

THE RELATIONSHIP BETWEEN THE MEANING OF RESTAURANTS' NAMES AND THE CONCEPT THEY CARRY

A FINAL PROJECT

In Partial Fulfilment of the Requirement
For S-1 Degree in Linguistics
In English Department, Faculty of Humanity
Diponegoro University

Submitted by:

Agnes Agustina **Ika Puspita**
NIM: **13020114120027**

**FACULTY OF HUMANITY
DIPONEGORO UNIVERSITY
SEMARANG
2018**

PRONOUNCEMENT

I state truthfully that this final project is compiled by me without taking the result from other research in any university, in S-1, S-2, S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's works except for the references that mentioned in the bibliography.

Semarang, 4 October 2018

Agnes Agustina Ika Puspita

MOTTO AND DEDICATION

Be joyful in hope, patient in affliction, faithful in prayer

(Roman 12:12)

I can do all this through Him who gives me strength

(Philippians 4:13)

This final project is dedicated to

My beloved family and God

THE RELATIONSHIP BETWEEN THE MEANING OF RESTAURANTS' NAMES AND THE CONCEPT THEY CARRY

Written by

Agnes Agustina Ika Puspita

NIM: 13020114120027

Is approved by the project advisor

On 4 October, 2018

Project Advisor

Mytha Candria, S.S, M.A

NIP. 19770118 200912 2 001

The head of the English Department

Dr. Agus Subiyanto, M.A

NIP. 19640814 199001 1 001

VALIDATION

Approved by

Strata 1 Project Examination Committee

Faculty of Humanity Diponegoro University

On November, 2018

ACKNOWLEDGEMENT

Praise be to God Almighty, who has given me an opportunity to finish this final project entitled “A study of Semantics: The Relationship of the Meaning of Restaurant’s Names and The Concept They Carry”. I would like to use this opportunity to give thanks to all people who have helped me to finish this final project

The deepest gratitude I give to Mrs. Mytha Candria, S.S, M.A., M.A, my final project advisor, who has given me her guidance, helpful correction, advice and motivation to finish my final project as soon as possible and also being my inspiration since the first day I met her. Without everything she has given to me, I am uncertain that this final project can be finished well.

My appreciation also goes to the following:

1. Dr.Redyanto Noor, M.Hum, as the Dekan of Faculty of Humanities, Diponegoro University
2. Dr.Agus Subiyanto, M.A, as the Head of English Department , Faculty of Humanities, Diponegoro University
3. Drs. Oktiva Henry Chandra, M.Hum, as my academic supervisor
4. Mytha Candria, S.S, M.A., M.A, as my beloved final project advisor
5. All lecturers of English Department for giving me inspiration and knowledge
6. All academic staff in the Faculty of Humanities, Diponegoro University
7. My beloved mother for always supporting me to finish my study as soon as possible
8. My beloved father for loving me
9. My beloved brother and sister
10. My beloved boyfriend for being the best listener
11. Windah Nora , Zahra Atika, Aghnia Dianah, Elsanti Andalusia, Farah Disria, Yolanda Ayu, Anissa Dyah Pertiwi, Farah Shovia, Irene Heni, Ivan Hartono, Rizaniar Itaqqa, Farah Shovia for being my best friend from 2014 until now
12. Ika Audiyah with all her love and support
13. Irene Karla as my very best mate from 2014 and for helping me to finish this project
14. Rizka Alfiani as my “ACAD SUPERVISION” mate who always answer all of my question
15. Erin Yuriska for supporting me when I was down
16. Mr. Gwan, the best manager in PT. Berkat Megah Jaya

17. All members of KKN TIM II 2017 Desa Panjunan, Apriandre, Kartika, Wildan, Khilya, Bettarianda, Fiona, Lisa

Semarang, 4 October 2018

(Agnes Agustina Ika Puspita)

TABLE OF CONTENT

THE RELATIONSHIP BETWEEN THE MEANING OF RESTAURANTS' NAMES AND THE CONCEPT THEY CARRY	i
PRONOUNCEMENT	ii
MOTTO AND DEDICATION	iii
TITLE	iv
VALIDATION	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	viii
1. INTRODUCTION	1
2. THEORETICAL FRAMEWORK	2
3. RESEARCH METHOD	4
4. DATA ANALYSIS	5
5. CONCLUSION	13
REFERENCES	
APPENDIX	

