

Metaphorical Expression of Meatball and the Naturalization of Meatball Conceptualization

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Abstract—The paper deals with analysis on the lexical innovation of lexical field of taste related to meatball as well as its lexical configuration. Meatball as the name suggests is by definition made of meat and ball-shaped (Malagina, 2016, Vian, 2016 and KBBI, 2012). However, in attracting potential customers, the advertisers rely on their appeal to metaphorical expressions to boost experience sharing. One of the outstanding aspects elaborated goes beyond purely dietary fulfillment to keep up with customers' life (emotional) style. The data gathered from Grab apps and blogunik.com strongly indicate that meatball shifts its function from purely dietary fulfillment to expression of personal emotional taste (life style). The concept of *bakso* 'meatball' is derived from Kamus Besar Bahasa Indonesia Edisi Baru (hereafter KBBI) is used as standard for semantic components in the concept of *bakso*. It is in relation to the need to keep up with diverse social dynamics, the meatball product happens to go beyond the very distinctive [+round] [+meat] primary semantic features. Some *bakso* products such as *bakso* barbel and *bakso* Aci are observed to have nothing to do with ball-like meat. The shape of the meatball is subordinated to favor the customers' thematic appeal. The drastic change in the building block of the term impacts on the reconfiguration of the semantic relation. For the sake of representing meaning relationship among the lexical items, the paper suggests the configuration of the terms be coined (metaphorically) under polysemous relations instead of the separate listing in the lexical entries (homonymous).

Keywords— *lexical field, lexical configuration, metaphorical extension, social ever-changing landscape.*

I. INTRODUCTION

The paper intends to describe and analyse the expressions applied in order to manipulate conceptually the lexical field of taste in the commercial ads *bakso* 'meatball'. It addresses such issues as how the advertisers attract potential customers linguistically (metaphorical extension), what impacts the extension have conceptual makeups of the *bakso* concepts and how the new coinages is to be projected in lexical semantic configuration. The manipulation of taste in the ads is observed for most by way of extending the literal concept to metaphorical expression. The favor of metaphorical expression over literal meaning-is expected in the light of Lakoff's [1] cognitive seminal discussion of conceptual transfer. Metaphor, which is systematic and well structured in the life of the society, contributes much in getting the potential buyer's personal experience shared and represented in the ads. By appealing such socio cultural sentiment, say togetherness which makes the basic values in the society, the ads can successfully invite the potential buyers to join the virtual experience.

The paper discusses issues related to the prominent aspects elaborated by the advertisers in the signage text. The prominent aspects in this paper are derived in accordance with of the conceptual definition of *Bakso* in the KBBI. The observations on the elaborated points in the ads helps us classify the modification taking place in the lexical innovation as the result of prevailing metaphorical position of the product to the dynamic of socio-cultural context [2]. The use of metaphorical expression which is highly context sensitive requires the flexible classificatory arrangement to facilitate the lexical innovation. The data observed strongly suggests that the contexts are highly exploited in the ads in such a way that it goes beyond the components of the basic concept of the term *bakso*. The analysis in the paper classifies the expressions in terms of thematic prominence, the ingredient prominence and the shape featuring of the meatball product. The thematic prominence is observed to manipulate the semantic of taste of the product which unfortunately missing in KBBI. Ingredient and shape properties are helpful for capturing how the advertisers foreground the menu for the sake of attracting potential buyers.

The lexical innovation of *bakso* by way of metaphorical expression turns out to be highly dynamics and productive (data from blogunik.com and other sources keep updated). The productive nature of lexical coinage in its turns offers challenges to the semantic analysis. One of the challenges relates for most to the configurational arrangement of the concept of the term *bakso* as the impact of robust contextualizations of the product and the experience of product consumption (dietary experience). The issue at stake then is related to how to adopt and anticipate the ever-changing semantics out of the metaphorical extension in to conceptual frame. To capture the growing lexical innovation it is then required to set and revise the primary features which make the components of the concepts. The discussion of this componential analysis suggests the modifications of the features making building block of the terms *bakso*. Such conceptual manipulation is needed to facilitate and accommodate the influx of meaning innovations. To this end, some modifications in the feature components are proposed for modification. Based on the componential analysis on the semantic extension of the *bakso* concept, some deviations from the basic concept is expected to come into existence.

