilah Unsur Langsung*) technique. The distributional method is a language analysis method that uses elements in the language as a determining tool (Sudaryanto, 2015: 25-37). After completing the analysis phase, the results of the data analysis are presented in formal and informal methods the form of word descriptions. The rules are arranged systematically in accordance with the applicable rules.

RESULTS AND DISCUSSION

Based on the analysis carried out, the description of names of tourism places in the Special Region of Yogyakarta will be described in two classifications of tourism place names, namely based on the form of syntactic adaptation of the name and based on meaning. Based on the form of syntactic adaptation, the names of tourism places in the Special Region of Yogyakarta are classified into two patterns, namely the generic + specific pattern and the specific + generic pattern. Based on its meaning, the names of tourism

places in the Special Region of Yogyakarta are classified into three referents, namely the natural environment, the built environment, and the inhabitants.

Syntactic Adaptation of Dual Languages of Tourism Place Names in Yogyakarta

Based on the form of syntactic adaptation, there are two syntactic patterns for the names of tourism places in the Province of the Special Region of Yogyakarta. This pattern refers to the determination of the main language used in the name of the place.

1. **Generic + Specific Pattern**

The generic in this first pattern is in the form of Indonesian, while the specifics are in the form of other languages such as Javanese, Dutch, and English. Generics in the form of Indonesian and specific in the form of Javanese are not new things that can be found in Java, especially in the Province of the Special Region of Yogyakarta. Naming tourism destinations using local languages is a form of effort made by the local government to revive regional languages. The names of tourism places that use the Indonesian generic pattern and the specific Javanese language are Rumah Kukusan, Bukit Lintang Sewu, Jurang Tembelan, Gunung Ireng, Puncak Segoro, Tebing Watu Mabur, Seribu Batu Songgo Langit, and Taman Glugut.

Some names of tourism places use foreign languages to identify their specifics. Fort Vredeburg is one of the tourist spots in the heart of Yogyakarta. This fort uses the Dutch language to identify its form. Vredeburg is a Dutch word that means peace. Vredeburg is not the initial name when this fort was built. After the restoration and repair process was carried out due to the earthquake that occurred, the name of this fort was changed from Rustenburgh to Vredeburg (kebudayaan.jogjakota.go.id). The use of foreign languages in the names of tourism places in the Province of the Special Region of Yogyakarta is closely related to the history that occurred in the past.

In addition to using Dutch, there were also names of tourism places that used Latin, namely Flory Village. The word 'Flory' in the name of the tourism place is Latin which means flowering or growing (https://www.maknaa.com/). The use of Latin as a specific name for tourism places in the Special Region of Yogyakarta is rare.

2. **Specific + Generic Pattern**

Unlike the previous pattern, the generic in the following tourism place names places specific at the beginning and ends with generic. Generic placement at the end can be found in place names that are based on foreign languages, especially English. The use of English as a generic for place names is something that is often found in areas that have the potential to attract international tourists such as Yogyakarta. In this pattern, the specific form varies. There are several specifics to this pattern in the form of regional languages and Indonesian.

Two zoo tourism sites in the Special Region of Yogyakarta used the Indonesian language as their specific form and English as their generic form, namely Gembira Loka Zoo and Suraloka Zoo. Instead of using 'zoo', both places use the word 'zoo' as a generic.

Figure 1 Gembira Loka Zoo (jogja.suara.com)

Figure 2 Suraloka Zoo (suralokazoo.com)

Apart from using the Indonesian language, several names of tourism places that were established in Yogyakarta use the Javanese language as their specific form. This can be seen as one of the government's efforts to preserve regional languages through tourism spots. Some names of places in Yogyakarta that use this pattern are Watu Tapak Camp Hill, Banyu Sumilir Outbound Center, and Perengan Park.

In addition to the use of Indonesian and Javanese as specific forms of place names with English as their generic form. Several names of tourism places in Yogyakarta have specific names that come from two languages, such as Grand Puri Waterpark. Grand Puri as a specific for the generic 'waterpark' comes from two languages, namely English; Grand, and Indonesian; Castle. Apart from that, there are also specifics originating from Dutch and Indonesian, such as the De Mata Trick Eye Museum (visitingjogja.jogjaprov.go.id/wisata-jogja/).

Figure 3 De Mata Trick Eye Museum (www.yogyes.com)

Meaning Classification of Tourism Place Names in Yogyakarta

In addition to the form of syntactic adaptation, the meaning of tourism place names in Yogyakarta will also be analyzed. As stated by Hough (2016, p.2) that there are three types of place name references, namely the natural environment, the built environment, and the inhabitants.

