

## **Names as Branding on Nature Tourism Destinations in Pangandaran, Jawa Barat - Indonesia: A Linguistic Perspective**

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### **ABSTRACT**

This research presents the linguistics perspective on the naming of nature tourism destinations in Pangandaran, Jawa Barat-Indonesia. Linguistic tools employed to analyze the data are morphology and metaphors. Formerly, a research was conducted by identifying the names of nature tourism destinations in Pangandaran, then they were analyzed based on the word formation studies. The meanings or messages of the destinations' names are discussed with the metaphors found in the names of the destinations. This research employs qualitative descriptive method by using data from the Jawa Barat Province Tourism Information Center about Pangandaran. The analysis aims to describe the destinations and their branding function based on their names. The results of this research show that the names of nature tourism destinations, morphologically, derived from blending, composition, and proper names, while metaphorically the names mean the physical characteristics of the nature tourism destination, location of the destination, and activity in the destination. Therefore, branding function of the destination names is in line with the metaphorical meanings.

*Keywords:* Branding, destination, metaphors, nature tourism, Pangandaran, word formation

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### **INTRODUCTION**

Nowadays, tourism has become one of the most important industry not only in the developed countries but also in the developing ones. Some of them even put tourism as the main revenue source of the country. In that case, it plays an important role in the development of the countries.

Furthermore, tourism has become a global industry that involves a lot of significant elements in all aspects of life in a country. In communicating the tourism destination, for example, it is truly necessary to employ the communication science, promotion media, and the language of promotion which involve language as the basic knowledge.

As the most populated province in Indonesia, Jawa Barat has a good prospect in tourism. In addition, Jawa Barat is rich of nature destinations, which is the biggest one. As one of the examples is Pangandaran, which is known as “Bali” of Jawa Barat.

On the contrary, linguists have not yet had much concern to these phenomena. Publication on linguistics for tourism is still limited in particular topics. Jaworski and Pritchard (2005) were working on a variety of different tourism genres. They applied the tools of critical discourse analysis in order to study the different forms of intercultural communication between hosts and travelers. They focused on the way of tourism discourse related to cultural differences.

Language, in the term of tourism, has an important role not only in critical discourse analysis but also from the using of language: word, phrase, clause, and sentence forms as the names of tourism objects, tourism slogans, and even promotional texts. As a real example is the using of word as the name of tourism object that has function to give an identity of the tourism product. It is imaginable that a beautiful, exotic, and interesting tourism object is not well known

since it does not have a name or identity. Moreover, tourists are not able to access the tourism object because they do not recognize the names. The employment of language as the name of tourism destination is one of their implementations of language as the way of communication, although they are used outside their countries. This means that language is used not only as daily communication media both verbally and textually but also specifically used as the media to promote tourism object and so on. The elements of language employed in tourism object product naming are words and phrases combined not only in monolingual but also in multilingual. In relation with linguistics research applied on product naming, Pamungkas and Abdulah (2017) investigated that product naming of over the counter medicines employed blending, clipping, acronym, and coinage as the process of product word formation. They constructed the naming by taking the name of substance, the usage, and the name of company.

In the field of linguistics for tourism, Sujatna et al. (2017) presented their research finding of applied semantics namely the using of figures of speech in Bandung historical site naming. They stated that there were two types of figure of speech employed in the data namely personification and metaphor. Another research on metaphor, Krisnawati (2014) investigated metaphors in the Indonesian Soccer News found conceptual metaphors as the concept of goals was as gold and as crops and regarding

to the games of soccer, the games were conceptualized as hunting and the goals served as the hunted.

