

A Morphosemantic Analysis of Market Names in Bantul Regency Special Region of Yogyakarta

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Abstract-- This study attempts to examine the market names in Bantul Regency from a morphosemantic perspective with the aim of shedding light on their linguistic nature and background. This is achieved by use of a descriptive qualitative research. The data were collected through observation, documentation, and interviews. The results show that the market names are divided into monomorphemic and polymorphemic, and that the background of their names has to do with the origin of the place, the characteristic, the initiator, and the shortening. It is also found that the naming of the markets is characterized by the hamlets or the village names where the markets are located in, the name of a person who initiated to build the market, and the surroundings or situations of the market.

Keywords: *morphosemantic analysis, market name, Bantul Regency.*

I. INTRODUCTION

Name is the word or words that a person, thing or place known by. It is, thus, used as an identity. Its formation is assumed to be loaded with meaning and hope. For the Javanese in particular, names are characterized by meaning and hope. This is also practiced when naming a thing or place such as a traditional market.

There are various names of traditional market in Bantul. Some are derived from the name of the place where the market is located in, what is sold in the market, the day when the market is inaugurated, a popular name, or a new name that contains hope for the market.

This article aims to examine the names of markets in Bantul Regency, Yogyakarta Special Region from a morphosemantic perspective. The motivation for this study lies in the observation that almost all markets in the area use Javanese names. The names are assumed to constitute meanings or hopes. In addition, it is widely known that Bantul Regency prioritizes traditional markets over modern ones.

The naming of the markets is interesting to be analyzed with the aim of shedding lights on their form, meaning, and background, which can be used by the market management agency to arrange the inventory of traditional market in the regency in the future.

A. Morphology

Morphology is a part of linguistics that studies the origins of word forms and its meaning, or it can be interpreted as a branch of linguistics that studies the origins of word forms and the function of the word form changes, from the grammatical functions and semantic functions (Ramlan, 2001). According to Mulyana (2011)

morphology is a branch of linguistics that studies about word forms, word changes, and the impact of their changes on the meaning and class of words. Words in language have different structures. Thus, words have different elements and parts as well. An element or part of a word called morpheme can be an object of morphological study. Hence, there are two morphological objects of study, smaller objects known as morphemes and large objects known as words.

According to Arifin and Junaiyah (2008), morpheme is the smallest language unit which has meaning. According to its types, morpheme is divided into two types, namely; (1) free morpheme, a morpheme that can stand alone in speech and has meaning without being connected to others (Nurhayati, 2001), (2) bound morpheme, a morpheme that requires other units to be attached to, so that its meaning can be known (Nurhayati, 2001). Meanwhile, word is the smallest free unit, or all free units in morphology (Nurhayati, 2001). Word has one or several morphemes, called monomorpheme and polymorpheme. According to Mulyana (2011) monomorpheme is a grammatical unit which consists of one morpheme (free morpheme) that cannot be subdivided into several morphemes. While polymorpheme is a grammatical unit which consists of several morphemes, namely bound morpheme and free morpheme (Mulyana, 2011). Polymorpheme is formed through morphological processes.

B. Morphological Process.

Morphological process is a process in which the form of words from other units shapes its basic form (Ramlan, 2001). There are nine morphological processes, such as (a) affixation (prefixes, infixes, suffixes, confixes), (b) vocal modification, (c) deletion or diphthongization, (d) repetition, (e) compounding, (f) combination processes, (g) integration, (h) decapitation, and (i) acronyms (Wedhawati et al., 2006).

C. Semantics

Semantics is a branch of linguistics that exists between phonology, morphology, and syntax. 'Semantic' is originally from the Greek 'Sema' which means sign or symbol. The form of the verb is 'Semaino' which means mark or symbolize. The sign or symbol refers to linguistic sign or symbol in the form of phonemes. In conclusion, semantics is a linguistic branch which studies the meaning of language, the relationship between signs (significant) and what is marked (signifie) (Santoso, 2006). There are

several types of semantics. Chaer (1995) explains the types of semantics, including lexical semantics, grammatical semantics, syntactical semantics, and semantic intentions. The data analysis in this study uses lexical and grammatical semantic types.