ABSTRACT

It is common to find restaurants with English names in Indonesia, including in Semarang. This is due to costumers' interest in English. However, the names often have no interrelatedness with the appearances of the restaurants. This study aims to observe the relation between denotative and connotative meanings of the restaurants' names using sign theory developed by Saussure and order of signification theory developed by Barthes. This research uses descriptive qualitative approach to give a specific explanation on how a denotative meaning becomes a connotative meaning of the restaurants' names. The result shows the names sometimes have different meanings with the real condition. It can be seen from the building that is designed to make the costumers comfortable.

Keywords: *sign, Saussure, order of signification, Barthes*

1. INTRODUCTION

In this modern era, youths tend to use foreign language, especially English, in order to enhance their social class. They use English in their communication because English is considered as the language of modernity. English is used not only for communicating but also used for naming restaurants. Some entrepreneurs assume an English name brings advantages to them because giving English names is the best way for appealing customers, especially the youths.

Firstly, the study of name has been conducted by Indriani Indradjojo (2008) which titled *Semiotika Iklan Mobil Di Media Cetak Indonesia*. She found the variety of sign, figurative language as well as power relation in print ads. She said that producers should be more held understanding of the theories of semiotics to ad creation especially advertisements in printed media

The second research has been conducted by Diah Wahyu Asih(2016) which titled *A Semiotic Analysis of the Advertisements of Bukalapak Compared to Tokopedia and Elevenia*. According to her research, she found that people are more interested in accessing a website that gives the concept of safe than websites that provide a large selection of items as well as cheaper prices

The third research has been conducted by Farah Disria Haryani (2018) which titled *Semiotic Analysis on Idol Group Logo: A Study of Sign and Meaning of Korean Groups's Logo*. She concluded that each logo (representamen) creates its own meaning (interpretant) and it refers to the name, album and member of the Korean idol group (object). In Korean logos, the use of symbolic or iconic representamen can show the relationship between the representamen and its object or interpretant within the context. According to the phenomenon, my researched will be different from the previous study.

In this research, I will explain the relationship of the English restaurant names and the restaurant concepts. I will use the English restaurant names in East Semarang as the data. I will analyze the interrelatedness of denotative and connotative meaning of restaurants' names and the concept of the restaurant.

2. THEORETICAL FRAMEWORK

Signs are anything that are captured by human sense and refer to other things out of the signs themselves. Signs take the form of words, images, sounds, odours, flavours, acts or object. For example, the word "ROSE" is a sign. It represents a flower which has red colour and many thorns. The words such as 'taxi', 'bus' and 'train' are also signs. They are signs referring to public transportation.

According to Ferdinand de Saussure (1983), signs consist of two parts. They are signifier and signified. Signifier is a sound pattern or a form of the listener's psychological impression. It is given as an evidence of the listener's sense. Signifier is interpreted as the real form that can be seen, heard, touched, smelled and tasted. Signified is a purely psychological concept of a thing. The relationship of signifier and signified is arbitrary.

FIGURE 1

Ferdinand de Saussure's model of the sign (Chandler, 2007, p.14)

For example, the word "HOUSE" has a signifier and a signified. The signifier is the word "HOUSE", and the signified is the concept of house.

FIGURE 2

This all deals with the denotative meaning of a sign. Thus, Roland Barthes developed this theory to explain the connotative meaning of a sign. Roland Barthes developed Ferdinand de Saussure's theory about signified and signifier. He emphasized that there is an interaction between a word and our personal experience (Chandler, 2007). Roland Barthes's concept known as the "order of signification" includes denotation and connotation. According to Roland Barthes, the relation of denotation and connotation is called "The Photographic Message". He said that in photography, connotation is different from denotation. Denotation is something photographed whereas connotation is a way to photograph something.