## MATERIAL AND METHOD

### Word Formation

It is an important analysis tool in tourism product names, word formation “is the branch of the science of language which studies the pattern on which a language forms a new lexical unit, i.e., words” (Marchand, 1992). Furthermore, McManis et al. (1987) classified the English word formation into (1) Derivation: adding the suffix either in the form of a prefix or suffix, such as *government*, *happiness*, and so on; (2) Compounding: combining two free words to produce a new meaning, for example, *girlfriend*, *lifeguard*, and so on; (3) Acronym: taking the first letter or sound next to each word and combining them into one word, for example, *NATO*, *UN*, *UNESCO*, and so on; (4) Back formation, reducing affixes in the word, eg: *television* → *televise*, (5) Blending: combining the beginning of the first word and the final part of the second word, for example, *smoke* + *fog* = *smog*, etc.; (6) Clipping: shortening the word by cutting the front (aphesis), middle (syncope), or end of a word (apocope). Examples are *van* of the *caravan*, *ne'er* than *never*, *dorm* from the *dormitory*; (7) Coinage: formed from existing ones which is usually a word that has been popular and is intended to maintain the popularity of the word or to make it more popular such as *Kodak*, *Exxon*, and so on;

(8) Functional shift: changing the word class without changing the form of the word, for example, *study*, *run* used both as a noun and a verb; (9) Morphological misanalysis: formed with familiar words but there is no obvious reason of their formation, for example, the suffix – *burger* is misanalysis from *hamburger* word formed from *ham* + *burger*. Meanwhile *hamburger* is a fragment of a *hamburger steak*. This misanalysis is seen from the wide range of products such as *cheeseburger*, *salmonburger*, *beefburger*, and so on; (10) Proper names: taking the name of a person attached to name of place, street, inventions, for example, *City of Washington D.C.* derived from the name of *George Washington*, *the District of Columbia* from *Christopher Columbus*, etc.

### Product Naming Patterns

A product name is either able to describe or characterize the product (Danesi, 2004). Naming the product is often:

1. referring to the name of the company, which deals with connotations posed by popularity, superiority, or the excellence of the company issuing the products. Therefore, the consumers, knowing the name of the product, are directly affected by the popularity and quality of the company's products, for example, *Armani*, *Benetton*, *Folger's*, *Louis Vuitton*.
2. referring to an imaginary or made-up personality and causing a particular image associated to the name, for example, *Wendy's* refers

to image of a young friendly girl, *Mr. Clean* poses a strong image of a worker.

3. referring to the aspects of nature and giving the product quality related to nature, for example, *Tide*, *Aqua*, *Surf*, etc.
4. emphasizing superiority and product advantages, e.g., *Maxilight*, *Superfresh*, *Ultralite*, etc.
5. expressing usability or ability conducted by the product, e.g., *Flow Quick*, *Easy Wipe*, etc.
6. showing what can be obtained by using the product, e.g., *Close-Up*, *No Sweat Deodorant*.
7. combining words that have joint meaning of product composition through the compounding: *Yogourt* → *yogurt + gourmet*, *mountea* → *mountain + tea*, etc.

From the patterns above, it could be identified the function of the destination names to build the branding of the nature tourism in Pangandaran, Jawa Barat-Indonesia.

## Metaphors

Metaphors are used to substitute one word with other words with similar meaning by comparing one idea to another (Ritchie, 2013). In relation with conceptual metaphor, Lakoff and Johnson (2003) said that metaphor was defined as seeing, experiencing, or talking about something in terms of something else. Richards et al. (1989) stated “*Something is described by stating another thing with which it can be compared*”.

The word metaphor is sometimes used as a general term for figurative or nonliteral language. Schneider (2008) identified seven kinds of metaphor: analogy, translation, exchange, contradiction, synecdoche, metonymy, and metaphor. Metaphor is one of the figures of speech besides simile, personification, hyperbole, and metonymy. Metaphor is a figure of speech that says one thing as another different thing, although it is often difficult to determine whether a word or phrase should be understood metaphorically or not. Since metaphor and culture arise from what we have heard or learned, they are about experiences in thought. When something is in thought, it will relate to someone’s perception, someone’s feeling, or even someone’s emotion. The writers use metaphors to persuade or influence the readers’ thought in introducing their products, in this case the tourism destinations. By using metaphors in promoting their tourism destinations, the writer tries to offer the experience to the tourists. Since the data are in the forms of words and phrase derived from local language, the metaphor classification used to investigate is translation metaphor.