D. Morphosemantics

Morphosemantics is a language study that uses morphological and semantic theories. Morphosemantics is formed from the word "morpho + semantics". Morpho is generated from the word 'morphology', which is a branch of linguistics that studies the structure of words and the process of word formation (Staff sites UNY, 2008). Semantics is, thus, a branch of linguistics that specifically pays attention and studies about meaning (Staff sites UNY, 2008). From explanation above, it can be concluded that morphosemantics is a branch of linguistics that studies the structure of words, the process of word formation, and the meaning of word.

E. The Background of Giving a Name

Giving a name is a chapter of a convention or agreement between members in a language society (Aristotle in Chaer, 1995). According to Chaer (1995), there are several reasons which become the background of giving a name, namely; (1) Imitation of Sound, (2) Mention of Parts, (3) Mention of Distinctive Characteristics, (4) Inventor or Initiator, (5) Place of Origin, (6) Material, (7) Similarity, (8) Abridgement, (9) New Naming.

II. RESEARCH METHODOLOGY

This research used a descriptive qualitative study. The method provides an accurate description of the data characteristics suitable with the nature of manuscripts, interviews, field notes, photos, video tapes, personal documents, and so on (Djadjasudarman, 1993). This statement is supported by Moleong (1988) explaining that the characteristics of the data collected are in the form of words, images, and not numbers. Therefore, this research used a descriptive study design since the data were in the form of market names in Bantul regency. The data of the market names in the region are all types of market that are still in operation and those that have been closed down. The data were examined to shed light on the form of their words (morphology), meaning (semantics), and background. The data sources were informants who provided information on 47 markets of all types in Bantul. The study was conducted for 2 months, from February to March 2016.

The data were collected through observation, interview, and documentation. The analysis techniques included descriptive analysis, tabulation, clarification, and interpretation.

The data were validated using theory triangulation and semantic validation. Theoretical triangulation was done by comparing the results of the data to other sources. The reliability of the data used in this study was intra-rater reliability or repeated studies.

III. RESULT OF THE STUDY AND DISCUSSION

A. Result of the Study

The results of morphosemantic analysis show that the names of the markets in Bantul regency are in the form of monomorpheme and polymorpheme. The background of naming the markets is characterized by 1) place of origin, 2) inventor or Initiator, 3) Pronunciation of the distinctive characteristics, and 4) abridgement.

Table I. The Form, Meaning, and Background of the Market Names

No	Name of market	Form of word	Meaning of name	background
1	Grogol	Monomorpheme	place that has a sturdy fence	Place of Origin
2	Jodog		the name of the person who built the market, namely Demang Jodog	Founder or Initiator
3	Guyangan	Polymorpheme	place for bathing animal.	Place of Origin
4	Panasan		Hot market	Pronunciation of Distinctive Characteristic
5	Dhangwesi		the place used to hold up hard metal	Abridgement

B. Discussion

From the study results above, it can be explained that the names of market in Bantul regency are in various forms of word, meaning, and background. Their varied names are composed from monomorpheme and polymorpheme forms. The background of their naming also varies from one to another, referring to the place of origin, the mention of a characteristic, founder or initiator, and abridgement.

a. Monomorpheme

The monomorphemic name is a name formed with one morpheme or a basic word. The data show that the market names use one or more than one monomorphemic word. 12 market names in Bantul use monomorphemes. However, their backgrounds differ from one another. Some have to do with the the place of origin, and some others refer to the founder or Initiator.

1) Place of Origin

Nine names are formed with monomorpheme with place of origin as their background. For example, the Grogol market is formed by one morpheme, Grogol. Its name refers to the name of the place where the market is located in, Grogol village. According to the dictionary, grogol means 1. Sturdy fence, 2. pair of Kidang Menjangan (Purwodarminto, 1939). Its meaning is, thus, is a place that has a sturdy fence. According to the informant, Mr. Katijo who is one of the community leaders in the village of Grogol, the name Grogol originated from the village of Grogol historically known to have a very sturdy tiger cage used to catch tigers that

came down from the mountain to the village. Based on the information given by the informants and dictionaries, it can be concluded that its market name originated from the historical event about many tigers that came down to the village, prompting the villagers to erect cages with sturdy fences in order to confine the tigers.