FIGURE 3

Order of Signification (Chandler, 2007, p.140)

According to Chandler, the figure explains some sense as follows: The *first order of signification* is denotation: In this stage, a sign contains a signifier and a signified. The *second order of signification* is connotation, which uses the denotative sign as its signifier and adds an additional signified. Connotation is a sign that derives from the signifier of a denotative sign. A signified can be changed into a signifier in another level. It shows that signs can signify one thing but they may have multiple meanings.

3. RESEARCH METHOD

This is a descriptive qualitative research. Qualitative method is a method used to describe and analyze a phenomenon, social activity, and an individual's or group's attitude, believe and perception. Based on Mohammad Nazir (1998), descriptive method is used to analyse a group of people, object, condition and people's thought. Sugiyono (2005) argued that descriptive method is used to show or analyze research result, but it is not used to make a wide conclusion. On the other hand, according to Frederick Lamson *Whitney* (1960), descriptive method is a method that searches a fact based on a true interpretation. Thus, descriptive method is a method to find a meaning of something based on people's experience or interpretation. The aim of using descriptive qualitative method for this research is to make a description systematically, factually, and accurately.

The population of data in this research are 4 restaurant names in East Semarang that use English names. Those restaurants are BESTCAMP, Pizza Hut, Rocket Chicken, and Prince House. The method of collecting the data is observation, interviewing the owners or managers of the restaurants and some customers who were visiting the restaurants, visiting the restaurants, and making some notes for the result of the observation.

4. DATA ANALYSIS

a. BESTCAMP



BESTCAMP is a restaurant located at Jl. Medoho Raya 6, East Semarang. It was built on February 17, 2017. The owner, Scholastica Stacey, said that she named her cafe "BESTCAMP" because she wants her restaurant to be a comfortable and cozy place for the youths but still affordable in price.

BESTCAMP was initially a garage, and it was changed into a beautiful restaurant. This may be the reason why the owner chose the name BESTCAMP and decorated the restaurant like a camp. The owner uses bamboo curtains and woods to create a simple and natural atmosphere in this restaurant. It sells many kinds of modern food and beverages, like chicken and beef steak, spaghetti, tortilla, fried rice, fried noodle, coffee, tea, juice, mineral water, milk, and squash. There are many customers who like to come to this place, most of whom are in their twenties.

According to Oxford Learner's Pocket Dictionary, the meaning of "best" is the most excellent type or quality and the meaning of "camp" is a place where people live in tents or huts for a short time (Bull, 2011). However, BESTCAMP is not a simple building far from urban area.

In fact, it is a quite exclusive place located in urban area. The youths who come to this place are those from middle-upper social class.

The connection between the word and the concept of the restaurant can be analyzed using Saussure's theory. The explanation is as follows.

Figure 4

Actually, the phrase BESTCAMP is a result of combining two separate words, i.e. the adjective "best" and the noun "camp". The phrases "best" and "camp" are signs which have their own signifier and signified. The phrase "best" is a signifier that has a signified "better the most excellent type or quality (Bull, 2011). The phrase "camp" is a signifier that has signified "a place where people live in tents or huts for a short time (Bull, 2011). When the two words are combined into a phrase, they will make not only a new signifier and signified but also make a new meaning that is called connotative meaning.

The formation process of the connotative meaning of the phrase BESTCAMP is influenced by its denotative meaning. The denotative meaning of BESTCAMP leads its connotative meaning. I will explain it by using Barthes's concept of the order of signification.

(figure 4)

FIGURE 5

Based on this figure we know that there is a change of meaning in the "best" and "camp" when the two-word is combined, this is called connotation. The connotation of "best" is better than other places and "camp" is simple, casual, cozy, economical and restful. Thus, the connotative meaning of BESTCAMP is a simple, casual, cozy, economical and restful place that is better than any other place. The connotative meaning uses denotative sign (signifier and signified) as a signifier to create a new signified based on people's concept or experience. For example, the meaning of the words "simple" and "casual" depicted with the use of simple furniture such as a desk made of wood, without other decorations. The word "cozy" is described the presence of live music, dim lights to provide an atmosphere like a real camp which accidentally presented to the customer so that they are more welcome to stay longer in this

restaurant. Economical depicted with prices quite affordable despite the restaurant serves Western food that is usually more expensive.