The paper arrives at concluding remarks by noting the strength of Indonesian as language as well as a nation in dealing with the foreign influence. Indonesian as a language, in relation to *bakso*, shows its supremacy over foreign Chinese-Hokkien origin [3]-[4]. The language proves its ability to naturalize foreign values for its own sake. This is

supported by the fact that Indonesia *bakso* goes beyond the semantic prime. Many innovations of *bakso* cease to rely on meat as well as ball-shaped. *Bakso Aci* is made of flour, no meat and no ball-shape, which is by definition, makes it look more as a cake. Componential analysis thus proves *bakso* as naturalization by Indonesian. *Bakso* shows a linguistic and national sovereignty.

The linguistic supremacy derived from *bakso* lexical innovation goes in parallel manner with the sharing features, the cultural convergence of the product with the conceptual experience of the people (nation). The socio-cultural sharing is facilitated by the metaphorical expression which is essentially linguistic instrument to bring the literal experience of *bakso* and *perbaksoan* into cognitive perceptual sharing experience. However, as it is stated somewhere above, metaphorical extension is context sensitive and is dynamic in nature, sets another challenge in lexical semantic. The other challenge to lexical semantics concerns the projection of the lexical innovation (the meaning extension) into semantic relationship mapping. The mapping is expected to show the kind of relations held among the resulting lexical items. The paper proposes the semantic interrelationship be captured by the polysemous model rather than homonymous one. The preference of polysemy over homonymy is based on the fact that the general principle of metaphorical extension is an expansion of semantic to other domain. Hereby, the in-coming coinage may still be accommodated under a single conceptual umbrella.

II. METHODS

The data in the paper are derived from resources as blog unik.com as main sources in combination the ads in Grabfood apps, as well as the snapshots taken during the field observation. The data collected are further classified in terms of thematic prominence to adjust the definitional format (ingredient, shape and additional feature the taste). The classification as such helps systematically analyze the components makeup of the concept *bakso* and the semantic arrangement of lexical configuration.

In so doing, the data gathered are classified in terms of thematic events offered and exposed in the commercial ads. The components taken as model for classification constitute the feature material ingredients and shape. The description of this aspect helps show the prototypical state of *bakso* 'meatball' concept on the one hand. The classification as such serves the basis for literal description of semantic components contained in the term (definitional elaboration). On the other hand, the classification opens access for the establishment of the product patent and conceptual independence as naturalized Indonesian values on the other.

III. CONCEPTUAL FRAMEWORK

A. Conceptual metaphor and Highlighting

Once Sir Walter Scott exclaimed: "The Englishmen raise meat, The Frenchmen eat it" [5]. The expression reveals much about the sociological and cognitive state of language by way of culinary. In addition to higher proportion of the number of French in English vocabulary, French based words also lead in social prestige as compared to the vernacular (English) [6]. In relation to the cognitive function then the edibility or not of

the meat raised depends much on the language used. It is the cognitive aspect too which brings the language to maximize the transfer of concept from one concept to other in a typical metaphorical extension [1]. In this context, it is matter perceptually whether what we have is beef or cow meat, ham or pig meat. Scott exemplifies the caste in perceptual prestige. The French choice of expression makes culinary product deserves a better appetite. It is such role of perception then meets the cognitive makeup which in this regards appeals the observation on how the cognitive aspect, by way of metaphorical extension, contributes to engineering of perception to boost appetite.

Metaphor is essentially an understanding and experiencing one kind of thing in terms of another. The classic examples of Lakoff and Johnson [1], the concept Argument is war exemplifies how argument is understood and experienced as a war. In conceiving Argument as a war, we see the person we are arguing with as opponent (even foe, or enemy) precisely as experience in a war battle. The shifting of concept from literal war to virtual war is conducted in a systematic manner, in arguing, we structure verbal battle: attacking, defense, offence, and counterattack, destroy etc. by analogy to our case of Scott notification above, what happen in English especially during the Middle English reveals that appetite is social prestige. The appeal of French over English suggests that the degree of edibility perception is made virtually by associating French with a kind of prestige. In this way metaphorical concept structures what we prefer and choose what we are eating. We favor one name after the other of the same reference (ham, beef over pig, cow meat) has to do with perceptual domain. Human conceptual system is thus metaphorically structured and defined.

The systematic- structured fact of metaphorical concept, however, is followed by two characteristics which contrast to each other. The systematic aspect of metaphorical concept may help foreground and focus on one pivot of meaning. However, the topical power implicates hiding process negating the promoted one in the highlight. Paradoxically, the highlighting works to screen and detract us from other aspect of the communicative process.