## Types of Metaphors

According to Newmark (1988), metaphors are divided into six types. They are:

Dead metaphor, i.e., a metaphor where one is hardly conscious of the image, frequently relate to the universal terms of space and time, the main part of the body, general ecological features, and the main human activities.

Cliché metaphor, a metaphor that is temporarily outlived their usefulness, that are used as a substitute for clear thought, often emotively, but without corresponding to the fact of the matter. In English, the examples of cliché metaphor are the words *backwater* and *breakthrough* in the sentence, i.e., *The country school will in effect become not a backwater but a breakthrough*.

Stock metaphor, an established metaphor in an informal context that is an efficient and concise method of covering a physical and or mental situation both referentially and pragmatically – a stock metaphor has certain emotional warmth. The example of stock or standard metaphor in English is “*keep the pot boiling*”. From the example, it is described that the pot is boiling, as we know that something which is boiled is liquid not the pot.

Adapted metaphor, this metaphor is adapted from the contemporary metaphor. The example of the adapted metaphor is *the ball is a little in their court*, it is adapted from the contemporary metaphor *the ball is in their court*.

Recent metaphor/neologism, neologism since the words used are new metaphors or renew themselves in language. The examples of metaphorical metaphors are *walkman* from the word *walk* and *man*. The metaphor has a new meaning “*portable cassette player*”. The metaphor *software* is from the word *soft* and *ware*, they make a new meaning.

Original metaphor, it contains a message, attitude, or view from the writer. This metaphor is sometimes called as a

poetical metaphor. It is used by the writer to express something more specific; for instance, “*This tidal wave of generosity will help them rebuild*”. He used the *tidal wave* as metaphor since the word *tidal* used to describe a generosity.

## Branding

In the world of advertising, language has an important role since most advertisements are always accompanied by utterances providing information in several forms such as words, phrases, or sentences (Pamungkas & Sujatna, 2016). Branding and advertising had close relation as described by Hansen and Christensen (2003) that advertising may work in many other contexts than for specific branding purposes.

Branding is always related to who (identity), what to do (product), and why the product is proper to choose (advantages), brand is a reputation, trademark with reputed prosperity, which make the consumer believe and choose the products (Neumeier, 2003). He mentioned the elements of branding as product name, logo (logo, logo type, monogram, flag), visual appearance (package design, product design, uniform design, building design, transportation design), product ambassador (famous person, founder, icon, artist, mascot), wording (acronym, addressing, slogan, tag line, jingle), and voices (song, thematic voice icon).

Branding research has largely focused on consumer goods markets and only recently attention has been given to business markets (Cretu & Brodie, 2007). According

to Jamaluddin et al. (2013) brand has been proven to match with human characteristics, lifestyles, and preferences. Branding is an effective marketing strategy tool that has been used with frequent success in the past (Rooney, 1995). A consumer's brand image is the mental picture, that is, what is depicted in the minds of consumers of the products or services offered by marketers (Cretu & Brodie, 2007) as cited in Herman et al. (2016).

Product name becomes an important factor in determining product branding since it cannot be identified even if the products are very useful, expensive, and are broadly promoted if they do not have product name as the identity. In nature tourism destination, there has not been such research that presents the branding studies on the names of nature tourism destination. Therefore, this linguistics research that is applied into tourism branding tries to investigate the names of the destination as the branding of the tourism products.

## **METHOD**

Descriptive qualitative method was employed in this research. The purpose of descriptive research is to describe condition and phenomenon, then there is no right and wrong emphasis in the study, but it intends to give description of the names of nature tourism destination and their correlation with branding (Nunan, 1992). The data were taken from the Tourism and Culture Office of Jawa Barat Province and Pangandaran Regency. Pangandaran regency was selected since it is the place that

is rich of nature tourism destinations which are being promoted as the international nature tourism destination of Jawa Barat-Indonesia. Pangandaran is considered as the "Bali" of Jawa Barat-Indonesia, therefore it has become the most favorite nature tourism destination in Jawa Barat-Indonesia. Located in the southern of Jawa Barat province, Pangandaran has a unique geographic area namely combination between coastal area and hilly or mountainous lands. Hence, Pangandaran has various nature tourism destinations such as beach, cave, river, hill, rafting, and other nature destination which are potential as international nature tourism destination after Bali. The data were in the form of destination names. Then, they were analyzed based on the word formation, metaphorical meanings, and intersected with naming strategy and branding. The metaphor theory used in the analysis was Newmark's (1988) since it was relevant with the data that used local language then it should be translated to investigate the figurative meaning in the words/phrases used as the destination names.