The connotative meaning of the phrase “BESTCAMP” is derived from its denotative meaning which is a combination of adjective and noun phrase (best and camp). If we stop at the first-order-signification stage, we only know that “BESTCAMP” is a temporary camp. The phrase “BESTCAMP” should be processed to the second order of signification to get a connotative meaning of the phrase “BESTCAMP”.

However, I found some differences in the meaning of the phrase BESTCAMP with the real building of BESTCAMP. The word “BEST” has a correlation between its denotative meaning and connotative meaning. It is shown by the effort of the owner to decorate her restaurant beautifully using some decorations to create real “CAMP” atmosphere. A “CAMP” is supposed to be simple, casual, cozy, economical and restful. However, the restaurant is not a simple building but an exclusive one located in urban area although it is still casual, cozy and economical.

b. Pizza Hut



Pizza Hut is a restaurant built by Dan and Frank Carney in 1958 in Wichita, Kansas. The selection of the name “Pizza Hut” was due to the condition of the small and simple building. They had no philosophy of the name “Pizza Hut”. It was just created accidentally because of the condition. They only had a board to write their restaurant’s name that should have consisted of nine characters only.

Pizza Hut is a combination of two nouns. According to Oxford Learner’s Pocket Dictionary, the phrase “pizza” is flat, round piece of dough covered with tomatoes, cheese, etc. and baked in an oven. The phrase “hut” is a small roughly-built house or shelter (Bull, 2011).

The nouns “Pizza” and “Hut” are signs that have signifiers and signifieds. The noun “Pizza” is a signifier that has a signified “flat, round piece of dough covered with tomatoes, cheese, etc. and baked in an oven” (Bull, 2011) and the noun “hut” is a signifier that has a signified “a small roughly-built house or shelter” (Bull, 2011). The relation of the signifiers and signifieds of “pizza” and “hut” is shown in figure 6:

FIGURE 6

Literally, Pizza Hut is a small and temporary building in which a pizza is sold. From its name, Pizza Hut, we can develop the connotative meaning of the noun “hut”. Connotatively speaking, “hut” is a small, cheap and simple place

The process of creating the connotative meaning of the phrase “Pizza Hut” can never be separated from its denotative meaning. It will be explained clearer using Barthes’s concept of the order of signification below:

FIGURE 7

Based on the figure, I would suggest that the meanings of the nouns “pizza” and “hut” change when the two words are combined. The noun “pizza” has no connotation because this restaurant still sells the same type of food although there are some variations to increase the quality and tastes of the pizza. The word cheap is showed at a price affordable enough for intermediate to upper class while the word simple is described with a simple table and chairs where they only use the couch and some regular seats.

However, the noun “hut” has a connotative meaning: cheap and simple. When the two phrases are combined, they create a new sign whose signified is “a small, cheap and simple place that sells various types of pizza”. The restaurant still preserves the name “Pizza Hut” although it was no longer a small and modest restaurant. The restaurant follows the development of era and has now a lot of branches in the world, and it has luxurious building and middle-expensive price for its meals and beverage.

c. Rocket Chicken



Rocket Chicken is a fast-food restaurant founded by Nurul Atik on February 21, 2010. The goal of

the owners giving the name Rocket Chicken for the restaurant is making people around him get food that is delicious, healthy and fast without waiting for a long time.

According to Oxford Learner's Pocket Dictionary, the phrase "rocket" is a person or thing that moves very fast while the phrase "chicken" is a domestic fowl kept for its eggs or meat especially a young one (Bull, 2011). The nouns "Rocket" and "Chicken" are signs that have their own signifiers and signifieds. The noun "Rocket" is a signifier that has a signified "a person or thing that moves very fast" (Bull, 2011) and the noun "chicken" is a signifier that has a signified "a domestic fowl kept for its eggs or meat especially a young one" (Bull, 2011). The relation of the signifiers and signifieds of "pizza" and "hut" is shown in figure 8:

FIGURE 8

Literally, Rocket Chicken is animals that have a rocket. From its name, Rocket Chicken, we can develop the connotative meaning of the noun "Rocket". Connotatively speaking, "Rocket Chicken" is a place that provides food that is delicious, healthy, cheap and quick.