The essence shared by the metaphorical highlighting is that metaphorical expression is essentially a way of promoting the spotted idea. It focuses the given point and hides the non-focused aspect. In saying "We bring Hawaiian springs to your bed" in this way we suppress the economic, psychological infernos. Bringing Hawaiian Springs is a special ease of life offering ultimate exotic experience. We don't need to worry about flight and hotel reserve. It is coming to our bed on single click. What is not highlighted and is thus hidden and screened is the swelling price on our bill. It is all through the charm of Hawaiian Paradise delivery to our intimate private life, the bed.

Metaphorical extension by definition tolerates the expansion of conceptual domain in such a way that it involves the deviation from the primary properties in the definition of the terms. Therefore, a consideration on the degree of deviation from the basic concepts of the semantics of the building block of the concepts, it is necessary to have a closer look on the componential makeup of the basic terms and feature (prime) contained in the concept.

B. Componential Analysis and the Conceptual Building Block

In semantics, the term component refers to an irreducible feature in terms of which the sense of lexical items can be analysed [7]-[8]. The concept of man is said to have semantic features as [human, male and adult]. These feature distinguish the word man from, say the concept of woman [+human, -male, and +adult], in which the feature [+male] and [-male] is distinctive and contrast the word meaning. In that way, componential analysis analyse the concept of word in terms of semantic decomposition. Component Analysis claims that all lexical items can be analysed using a finite set of components (or ‘semantic features’), which may, it is felt, be universal.

Although the study does not intend to prove of the universality of the theory, the componential analysis is considered helpful in bridging and evaluating the semantic deviation taking place out of the metaphorical extension applied in the commercial ads of meatball. The observation of the meatball advertisement indicates some deviation from the primary semantic components of the term meatball. Aside from the component of taste in the KBBI, deviations include the ignorance of ingredient feature meat and starch and the absence of shape of ball in the products of meatball. Therefore, when meat-ball is not meat nor ball-like, a semantic issue soon arises. The question relates to the semantic arrangement of the newly innovated forms in the lexical configuration of the terms. Therefore highlight of the conceptual description of the configuration is required.

C. Lexical configuration (lexical field)

Lexical configuration refers to the arrangement of a group of lexical items in lexical relation in which the parts are connected together in a sense relation Cruse [9]. Two major lexical configuration (arrangement) introduced consist the hierarchies relation and relation in proportional series. Relation of Hierarchies involves such lexical relation as taxonomic (classificatory), part-whole (meronym), and non-branching relation. As for the proportional arrangement, it includes synonymy, antonymy (opposite).

In such relation a lexical item may vary in intersection to other different lexical item. For instance, the word **poor** in *He was one of thirteen children from a poor family* constitutes an opposite to rich, while the same word in *He was a poor actor...relates to other lexical item having to do with skill or competence. Here poor opposes to skilled actor. The intersection related to lexical field impacts on configuration of the semantics of the term which result out of the metaphorical extension of the concept. It is interesting in this case that how the relation held in the diverse terms should be established in the promotion of meatball be described in the linguistic analysis.*

IV. RESULTS AND DISCUSSION

A. Results

Literal and metaphorical description of Meatball

Bakso ‘meatball’ is a culinary product which shows innovation and naturalization as Indonesian product. As a naturalized product it develops well beyond its prototype conceptual makeups. In semantic terms, the development of

bakso has conceptually established independent form. In many cases the product lacks the basic ingredient (meat and stark) as in *bakso Aci*, it lacks the prime feature of shape (ball) as in *bakso Kuburan Mantan* or *bakso lava*. In short, the changes of componential posture deviates the definition in KBBI: This food is made from meat covered with starch and formed into a ball of meat [10]. In the lack of feature description in KBBI related to the taste, the description extends the feture to include the feature of taste. The feature taste makes a dominant basis for the elaboration of thematic prominence.

The perceiving of taste in relation to tumultuous, commotion such as explosive power, gas pungency, familial, social togetherness indeed eptomize the virtual recognition of taste. The taste also manifests in the thematic prominence of life-style, psychological turmoil (alienation or sharing). The following description of the meatball considers the three main components (ingredient, shape and taste) literally and metaphorically. The only type of *bakso* observed to place a special prominence on the ingredient is also exposed in relation to specific contextual situation of simplicity. The description is classified into five general division including psychological turmoil, life-style, togetherness (social–familial sharing), tumultuous-commotion prominence, material/ingredient promotion. The thematic prominence of togetherness makes cover theme which appeal to the sentiment of group, social including familial affiliation and communality. The popularity off this prominence can be assumed as the accommodation of well-established value residing the literal and emotional experience of Indonesian who relies much on the togetherness. The wiseword (proverbial expression of Javanese reflects the merit: *makan ora makan asal kumpul* (starving cannot defeat togetherness). Overall, the commercial ads related to *bakso* signage pay special emphasis on the transferring of literal concept to another conceptual experience and understanding [1].