## **RESULT AND DISCUSSION**

### **Compounding**

From 25 data of nature tourism destination in Pangandaran, it is identified that 10 destinations are employing compounding, i.e., by combining two or more than words into one compounding word or phrase as seen in Table 1.

Morphologically, the names of nature tourism destination above are composed from local language such as *Cukang Taneuh*

Table 1

*Nature tourism destination naming using compounding*

No	Destinations	Objects
1.	<i>Cukang Taneuh</i>	Rafting, Back packing, Canyon
2.	<i>Pantai Karang Nini</i>	Beach and Surfing
3.	<i>Batu Karas</i>	Beach and Surfing
4.	<i>Pantai Batu Hiu</i>	Beach and Surfing
5.	<i>Pantai Karang Tirta</i>	Beach and Surfing
6.	<i>Batu Kalde</i>	Historical site
7.	<i>Batu Lumpang Garden</i>	Park and Garden
8.	<i>Pantai Legok Jawa</i>	Beach and Surfing
9.	<i>Sinjang Lawang</i>	Cave
10.	<i>Bukit Lembah Putri</i>	Hill

“soil bridge”, *Karang Nini* “old woman-shaped rock”, *Batu Karas* “eroted stone”, *Batu Hiu* “shark stone”, *Karang Tirta* “water rock”, *Batu Kalde* “donkey stone”, *Batu Lumpang* “crusher stone”, *Legok Jawa* “jawa basin”, *Sinjang Lawang* “door fabric”, *Lembah Putri* “young girl valley”. The local words are compounded and produced a new meaning different from their root meaning. Then, the meanings are being discussed further in metaphors and branding.

### Coinage

Since the names of nature tourism destination mostly employ the local language, it is found the majority of the names are coinage, i.e., formed from existing word which is usually a word that has been popular and is intended to maintain the popularity of the word or to make it more popular, it can be seen in Table 2.

Based on word formation theories, the names of *Pananjung* “names of area which means prosperous”, *Panggung* “stage”, *Bojong Salawe* “names of district”, *Santirah* “name of river”, *Parigi* “name of district”, *Ciwayang* “name of river”, *Pariuk* “clay-made pan”, *Lanang* “male”, *Kolor* “pants”, *Pangandaran* “name of the regency which means place to look for food or life”, *Karapyak* “name of area”, and *Madasari* “eat delicious food”. Those names of nature tourism destination have been previously popular as the identity of the area where the destinations are located such as *Pananjung*, *Bojong Salawe*, *Santirah*, *Parigi*, *Ciwayang*, *Pangandaran*, and *Karapyak*. In addition, some names mean the physical forms that are identical to a particular object such as *Pariuk*, *Lanang*, and *Kolor*.

Table 2

*Nature tourism destination naming using coinage*

No	Destinations	Objects
1	<i>Cagar Alam Pananjung</i>	Wild reserve
2	<i>Goa Panggung</i>	Cave
3	<i>Pantai Bojong Salawe</i>	Beach and surfing
4	<i>Santirah River Tubing</i>	River tubing
5	<i>Curug Bojong Parigi</i>	Waterfall
6	<i>Ciwayang Rafting</i>	Rafting
7	<i>Bukit Pariuk</i>	Hill
8	<i>Goa Lanang</i>	Cave
9	<i>Goa Kolor</i>	Cave
10	<i>Pantai Pangandaran</i>	Beach and surfing
11	<i>Pantai Karapyak</i>	Beach and surfing
12	<i>Pantai Madasari</i>	Beach and burfing

**Proper Name**

As natural tourism destination always refers to nature, their names sometimes use the elements of nature such as human, plant, animal, water, land, etc. In using human or animal as their names, it tends to use popular person in the area of destination or legend related to the area. It is seen in Table 3.