2) Founder or Initiator

Two markets in the data are named after their founder or initiator as the background. For example, the Jodog market which is monomorphemic in form refers to Mr Demang Jodog jodog who was the founder or Initiator of the market, which was intended to respect him. This explanation is based on the information given by Mr. Suratman who has long been in the market selling groceries and is a native. He states that the Jodog market was named after the name of the first head of the village. The background of naming the market as Jodog market corresponds to its meaning. It can thus be concluded that the market is named Jodog market in order to respect and commemorate the person who built and developed it.

b. Polymorpheme

Polymorphemic name is a name that is formed with several morphemes, except two bound morphemes. 35 market names in the data are formed with polymorpheme. However, their backgrounds differ from one another, which refer to the place of origin, pronunciation of distinctive characteristics, or abridgement.

1) Place of Origin

29 names in the data are found to refer to the place of origin as their background. For example, the Guyangan market is formed by two morphemes, namely free morpheme and bound morpheme (guyang + an); the word just sat under a tree so it felt hot. Its name, thus, characterized the condition in which the sellers felt the heat when selling their goods as the market had no roof. As a result, the sellers and buyers named it *Panasan* Market.

3) Abridgement

One market in the data is formed by polymorpheme with abridgement as its background; Dhangwesi market formed by two free morphemes (Nadhang + wesi); the word undergoes a process of accronizing morphology, morphemes of *nadhang* and *wesi*; combined together it becomes dhangwesi. Based on the dictionary, the meaning of dhangwesi market is hold up (Poerwadarminta, 1939) and *wesi* means metal made of adornment with digestibility (Poerwadarminta, 1939). Thus, the meaning of Ndhangwesi market is the place used to hold up hard metal. According to the informant Mr. Solindi, the market is a footprint of the place used for holding the iron. Every person who crossed the place should be straight up. Therefore, the background of the Ndhangwesi market is abridgment as *dhangwesi* is formed by the words *nadhong* and *wesi* or holding up iron.

undergoes a process of suffixation, with an affix (-an) ending the basic word. Based on the dictionary, the meaning of Guyangan is to bath animal (Poerwadarminta, 1939); the affix (-an) refers to the place. In other words, based on the dictionary the name guyangan means place for bathing animal.

According to the informant Mr. Tugimin, the naming of the market was to make a joke. In the past the place where Guyangan market is located in was a place to bathe cows, which is called in Javanese language as *guyang*. The background of the name Guyang market is the place of origin, because the market is in the village of Guyangan. The background of its naming correspond with the meaning of its name. Based on the information from the informant and the dictionary, it can be concluded that the market name is jokingly motivated the place of the market was in the past used by the local community to bathe cows.

2) Pronunciation of Distinctive Characteristic

Five markets in the data are named using polymorpheme and their backgrounds have to do with pronunciation of a distinctive characteristic. For example, the Panasan market is formed by two free morphemes and a bound morpheme (panas + an); the word *panasan* is formed by suffixation, with an affix (-an) ending the base word. Based on the dictionary, the meaning of panasan is panas n. Benter k: 1 kb cool, 2 the body is sick, 3 ak. accident (tmr. Pakarangan, omah, lsp) (Poerwadarminta, 1939) and the affix (-an) highlights the place. Thus, literally speaking the meaning of its name is hot market. According to the informant Mr. Ponijan, the market was named *Panasan* to commemorate that in the past the market was not yet covered with a roof; the sellers.

IV. CONCLUSION

Based on the results and discussion of the study elaborated above, it can be concluded that;

1. The market names in Bantul regency are formed using either monomorpheme or polymorpheme. The latter is used for ease of pronunciation for the people to say it.
2. Four backgrounds are found to influence how the markets were named, namely the place of origin, the founder or initiator, the pronunciation of distinctive characteristics, and abridgement. The monomorphemic names are derived from two backgrounds, namely the place of origin and the founder or initiator, while the names with polymorpheme form have three naming backgrounds, namely the place of origin, pronunciation of distinctive characteristic, and abridgement.
3. The meaning of market names in Bantul regency is characterized by 1) name of a village, 2) name of a person, 3) the condition of the market.

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