Psychological Turmoil and Sharing-Alienation

Psychological breakdown makes a major theme in the *bakso bujangan*. In general, the form of the *bakso* fulfills the component of ingredient meat covered with stark mixture. It also satisfies the ball shape. What is specific about the *bakso* is observed in the largest meatball which is served in a split. The meat ball is served in a bowl mixed with noodle and poured by soup.

The lonesome bachelor theme is expressed by the meatball which is split. It represents the broken heart suffered by the bachelor. The *bakso* seems to be targeted for those who want to share the heat of being lonely as well as to defeat and conquer the psychological hardship. It is when alienation is perceived as alienation there arises a spirit of retaliation (by the maximum devouring of meatball).



Fig. 1. *Bakso Bujangan* (Source: www.tanahnusantara.com)

Life Style- Healthy life Style

The meatball in this type is constructed to suit the life-style such as sport event. The *bakso* semantic component constitute bo the conventional and unconventional one. The conventional one adheres to the prime components of the concept of *bakso* (ingredient and shape). *Bakso tenis* is conventionally constructed as tennis ball. There is also a *bakso* in which the meatball is made to suit weightlifting instrument (barbell). In general the *baksos* in this category are served in a bowl and poured by soup (gravy).

The two samples of *bakso* representing sport events represented by weight lifting and tennis play suggests a highly recommended excercises. By foregrounding *bakso* eating as sport event the ads promotes sport as healthy dietary habit. Picturing *bakso* consumption as weightlifting instrument serves double functions. In one its construction like a weight lift instrument is antimainstream (juvenile delight epectance). In the second, being anti-mainstreams incurs an image of being up to date (not obsolete).



Fig. 2. (a) *Bakso Tenis* (source: Pinterest.com); (b) *Bakso Barbel* (Source: www.kompasiana.com)

Tumultuous –commotion - explosive power

- Explosive Power prominence

The third category of *bakso* product refers to the product wose promotion manipulates *bakso* and its consumption as tumultuous events such as explosion and pungency. These products offer anti mainstream taste sensation. In general the construction of these products accords the prototypical components of *bakso* (meat base and ball shape). The distinctions off these products from other types of *baksos* rely on the perceptual dramatization of the *bakso* consumption event. The product such *bakso Bomb* meatball) is served in such as way like a crowd of cannon ball which are ready to trigger explosion at the first stirring/ chewing.

The consumption of this Bomb *bakso* is conceived of as triggering explosion (Chewing). The chewing then creates explosion virtually in the mouth which soread through out every space in the oral space. In that way, the *bakso* guarantees maximal sensation experience.



Fig. 3. *Bakso Bom*

Togetherness as Kinship Loyalty

The *baksos* in this category constitutes the largest area of experience. It covers cognitive sensation creation related to togetherness. Togetherness makes the most popular values in the life experience of the Indonesian. Javanese pemeo ‘*mangan ora mangan asal ngumpul*’ epitomises the adhearence of Indonesian appreciation to the collectiveness values sharing. In principle the togetherness represents kinship relation and nurturing. The kinship relation is represented by *bakso buaya* and the nurturing (regenerative) feature is represented by *bakso beranak*. The whole make up of the *bakso* picture a croc and its family member and future generation (smaller meatball). In spite of the flirt type image of land surface crocs, but crocs represent loyalty to its pair as long as it is in the water. The display of crocs surrounded by its family member represent a dynasty. *Bakso dinasti marga buaya* presents the product and its dietary experience as a collective gathering a typical eating experience in family member or other social gathering.



Fig. 4. *Bakso Marga Buaya*

Anti-mainstream Ingredient Prominence

The last category of *bakso* in this description derives from the product which shows extreme ignorance of the component of *bakso*. *Bakso Aci* is presented to show a total separation and deviation of the product from the *bakso* prototype. *Bakso aci* is made of aci, a flour base fries. In essence it behaves more like cookies (fries), snacks. The product is served commonly without soup and sometimes consumed with the flavor of sauce (chilly sauce). The *bakso Aci* offers the experience of eating *bakso* as cookies/ snack sensation. This *bakso* abuses the total semanti components expected in the concept of *bakso*. Thus, the name *bakso* ‘meatball’ is quasi in nature because the product is not made of meat and is commonly not shaped like casual ball. Together with other unconventional *bakso*, *bakso aci* offers an independence of *bakso* from the place of origin (Hokkien-China).

