



COFFEE SHOPS NAMING IN ACEH: AN ANTHROPOLOGICAL APPROACH

Ramlan¹, Tasnim Lubis²

¹Universitas Jabal Ghafur

²Universitas Sumatera Utara

CORRESPONDENCE: ✉ tasnimlubis@usu.ac.id

ABSTRACT

This study aimed to describe the coffee shops naming in Aceh through an anthropological approach. The qualitative paradigm through the anthropological approach is applied in this study. The data were words or phrases on coffee shops naming in Pidie Regency, Aceh Province. The words or phrases were taken from several coffee shop boards. The data were analyzed through the meaning from anthropological view namely futuristic, situational, and memory. The text and meaning of coffee shop naming were described based on those three functions. The result of the study showed that the coffee shops naming in Pidie, Aceh from futuristic deals with the meaning of sustainability, even without using Aceh language or Aceh terms. For situational meaning, the naming is based on the name of the street where the coffee shops are located. The coffee shop naming for memory meaning is based on the place where Aceh people used to drink coffee a long time ago. Consequently, the meaning of coffee shops naming is all about the indexicality of both space and time.

KEYWORDS

Naming;
Coffee shops;
Anthropological.

INTRODUCTION

Language is a communication tool used by a person to convey information and messages, both implied and expressed. Language has an important role in society. In communication, language has a very important and absolute role in society. Language becomes a connection as a communication tool where language and communication have an inseparable relationship. Language is also an interpretation of what the communicator wants to convey to the communicant. The use of good and easy language to be understood by others will have an impact on good communication as well. This is following the opinion of Keraf (1984) who defines language as a communication tool used by members of the community in the form of sound symbols produced by human speech tools.

When human wants to communicate with each other, then they will use a language that is usually used to convey information. A phenomenon appears in the era of globalization which continues to increase as it is today where, in this era, economic and industrial growth is growing very rapidly, especially in Indonesia, especially in Aceh. Many people are part of the growth of this era, making this country the right place for the growth of the industry. This can be seen from the increasing number of producers who are involved in meeting the needs and desires of consumers, causing every company to have a consumer orientation as the main goal (Wibowo & Lubis, 2022).

The changing times have caused the naming of coffee shops to be more diverse. The names of these coffee shops not only use Indonesian, but some also use regional and foreign languages. It is very interesting to study so that the general public can know the meaning and background behind the naming of coffee shops. Although coffee shops have existed for a long time, previously coffee was only a drink for parents and adult men which was usually drunk in traditional shops. Currently, coffee shops offer modernity not only in terms of shop appearance, but also coffee offerings that are packaged and processed using various methods (Shaumiwaty et al., 2020).

Hafasnuddin & Djalil (2018) found that Banda Aceh citizens are categorized as very often going to a coffee shop for fun, managing the use of time rightly, can strengthen friendship and can have its prestige values. Farnanda et al. (2019) described in coffee shops, Acehnese people have fostered a character of talking and discussing loudly and vocally in Aceh language, which are often perceived as a nuisance by non-Acehnese but are welcomed in Acehnese coffee shops. Meanwhile, Al Fairusy (2013) explained that Acehnese students can maintain relationships with other Acehnese people, even while being away from Aceh. The Acehnese coffee shop is also a place to produce discourse without pressure and restrictions. The names of these coffee shops are generally unique, namely *khop kupi*, *endatu kupi*, *ulee kareng kupi*, *meusapat kupi*, and so on. Each coffee shop has different characteristics that you want to highlight. Apart from the available menu, a name can also have an influence (Rahmawati et al., 2022).

The process of naming an object is part of the culture. Therefore, a company or business owner must be able to provide customers with goods or services that have a higher value, with better quality, lower prices, and better service than its competitors. Winning the competition is not easy, every company must create and provide superior value to its customers. Therefore, this is where the importance of marketing a product (Lubis et al., 2021).