*Goa Bagong* is a cave tourism destination. Its name “*Bagong*” means a famous puppet with a specific physical character such as fat, short, fatty stomach, and funny. Its name does not mean that visiting the cave will meet him but there is a part of the cave that has identical physical character with *Bagong*. Similarly, *Citumang* is also a name, based on legend, of a non-tailed giant crocodile living in a river. Since

the river is its “kingdom” then the river is named *Citumang*. It is in line with the proper name theory that it is taking a name of person or a thing that has been popular.

**Derivation**

Derivation means adding the suffix either in the form of a prefix or suffix. The name *Pepedan* is taken from Sundanese. Morphologically, its root is *peped* “narrow” added the suffix *an* that produces a new word *pepedan* means “the edge”. Therefore, this tourism destination means a hill with narrow way as seen in Table 4.

Unlike coinage and compounding that dominate the names of nature tourism in Pangandaran, derivation has the least number of names since the adding of prefix

Table 3

*Nature tourism destination naming using proper name*

No	Destination	Objects
1	Goa Bagong	Cave
2	Citumang	Rafting



Table 4

*Nature tourism destination naming using derivation*

No	Destination	Objects
1	Pepedan Hills	Hills

and suffix are rarely used in the name of nature tourism. They tend to use single words or phrases as the name rather than derivatives.

### Metaphors and Branding

The names of nature tourism object in the data have unique meaning since they not only give identities of the destination but also have promotive function. Even, it is found a branding function in the destination names with figurative meaning. Metaphorically, it is investigated that there are two types of metaphors in the nature tourism destination in Pangandaran, they

are dead metaphor and recent metaphor or neologism.

### Dead Metaphor

From the 25 data of nature tourism destination names, it is found that 16 data contain dead metaphor. Based on the meaning, the local language used as the destination names are frequently related to the universal terms of space and time, the main part of the body, general ecological features, and the main human activities as shown in Table 5.

In the names of the nature tourism destination above, it is found that ecological

Table 5

*Dead metaphor in nature tourism destination naming*

No	Destinations	Object
1.	<i>Cukang Taneuh</i>	Rafting
2.	<i>Pantai Karang Nini</i>	Beach and surfing
3.	<i>Pantai Batu Karas</i>	Beach and surfing
4.	<i>Pantai Batu Hiu</i>	Beach and surfing
5.	<i>Goa Panggung</i>	Cave
6.	<i>Pepedan Hills</i>	Hills
7.	<i>Pantai Karang Tirta</i>	Beach and surfing
8.	<i>Batu Kalde</i>	Historical site
9.	<i>Batu Lumpang Garden</i>	Park and garden
10.	<i>Bukit Lembah Putri</i>	Hill
11.	<i>Bukit Pariuk</i>	Hill
12.	<i>Goa Lanang</i>	Cave
13.	<i>Pantai Legok Jawa</i>	Beach and surfing
14.	<i>Sinjang Lawang</i>	Cave
15.	<i>Goa Kolor</i>	Cave
16.	<i>Goa Bagong</i>	Cave

features have figurative meanings as *Cukang Taneuh*, *Karang Nini*, *Batu Karas*, *Batu Hiu*, *Goa Panggung*, and all mentioned above. The using of local language shows that locality is used as a part of branding. Regarding the branding, the names of tourism destination not only become the identity but also play an important branding function that *Pantai Karang Nini* is the place for nature tourism where the tourist can see a giant rock on the beach that shapes an old woman statue, then by visiting the destination, it is seen the sitting old woman-shaped giant rock, according to the legend, waiting for an old man going home. Since it is a beach, it is not only viewing the old woman-shaped giant rock but also enjoying the beach with the sands and surfing activities. From their names, some beach tourism of Pangandaran try to brand the destinations with an imaginary or made-up personality and causing a particular image associated to the name, for example: *Batu Karas* with a view of giant rock eroded by sea waves, *Batu Hiu* with its exoticism of shark-shaped giant rock on the beach, and *Pantai Karang Tirta* with a combination between seawater and rock. Similar kind of metaphor and branding also can be found in the names of *Bukit Pariuk*, *Pantai Legok Jawa*, *Batu Kalde*, and *Batu Lumpang Garden*.