FIGURE 9

Based on these figures, we can take the conclusion that connotation meaning is created by the restaurant name only refers to the word "rocket" which has connotation meaning "quick". This is demonstrated by the presentation of the food to the customer that is fast without the need for a lot of time to get the food. True to its name, the restaurant turned out to be not only selling fried chicken alone but the restaurant sells a variety of processed chicken foods like steak, chicken strips and chicken burgers.

d. Prince House



Prince House is a restaurant located in the East of Semarang in Jalan Mataram No.678. The restaurant serves modern western-style food at affordable prices. According to the owner, naming Prince House for this restaurant because he wanted the restaurant is like a palace which is able to provide the best service for customer reply considered the "prince" or "Duke, both in terms of food serving and the food taste but it is also capable of creating an atmosphere of restaurants such as the Palace of the Prince.

According to Oxford Learner's Pocket Dictionary, the phrase "prince" is a male monarch of a small state, actually, nominally or originally subject to a king or emperor while the phrase "house" is a building for human habitation (Bull, 2011).

The nouns "Prince" and "House" are signs that have their own signifiers and signifieds. The noun "Prince" is a signifier that has a signified "a male monarch of a small state, actually, nominally or originally subject to a king or emperor" (Bull, 2011) and the noun "House" is a signifier that has a signified "a building for human habitation" (Bull, 2011).

The relation of the signifiers and signifieds of "pizza" and "hut" is shown in figure :

FIGURE 10

Literally, Prince House is a home for prince. From its name, Prince House, we can develop the connotative meaning of the combination of those words. Connotatively speaking, "Prince House" is a classy, luxurious place that provides good food and cheap

The selection of the word "house" for the restaurant is not without a reason. The owners argued that the word "house" in this restaurant is able to create the impression of a real home for the customer so that it is able to create a comfortable atmosphere like at home. It can also be proved by the customer which justifies the statement if it is able to make them feel comfortable and welcome to linger long enjoyed dinner at this restaurant. The word "house" is also capable of representing a simple impression, indicated by food prices that are affordable enough for intermediate and upper class to enjoy western cuisine. So the message of connotation meaning is conveyed by the owner who wants a great fit with the effort that has been made by the owner to create an atmosphere like the Palace restaurant.

5. CONCLUSION

In conclusion, connotative meaning comes to people for its additional meaning that people have after correlating symbol-referent and new concept. In reality, however, the physical appearances of the buildings are different from denotative meaning. For example, the owner of BESTCAMP restaurant tries to show the relationship of its denotative meaning and connotative meaning through the use of rural inferior design. Thus, the atmosphere of a camp is created. "BESTCAMP" differs from "Pizza Hut" in the sense that the word "hut" really described the real building and condition of the first Pizza Hut restaurant. Nowadays, "Pizza Hut", however, has changed into a modern and luxurious restaurant. Hence, its meaning has now departed from its denotative meaning.

REFERENCES

Asih, Diah Wahyu.2016. *A Semiotic Analysis of The Advertisement of Bukalapak Compared to Tokopedia and Elevenia.*(Udergraduate Thesis). Universitas Diponegoro, Semarang.

Bull, Victoria.2011.*Oxford: Learner's Pocket Dictionary.* 4th ed. New York: Oxford University Press.

Chandler, Daniel.2004.*Semiotics: The Basic.* 2nd ed. New York: Routledge Taylor and Francis Group.

Haryani, Farah Disria.2018. *Semiotic Analysis on Idol Group Logo: A Study of Sign and Meaning of Korean Groups's Logo.*(Udergraduate Thesis). Universitas Diponegoro, Semarang.

Indradjojo, Indriani.2008.*Semiotika Iklan Mobil di Media Cetak Indonesia.* (Udergraduate Thesis). Universitas Diponegoro, Semarang.

Khasanah, Ismatul, et al.2015.*Fenomena Penggunaan Bahasa Asing dalam Penamaan Bisnis Kuliner di Kawasan Soekarno Hatta Kota Malang.* Malang: Jurnal Lingkar Widyaismara.