B. Discussion

Semantic components and Semantic Deviation

Meatball or *bakso* is defined in the *Kamus Besar Bahasa Indonesia* as a type of food originating from China, food made from meat, shrimp, fish that is minced and crushed with starch and egg white, usually in a round shape. Etymologically taken the word is derived from Hokkien of Chinese constituting to different words bak ‘meat’ and so ‘ball-shaped’ [3]-[4]. By definition the word *bakso* ‘meatball’ is defined in terms of such features as ingredient (meat and stark) and shape (ball-like).

The semantic features in KBBI and its Hokkiens based etymology can be used as distinctive features *bakso* from other products such as bakwan: Bakwan in KBBI is defined as:

Bakwan is a food made from pulverized young corn mixed with shrimp then kneaded with wheat flour and fried.

What distinguishes *bakso* and bakwan relates to the ingredient (vegetable dominant, flour, and corn and the absence of meat in bakwan). The other contrast is in terms of shape, bakwan is typically not ball-like. The componential analysis too helps us distinguish *bakso* from soto. The major difference lies on the fact that soto necessitates soup (*kuah*) while *bakso* makes the feature optional. So componential analysis for the terms can be extended further to other related products.

Armed with the primes feature in basic concepts of *bakso* and other products such as *bakwan soto*, sop and the like the concept of the term should have been unequivocal. Unfortunately, the cases found in our observation turns out to be complicated due to the prevailing innovation of the products and the metaphorical expression. While some products conventionally maintain the prime features such as *bakso* bakar Malang, *bakso* cilok, many products innovate across the convention by ignoring the semantic components in the KBBI.

In relation to the unconventional product some deviation manifest in the modification of shape. It is exemplified by the meatball *kuburan mantan*, *barbell*, asi as well as *bakso* buaya. In these variants the shape is ignored and what is foregrounded concerns the unique shape which is found to relate to the thematic foci.

Total ignorance of the componential primary feature in *Bakso* variants is performed by *Bakso* Aci. This product is so called *bakso* albeit the absence of the distinctive features of *bakso*. *Bakso* Aci is made by flour as its main ingredient and as such is characteristic of cake. The facts that *bakso* innovates well beyond the core components making the semantics of the product strongly suggest that *bakso* in Indonesia has established itself as a home brand. The fact negates what Walter Scott says in the context of Indonesia in the sense that the Indonesian raise the meat(ball) and it is Indonesian too (not Chinese) who have it'. *Bakso* in the culinary ads can perfectly go with Indonesian verbal advertisement, on the basis of componential analysis, the massive innovation of *Bakso* is revealing, it reveals the success of a nation in naturalizing foreign values. In its turn it contributes to the establishment of national sovereignty.

Alternative Models for Lexical Configuration

The issue comes on the surface out of the lexical innovation concerns the lexical relations held among the diverse terms which seems to show different semantic field. The relation has to do with the hierarchical relation taking place among the lexical items, such as the taxonomic (classificatory) projection. In addition, there is a need to describe the proportional relation taking place among the lexical item (synonymous terms). Above all the variation in the lexical innovation deal most with the question how the resulting terms would be regarded, as belonging to the same or separate lexical heads (lexeme).

Homonymy

The first alternative of semantic relation is to take the semantic variations as separate lexical head (Homonymy). In this way, the variations between, say the pungency of taste

deserve separate list in the dictionary. In this perception, then *bakso* pertamax and *bakso* nuklir for instance would be taken as distinct *bakso* simply because pertamax and nuklir has no semantic relation. They are thus analysed in the same way as the relation held between Cricket is an outdoor game played between two teams. Players try to score points, called runs, by hitting a ball with a wooden bat and A cricket is a small jumping insect that produces short, loud sounds by rubbing its wings together. The same principle applies to other *bakso* especially in relation to the distinction in ingredient, shape and taste (pungency). The immediate impact is the influx of lexicon in just a single semantic concept *bakso* 'meatball'.