A name will determine success and can especially attract audiences. The success in question is the success in obtaining as much profit as possible from the product business offered. To achieve this success, a person or business actor usually gives a good name for the business he will run. This is because a name is not only an identifier/business designator but also implies the expectation of its use. Thus the relationship between language and culture is very close, namely influencing each other, complementing each other, and walking side by side in a broad sense, the relationship between language and culture can be learned through language. The main medium for promoting culture is language (Abus et al., 2021).

Language is packaged in such a way that people can understand the core of the culture that is promoted and developed. The development of culture includes the spread of the area itself. The tool used for cultural development is language. Therefore, language has the most important position in human life and activities. With language, people can convey their ideas or ideas to others. Only humans have a symbol system to communicate and have a sound system, it is true that animals also communicate and have a sound system, but that system is not a system of words (Aslinda & Leni, 2007).

In addition, the success or failure of the product in the market depends on the expertise of the company in combining marketing functions. Marketing can be said as an overall system of activities aimed at planning, determining the price of the products offered, promotional activities and places to distribute products, including the satisfaction felt by consumers. If the marketing of a product is good, there are still other factors that determine the success or failure of the product in the market. One of them is how companies create and maintain a brand (Zulkarnain et al., 2021).

The existence of a brand is becoming increasingly important, a brand is not just a name or a symbol. The brand becomes a differentiator of a product with other products among several commodities, as well as confirms the perception of quality. Someone buys because of the influence of a brand. This perception is not only about goods or services, but also about the perception of quality with the prestige achieved. A brand is a complex symbol that describes a product's attributes, product benefits, values, culture, personality, and users. Brands have benefits, consumers are free to choose the products they need or want, decide where to buy, how, how much to buy, when to buy and why consumers buy.

Marketers as parties who offer various products must be able to analyze the factors that influence consumers in purchasing by designing marketing strategies that are by consumer desires. In conditions of increasingly fierce business competition, companies need to utilize their resources optimally, including trying to create or perform engineering that can affect consumer perceptions, for example through brand image, price, and quality of their products. The basics and benefits of the brand remain the same, but the competition has increased. Through technology, a brand can produce innovative products and services, which in turn creates good quality and provides value for consumers which will certainly support the running of business activities in Asia in today's competitive era.

METHOD

This is a qualitative study. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviour. The application of this qualitative method is descriptive, which means that the data generated is in the form of words in the form of quotations (Bogdan dan Taylor in Moleong, 2005). Moleong (2005) states, "the descriptive qualitative method means that the data collected is in the form of words, pictures, and not numbers". The use of qualitative methods aims to seek an in-depth understanding of a phenomenon, fact or reality. Facts, realities, problems, symptoms and events can only be understood if researchers explore them in-depth and are not limited to superficial views (Lubis et al., 2021). The data were words and phrases from coffee shops board from the coffee shops in Aceh Pidie Regency. They were collected through documentation and interview. The informants were the owners of the coffee shop in Aceh Pidie regency, The data were analyzed based on the meaning from an anthropolinguistic view, namely futuristic, situational, and memory.

RESULTS AND DISCUSSION

The ins and outs of the name of the person mentioned above cannot be separated from the meaning contained in the name. In connection with this, Sibarani (2004) divides three meanings of names in anthropolinguistics, namely the meaning of futurative names which contain the hope that the life of the owner of the name is like the meaning of his name. Furthermore, Sibarani suggests that the meaning of futurative names is mostly found in people's names, business names and place names. Refers to the meaning of the name of the owner of the name that contains hope. Furthermore, the meaning of situational names contains hope in the situation of naming. Sibarani stated that the meaning of this situational name was given according to the name that refers to the situation at that time. In the situational meaning of the name, the meaning is associated with cultural values or a belief for the owner of the name to something that is associated with situations and conditions.

