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# **PENAMAAN TEMPAT USAHA BERBAHASA ASING DI SURABAYA: KAJIAN SEMANTIK KOGNITIF**

*Pihan Fatikhudin*

## **Abstract**

Penamaan tempat usaha terdiri atas dua unsur, yaitu nama diri dan istilah. Penamaan tempat usaha merupakan lambang bahasa yang melekat pada tempat usaha sebagai informasi atau gagasan mengenai dunia usaha dan pemarkah identitas. Penamaan tempat usaha telah diatur dalam undang-undang bahasa, bendera, dan lambang negara dengan mengutamakan penggunaan bahasa Indonesia.

Penelitian ini berfokus pada (1) pembentukan nama, (2) skema pencitraan, dan (3) pemadanan nama tempat usaha berbahasa asing di Surabaya. Berdasarkan fokus tersebut, tujuan penelitian ini adalah menemukan (1) pembentukan nama, (2) skema pencitraan, dan (3) pemadanan nama tempat usaha berbahasa asing di Surabaya.

Penelitian ini bersifat deskriptif kualitatif. Sumber data dalam penelitian ini adalah nama-nama tempat usaha berbahasa asing di Surabaya yang didapat pada Mei 2015 sampai November 2015. Korpus data berupa nama-nama tempat usaha berbahasa asing di Surabaya yang didapatkan melalui perekaman, pentranskripsian, pemilahan, dan pemilihan sehingga mampu menghasilkan deskripsi pada fokus yang telah diajukan. Instrument penelitian terdiri atas peneliti, internet, dan lembar catatan hasil penelitian. Pengumpulan data penelitian menggunakan metode observasi, simak, dan catat. Penganalisan data penelitian menggunakan metode agih dengan teknik ganti, lesap, dan perluas. Penganalisan data menggunakan tiga tahap penelitian, yaitu (1) pereduksian data, (2) penyajian data sesuai fokus, dan (3) penyimpulan atau pemverifikasian hasil penganalisan data. Keabsahan data diuji dengan beberapa cara, yaitu deskripsi mendalam, triangulasi data, replika data, pemeriksaan teman sejawat, dan mengonsultasikan dengan ahli bahasa.

Dari hasil penganalisan data ditemukan delapan kategori penataan nama tempat usaha berbahasa asing di Surabaya. Kategori tersebut, yaitu (1) asosiasi, (2) penyebutan produk, (3) apelativa, (4) keserupaan (5) sifat khas, (6) harapan (7) tempat asal, 8) pemendekan. Kedua, ditemukan sepuluh skema pencitraan nama tempat usaha berbahasa asing di Surabaya. Skema pencitraan yang ditemukan terdiri atas (1) citra penghasilan, tempat usaha, dan kumpulan, (2) citra penghasilan dan kumpulan, (3) citra refleksif, tempat usaha, dan kumpulan, (4) citra kemilikan, tempat usaha, dan kumpulan, (5) citra kemilikan dan penghasilan, (6) citra lokatif, tempat usaha, dan kumpulan, (7) citra tempat usaha dan penghasilan, (8) citra psikologi dan tempat usaha, (9) citra tempat usaha dan lokatif, (10) citra psikologi dan penghasilan. Ketiga, pemadanan nama tempat usaha berbahasa asing di Surabaya dapat dilakukan dengan penerjemahan dan penyerapan. Penerjemahan nama

dapat dilakukan melalui penerjemahan harfiah dan perekaan bahasa atau transkreasi. Penerjemahan yang dianggap kurang memenuhi kriteria padanan nama dapat diganti dengan penyerapan. Penyerapan bahasa asing ke dalam bahasa Indonesia mengacu pada ketentuan penyesuaian ejaan dan pelafalan sesuai dengan kaidah bahasa Indonesia. Penggunaan bahasa asing dalam penamaan tempat usaha mengonseptualisasi ide dan eksklusivitas. Bahasa asing lebih memiliki nilai jual dibanding bahasa Indonesia. Penamaan tempat usaha berbahasa asing menunjukkan tren pembentukan nama dengan mencitrakan entitas di lingkungan tempat usaha yang tanpa disadari pembuat nama.

**Kata Kunci:** penamaan, skema citra, semantik kognitif, pepadanan, tempat usaha di Surabaya

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## Abstract

Naming a place of business is composed of two elements, namely the proper name and the term. Naming a business is a symbol of the language attached to the place of business for information or ideas about the world of business and the identity marker. Naming place of business has been set in legislation language, flag and emblem of the state that demanded priority to the use of the Indonesian language.

This study focuses on (1) the establishment of nama2) imaging scheme, and (3) matching the name of the place of business of foreign language in Surabaya. Based on that focus, the purpose of this research is to find (1) the establishment name, (2) imaging scheme, and (3) matching the name of the place of business of foreign language in Surabaya.

This research is descriptive qualitative. Sources of data in this study are the names of a foreign language in Surabaya businesses acquired in May 2015 to November 2015. The corpus of data such as names of places of business in Surabaya foreign language obtained through recording, transcription, sorting, and selection so as to generate a description of the focus has been filed. Research instrument consisting of researchers, the Internet, and a record sheet research results. Data collection research using observational methods, see, and record. Analyzing data using metode agih research with dressing techniques, vanished, and expand. Analyzing data using three stages of research, namely (1) data reduction, (2) data to the appropriate focus, and (3) inference or verifying the results of analyzing the data. The validity of the data is tested in several ways, namely in-depth descriptions, triangulation of data, replication of data, inspection peers, and consult with linguists.

From the results of analyzing the data found Firstly, discovered ten categories of naming the foreign-language name of a place of business in Surabaya. Ten of these categories, namely (1) association, (2) the mention of product, (3) apelativa, (4) similitude, (5) particularity, (6) the mention expectations, (7) the mention of the place of origin, 8) shortening. Secondly, it was found eleven imaging scheme name foreign language place of business in Surabaya. Scheme imaging found to consist of (1) the schematic image of the income, place of business, and collection (2) the schematic image of income and collection, (3) the schematic image of reflexive, place of business, and collection, (4) the schematic image of those ownership, a place of business, and collection, (5) the schematic image of those ownership and income, (6) the schematic image locative, place of business, and collection, (7) the schematic image of place of business and income, (8) the schematic image of psychology and place of business, (9) the schematic image of place of business and locative, (10) the schematic image of psychology and income. Third, foreign-language name matching place of business in Surabaya do with translation and absorption. Translation can be done through the name of the literal

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translation and creation of language or trans creation. Translation is considered as not meeting criteria can be replaced with a name matching the absorption. Absorption of foreign languages into Indonesian language refers to the adjustment provisions spelling and pronunciation according to Indonesian rule. The use of foreign languages in the naming business premises conceptualizing ideas and exclusivity. Foreign language more commercial value than Indonesian. Naming a place of business in foreign languages show naming trend with imaging environment place of business entity unconsciously by maker name.

**Keywords:** naming, image schema, cognitive semantics, matching, place of business in Surabaya.

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