

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters. They are background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study. Background of the study provides and introduces the topic of the study. Research questions as a basis for the study to be carried out. Objectives of the study contains the purposes of the research questions. Significance of the study aims to inform and convince the importance of this study theoretically and practically. Scope and Limitation of the study consists of the specific field of this study.

1.1 Background of the Study

Name is a reference to people, places, foods and *et cetera*. Name as an identity has an important role to find and get information easier. Name is a symbol of human efforts to recognize and understand everything is complex and diverse (Satrio et al., 2021). In other words, humans have a certain realm of ability and knowledge regarding naming things. The naming process certainly has its own definition and background. Therefore, humans generally carry out categorization. There are many aspects that form the background for naming something such as linguistic and cultural aspects.

In the naming process, it always correlates with language element. According to Amberg and Vause (2009), language is the main communication tool that is widely used in social contexts. By using language, it will be the most effective way to convey thoughts, ideas, concepts and goals of naming something. It can also create an imaginative and creative name. It is often found that the process of naming something usually uses the local language. For example, in the naming of “Tanean Lanjhang” in Madura island. “Tanean Lanjhang” is one of the characteristics of Madurese traditional houses. The meaning of the name is a long yard. It has a building layout that surrounds an elongated courtyard. The structure of the “Tanean Lanjhang” settlement consists of houses facing south. Usually, the

houses that surround this long yard are the relative's houses. Therefore, Madurese people are known to be strong in upholding the principles of kinship and family harmony.

As explained above, the naming process, it is not just an ordinary naming. In the naming process, language also goes hand in hand with cultural aspect. Language is greatly influenced by culture so that everything in culture will be reflected in language (Devianty, 2017). Based on Mu'in et al. (2023), language expresses cultural reality. It means that the language spoken is related to human's experience. Languages and words that are used to express facts, ideas, events relate to knowledge about the world. By understanding language and culture, it makes easier to find out the meaning of naming something such as the naming of "Tanean Lanjhang". To understand more deeply the meaning and background of naming that place, linguistic study is needed. One of the linguistic studies that studies the process of naming places is the study of toponymy.

According to Sudaryat (2009), toponymy is a study of naming places. As seen from the origin of the word or its etymology, toponymy comes from the words "topos" which means place and "onoma" means name (Segara, 2017). In representing the study of toponymy, it can be linked through its origins, meaning, typology, or use. Place-naming is identity that can function as references and information that can make it easier for human to designate and conceptualize space (Thoyib, 2021). Therefore, the process of naming place is usually motivated by the categorization of toponymy meaning. The categorization of toponymy meaning is divided into three aspects, namely the embodiment aspect (the form of water, the earth's background and the environmental background), the social aspect (social interaction in society, a person's position in society, community activities, or community expectations), and the cultural aspect (myths and legend).

One of the toponymy studies that is interesting to discuss is the toponymy of natural tourist attractions in Sumenep and Bangkalan Regencies, Madura. Sumenep is one of the regencies at the eastern tip of Madura Island and has many diverse and popular natural tourist attractions such as beaches and hills. Some of them include Badur Beach, Lombang Beach, Gili Labak Beach, Tawaf Hill, and so on. Not only that, there are also several religious and historical tourist

attractions in this regency, such as kings' cemeteries, museums and palaces. Similar to Bangkalan regency, it is no less beautiful than Sumenep Regency. Bangkalan is known as the "Gateway to Madura Island" because of its location at the western tip of Madura Island and close to the border with Java Island. Therefore, this regency has become one of the tourist destinations which is also widely visited because of the beauty of its natural tourist attractions such as Goa Petapa Beach and Anjhir Hill. The names of several tourist attractions in these two regencies certainly have their own background so that they become the characteristics and branding of these tourist attractions. Therefore, one of the aims of this research is to examine the process of naming tourist attractions in Madura, specifically two regencies, namely Sumenep and Bangkalan. Furthermore, the toponymy study of tourist attractions in Bangkalan Madura has become a forum for tourism promotion, as is the function of the toponymy study namely as a marker of the location of a place, identity or identification, and tourism promotion (Erikha et al., 2018).

There are some previous studies that inspire the writer to conduct this study. The first is a study that was conducted by Thoyib (2021). This study analyzes the toponymy of 17 villages in Singosari Subdistrict, Malang Regency, focusing on linguistic aspects and the background of villages' naming. The second is a study by Hidayah (2019). This study explains the language and the meaning of beach names in Yogyakarta, especially in Gunung Kidul regency. Another previous study is conducted by Satrio et al., (2021). This study aims to describe and explain the names of the boats and the categorization of boat names in Linggo Sari Baganti Subdistrict, Pesisir Selatan Regency.

Based on the background above, it can be understood that in naming a place there must be interference from language, culture and history. In other words, the naming of places can be said to be a product of human culture. The naming of a place in this study can be studied through linguistic studies such as morphology, anthropology and the process of naming places which is called toponymy studies. Therefore, with different backgrounds in naming places, it makes the names of tourist attractions in Bangkalan Madura have their own uniqueness and characteristics.

1.2 Research Questions

Based on the background of the study that is delivered above, the research questions are formulated as follows:

1. What are the word formation processes in selected tourist attractions names?
2. What are the meanings of the toponymy from the selected tourist attractions names?
3. What are aspects of the toponymy used in selected tourist attractions names?

1.3 Objectives of the Study

According to the research questions, there are several goals to be accomplished:

1. To explain the word formation processes used in tourist attractions names
2. To explain the toponym meaning from the selected tourist attractions names
3. To explain the aspects of toponymy used in selected tourist attractions

1.4 Significance of the Study

Theoretically, this study serves academic purposes. It gives a contribution to linguistic study, especially in morphology and anthropolinguistics. This study can help other writers who want to discuss a related topic study about the place-naming process (toponymy study), in particular, the tourist attractions names using the morphological processes used, the meaning of toponymy and the aspects in it. Practically, as the functions of the toponymy, this study is also very useful for tourism promotion, especially in Madura. Through this study, the toponymy process becomes one way to promote tourist attractions. For example, it is from the meaning of naming and toponymy aspects such as aspects of embodiment. It provides its own branding to tourist attractions so that people will be interested in visiting.

1.5 Scope and Limitation of the Study

The scope of this research focuses on toponymic studies that analyze the names of natural tourist attractions in Madura, specifically in two regencies, namely Sumenep Regency, such as Pantai Tanjung Pongka', Pantai Pasir Putih, Pantai Ekasoghi, Pantai Slopeng, Pulau Mamburit. Meanwhile in Bangkalan Regency, namely Pantai Goa Petapa and Bukit Anjhir. This study analyzes the types of word formation used in the tourist attractions names in Madura, the

meaning of naming behind it, and the aspects of toponymy therein using the theory of word formation by Yule (2020), name meanings by Sibarani (2004), and the aspects of toponymy by Sudaryat et al (2009). According to Yule (2020), there are ten types of word formation. They are coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation and multiple processes. There are the meaning of the futuristic name, the meaning of the name of the situation, and the meaning of the name of the memory (Sibarani, 2004). Based on Sudaryat et al (2009), there are three aspects of place naming: embodiment, social, and cultural aspect.