The meaning of this situational name is often found in the community, and the situational meaning contains hope according to the situation. Then the meaning of the name of the memory which contains the meaning of a memory. Sibarani suggests that the meaning of the name of this memory is given according to the memories experienced by the name giver. The meaning of the name of the memory has hope in it according to the memories experienced.

The Analysis of the Futurative Names Meaning

The meaning of the futurative name is a meaning that contains hope Sibarani (2004). Therefore, the name that is carried or given expects the owner. Based on the analysis of coffee shop plantations in Aceh, in this case, the most frequent names of coffee shops are included in the meaning of futurative names, even though later the reality is not as expected, but with the meaning of the name of hope that appears the most, it can become a value or culture of its own. An example of a coffee shop name that has a futurative meaning is *Galon Kupi*. The owner chose this name because it is located on Gas Station. The people in Aceh Pidie use the word *galon* (gas station) to refer to SPBU in Bahasa Indonesia. The owner hopes the consumer will always come to their coffee shop as much as possible as they need for the gas. The picture of *galon kupi* can be seen below:



Figure 1. Coffee shop for futurative meaning

At first glance, the naming of this coffee shop for the public or those who do not care about the meaning will not dig further into why this coffee shop is called *Galon Kopi*. Even though the owner of this coffee shop interprets the coffee shop of hope from the word "galon of oil" which means in general terms, *galon* (gas station) of oil are everyone's needs, just like *galon* of coffee can also have bigger profits. That is, after conducting interviews, the owner hopes that anyone who stops drinking coffee at this coffee shop will benefit wherever they are, and also wants his customers to come back to this coffee shop again.

The Analysis of Situational Names Meaning

The meaning of this situational name is the meaning of a name that contains a notification of the present situation or the life of the owner of the name. Sibarani (2004) reveals that the meaning of this situational name is given according to the name that refers to the situation at that time. One situational example is the name generated based on the place where the business originates.



Figure 2. Coffee shop for situational meaning

The coffee shop for the situational name is Helsinki coffee. Based on the results of the interview, the name was based on the popular issue about MoU between Aceh and Indonesia in Helsinki. To keep remembering the situation at that time, the owner chose the name for his coffee shop. The which is in a *galon* of oil environment so that it is also a place of rest for people who are concerned about oil after travelling long distances (Lubis, 2016).

The Analysis of Memory Names Meaning

The meaning of a memorable name is the meaning of a name that contains a notification of a memorable situation. Sibarani (2004) argues that the meaning of the name of the memory is given by the memories experienced by the name giver. That is, all forms of events that lie behind the life of the name-giver can cause the formation of a name.



Figure 3. Coffee shop for memory meaning

One form of the meaning of the name of the memory is the origin of the place/raw material of the coffee in question. One example of a coffee shop name that contains the meaning of a memorable name is Ulee Kareng, the endatu of coffee. This coffee shop naming analysis is included in the naming of characteristics. Ulee kareng where the name appears based on place, namely in an area in Banda Aceh, *Ulee Kareng* and *Endatu Kopi*, is the habit of old people always doing the routine of sitting and drinking coffee both morning, afternoon and evening. Lubis (2017) noted the concept of indexicality is present to distinguish the understanding of the types of signs. The meaning of a sign is obtained by someone based on knowledge, memory, and agreement in a language that is owned by a speaker.

CONCLUSION

Based on the meaning of coffee shops naming from an anthropolinguistic view, the name chosen for coffee shops in Aceh Pidie indexed to space and time. The name of coffee shops for the situational and memory are commonly used and the consumer is people who live around in the coffee shops and the employee who works near to the coffee shops. But, for the futuristic meaning, the name of coffee shops is related to the previous or the existence of another product to sell and there is nothing to do with coffee at all. That is why the name of coffee shops for futuristic means not using Aceh language or terms. it was found that there is no relationship between the consumers with the name of coffee shops naming. The name was chosen by the owner, and only the owner who wishes their shops will run well and always get the consumers to drink coffee in their shops.

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