Polysemy

The second analysis in relation to the semantic relation and arrangement is to take the various forms of *bakso* in to variation of a single lexical item. The varying semantic resulting from the metaphorical application of the term in the second analysis approach is analyzed as having semantic relations (polysemous). Using such approach then the varying terms would be depicted in a taxonomic term in which *bakso* hold the topmost position and the branching splits describing the variation. In this view, the relation taking place between the explosive meaning of *bakso* nuklir is taken to show co-hyponym of *bakso* pertamax or comberan. Such kind of analysis relies on the demonstrating of degree of semantic relation held. A closer look on terms which seems to hold no semantic relation very frequently highlight a degree of relation. In contrast to folk knowledge, the etymology of cardinals turns out to show that between cardinal in church institution has relation to cardinal bird. They relate to each other in terms of the red line in the two. The bird is so named by analogy to the bright red line of cardinal clothing [6].

In short, polysemous relation would bring the diverse terms in to a closely related group. Metaphorical expression in general is observed to work in such polysemous way. in polysemous approach word and its variants are conceived as semantically related and can be represented as hierarchical and proportionally related. The word hot in the following eight occurrence can be united as single lexical head and no need to list them in eight separate head. Hot daylight, hot soup, hot chili, hot dog, hot money, hot air, hot pant, hot chicks.

The distribution of hot in the pairs express variation in meaning related to hot of temperature, pungency (spicy), sexual heat (emotional). All differences however can be linked cognitively to metaphorical extension as emotional heat and literal (temperature heat). At this point the variants are said to represent the same lexical head with metaphorical extension. Taken this way, then the variation in the expression of *bakso* can in principle be linked either literally and cognitively (perception) as semantically united in a single lexical item.

Based on the description of the *bakso* it is observed that the variations of the meatball including the thematic prominence, ingredient and shape show relationship semantically. The variation emerging in the taste, ingredient and shape contribute to the perceptual variation. the perceptual variations can be viewed just as a conceptual transfer among the terms (metaphorical). The description of taste of *bakso* enlivens in the metaphorical expression which readily is shared by the potential customers.

The analysis of the semantics of meatball in this study shows that the lexical innovation related to meatball and meatball consumption, in spite of its degree of variation is in essence manifesting single unified meaning (lexeme) with varied related meaning. That is why, the diversity in meaning is held to constitute the same general domain of lexical field of taste. By using polysemous approach then *bakso* is treated as hypernym/ superordinate of lower branches. The branches extend further down depending on the classificatory – taxonomic relation taking place. On the topmost position *bakso* split to conventional and unconventional category and the detail specifications follows further down to include the most specific co-hyponymy of the semantically related terms.

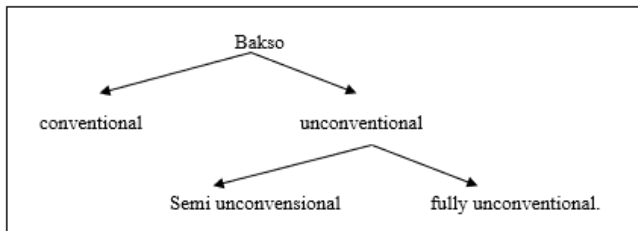


Fig. 5. The semantic relationship taking place between the lexical item under the heading of *bakso* ‘meatball’

Such hierarchical semantic superordination is considered to represent the semantic relationship taking place between the lexical item under the heading of *bakso* ‘meatball’.

V. CONCLUSION

Based on the description of componential analysis it turns out that many of meatball products are not made of meat, stark. Furthermore, Indonesian *bakso* deviates the basic component of shape. Many *bakso* variants are not ball-shaped. They are made to adjust the thematic prominence. This contrasts to English concept meatball. Indonesian variants of meatball are no more made of meat nor ball shaped. Due to such extreme deviation of component makeup, it is suggested to modify the component of origin Hokkien Chinese concept

as relevant feature for *bakso* as well as the shape and ingredient as necessary features.

The facts that *bakso* innovates well beyond the core components making the semantics of the product strongly suggests that *bakso* in Indonesia has established itself as a home brand and separate from its original homeland China. The fact negates what Walter Scott says in the context of Indonesia because the Indonesian raise the meat(ball) and it is Indonesian too (not Chinese) who have it’. *Bakso* in the culinary ads can perfectly go with Indonesian verbal advertisement. So, on the basis of componential analysis, the massive innovation of *Bakso* is revealing, it reveals the success of a nation in naturalizing foreign values for the sake of National Identity and sovereignty.

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