Nasir, M.1988.*Metode Penelitian.* Bogor: Ghalia.

Palmer,F.R.1971. *Semantics.* 2nded. London: Cambridge University Press.

Sugiyono.2005. *Metode Penelitian Administrasi.* Bandung: Alfabeta.

Whitney, F.1960. *The Element of Research.* New York: Prentice-Hall, Inc.

APPENDIX

First Member

Drs. Oktiva Herry Chandra
196710041993031003

Chair Person

Dr, Nurhayati, M.Hum
NIP. 196610041990012001

Third Member

Dra.Ratna Asmarani, M.Ed., M.Hum
NIP. 196102261987032001

Second Member

Dra. Wiwiek Sundari, M.Hum
NIP. 195906071990032001

SIGNIFIER

SIGNIFIED

HOUSE

SIGNIFIED

SIGNIFIER

SIGNIFIED

SIGN
SIGNIFIER

SIGN

The most excellent type or quality

BEST

Place where people live in tents or huts for a short time

CAMP

best-camp

A simple, casual, cozy, economical and restful place better than other places

camp

best

Place where people live in tents or huts for a short time

The most excellent type or quality

BESTCAMP

small roughly-built house or shelter

Hut

flat, round piece of dough covered with tomatoes, cheese, etc and baked in an oven

Pizza

A cheap, simple place that sells various types of pizza

Pizza Hut

small roughly-built house or shelter

Hut

Pizza

flat, round piece of dough covered with tomatoes, cheese, etc. and baked in an oven

Pizza Hut

a domestic fowl kept for its eggs or meat especially a young one

Chicken

11

a person or thing that moves very fast

Rocket

Rocket

a person or thing that moves very fast

Rocket Chicken

A place that provides processed chicken food that is delicious, healthy, cheap and quick

Rocket Chicken

a domestic fowl kept for its eggs or meat especially a young one

Chicken

House

a building for human habitation

Prince

a male monarch of a small state, actually, nominally or originally subject to a king or emperor

Prince House

a building for human habitation

Prince House

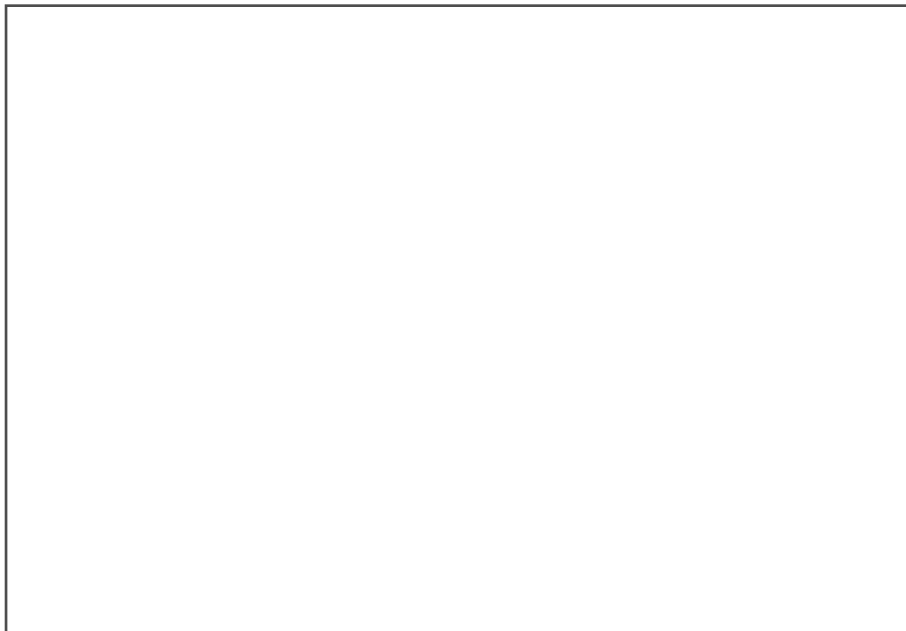
a male monarch of a small state, actually, nominally or originally subject to a king

Prince

House

a classy, luxurious place that provides good food and cheap .

ROCKET CHICKEN





PRINCE HOUSE



BESTCAMP



Pizza Hut