1. **The Natural Environment**

Nature as a place for human life certainly has a big contribution in terms of naming. To identify an existing place, humans often use the natural appearance or environmental conditions around the place and then use it as the name of the place in question. The following are some names of tourism places in the Special Region of Yogyakarta that use nature or environmental conditions as their names.

   a. **Tebing Watu Mabur**

   This destination is located in Mangunan, Dlingo, Bantul Regency. This destination is called Watu Mabur because of its natural conditions, namely rocky cliffs and above a height that makes it seem as if this area is above the sky and flying above the clouds. The word 'watu' is the Javanese language which means stone, while 'mabur' means flying (Sunarti, et al., 2019: 70).

   b. **Puncak Segoro**

   This destination is located in Wiloso Village, Girikarto Village, Panggang District, Gunung Kidul Regency. Puncak Segoro is the name pinned to describe what the environmental or natural conditions are like where this destination is located. This tourist destination is located on a hilltop with views of the expanse of the sea below.

c. **Gunung Ireng**

This destination is located in Ngrancahan, Pengkok, Patuk District, Gunung Kidul Regency. The word 'ireng' is Javanese which means black (Sri Nardiati, et al., 1993: 310). The embedding of the word 'ireng' in this natural tourist destination refers to the black rocks at the top.

2. **The Built Environment**

The built element refers to the addition of elements to tourist destinations. These elements are built and then become the icon or characteristic of the place. Some of tourism places with the built environment as the referent are:

a. **Rumah Kukusan**

This tourism is located in Dlingo District, Bantul Regency. This destination is an artificial tourism that is on the tourist route. The name Rumah Kukusan refers to the shape of the building which resembles traditional cooking utensils in the past, namely in the form of a cone-shaped woven bamboo commonly called a steamer.

b. **Jurang Tembelan**

This tourism is located in Bantul Regency. The Tembelan Gorge is on the tourist route which is close to other tourism destinations, such as the Rumah Kukusan and the Mangunan Fruit Farm. The naming of the Tembelan Gorge refers to the location where the tour is located, namely the edge of the cliff. The Tembelan refers to an additional spot built on the edge of a ravine so that it resembles a patch.

c. **Gerbang Banyu Langit**

This tourism is located in Bintaran Kulon, Srimulyo Village, Piyungan District, Bantul Regency. The naming of Gerbang Banyu Langit refers to a wooden building that resembles a gate at the entrance of the tourist spot. The word 'banyu' refers to the condition of the tourist destination, namely water tourism.

3. **The Inhabitants**

a. **Kampung Flory**

This tourism is located in Plaosan, Tridadi, Sleman Regency. Kampung Flory is a village or settlement where people's activities in the field of ornamental plants and fruit are integrated into a tourist, educational and culinary destination. The naming of Flory in this village refers to the community's activities towards ornamental plants which are the main attraction of this tourism.

b. **Merapi Park**

Merapi Park is a new destination located in Hargobinangun, Pakem District, Sleman Regency. Merapi Park is a tourist destination in the form of a park with several replicas of world iconic buildings such as the Pisa Tower, the Statue of Liberty, London's Big Ben, France's Eiffel Tower, and others. The name Merapi Park refers to the environmental conditions where this tourism was established, namely the slopes of Mount Merapi.

c. **Kalinampu Natural Park**

This tourist destination is located in Kalinampu Hamlet, Seloharjo Village, Pundong District, Bantul Regency. Kalinampu Natural Park is an artificial tourist destination that was established by utilizing the banks of the Opak river by planting several water hyacinth plants decorated with other flowers so that they resemble flower gardens in Japan. The embedding of Kalinampu in the name of this tourism destination refers to the name of the hamlet where this tourism is located.

CONCLUSION

Based on the results of the study, it can be concluded that the form of syntactic adaptation of tourism place names in the Special Region of Yogyakarta has two patterns, namely generic + specific and specific + generic. Generic names of tourism places come from Indonesian and English, while the specific names of places of tourism come from Dutch, Latin, Javanese, and English. The classification based on its meaning is divided into three referents, including natural or environmental conditions where tourism is located, artificial elements built around tourist attractions, and residential elements where the tourist sites are built.

This study only focuses on the process of syntactic adaptation of names and meanings in terms of their intended referents. The meanings that have been described in some of these data are the results of interpretations that are believed by the author based on the facts that exist in the source of information. Therefore, these data can be followed up for deeper research based on other sources so as to improve this research.

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