In addition, the names of nature tourism destination also appoint the main part of the body and human that becomes their ecological features, i.e., *Goa Lanang* and *Bukit Lembah Putri*. *Goa Lanang* makes a brand that it is a cave with its uniqueness in

its stalactite and stalagmite. There is a male genital-shaped stalagmite in the cave that is used as the brand for its naming. It promotes to the tourist that the cave is not as usual as others. It uses the male genital-shaped stalagmite as the brand to make the tourist interested in visiting the destination. While *Lembah Putri* is referring to the aspects of nature and giving the product quality related to nature. It is as beautiful as a young girl that makes the nature situation is interesting to view.

### Recent Metaphor/Neologism

In this metaphor, nine data are investigated that the names of nature tourism destination in Pangandaran are derived from the existing words or phrases. It can be seen in Table 6.

Formerly, the words used as the names of nature tourism destination above have been popular. For example, *Pangandaran* is popular with the location that it is the place where people used to have transaction or barter to fulfill their daily needs. Then this place was called *Pangan* “food or need” and *daran* “a place to get”. *Citumang* derives from the name of non-tailed giant crocodile that became the “owner” of the river. The legend of *Si Tumang* was very popular in the area therefore the river was named *Citumang*. Then the name *Citumang* was taken as the brand of the water adventure tourism in order to ease the tourist knows the place. Similar metaphor and branding is also found in *Cagar Alam Pananjung* that employs the name of area called *Pananjung* as the name of the destination, *Pantai Bojong Salawe* located in area called *Bojong*

Table 6

*Neologism in nature tourism destination naming*

No	Destination	Metaphors
1.	<i>Pantai Pangandaran</i>	Beach and surfing
2.	<i>Citumang Adventure</i>	Rafting
3.	<i>Cagar Alam Pananjung</i>	Wild reserve
4.	<i>Pantai Bojong Salawe</i>	Beach and surfing
5.	<i>Santirah River Tubing</i>	Rafting
6.	<i>Curug Bojong Parigi</i>	Waterfall
7.	<i>Ciwayang Rafting</i>	Rafting
8.	<i>Pantai Karapyak</i>	Beach and surfing
9.	<i>Pantai Madasari</i>	Beach and surfing

*Salawe*, *Santirah River Tubing* is water adventure on *Santirah* river, *Curug Bojong Parigi* is a waterfall located in district Parigi, and *Ciwayang Rafting* is a water sport tourism on *Ciwayang* river.

## CONCLUSIONS

From the data and analysis, it can be concluded that the nature tourism destination employs coinage, compounding, derivation, and proper name with the local language as the root of the names. In the meaning, the names of destination contain metaphorical expressions namely dead metaphor that is hardly conscious of the image and show the main part of the body which become general ecological features of the destination and recent metaphor or neologism since the names of the destination renew themselves in their meaning, the names of area, village, river, becomes the names of nature tourism destination.

Related to branding, this metaphor marks that the brandings of these nature tourism are the activities and the views which could be obtained by the tourists in

the places. In addition, it also brands that the destination is located in the related area used as the name of the tourism destination. In that case, names of the nature tourism destination play an important role to communicate the types and characteristics, the facility, and the location of the nature tourism objects and destinations to form the nature tourism branding.

There are some other nature tourism destinations in Jawa Barat-Indonesia that have not been touched for research and development, such as *Ciletuh* and *Pelabuhan Ratu*. Therefore, they could be potential research on culinary and ecolinguistics point of view in the following research about tourism.

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