

MORPHO-SEMANTIC ANALYSIS IN NAMING OF ECOTOURISM IN BALI

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Abstract

This research presents the linguistics perspective on the naming of ecotourism in Bali. Bali is an island in Indonesia, located in South East Asia. Linguistics study employed to analyze the data are morphology and semantics. A research was conducted by identifying the names of ecotourism destinations in Bali, then they were analyzed based on the word formation studies. The meanings or messages of the destinations' names are discussed with the semantics study with metaphors. This research is using word formation theory by Yule and meaning with metaphors by Newmark. This research using qualitative descriptive method by using triangulation theory, those are interview and library research. This research aims to describe the types of word formation process and to explain the meaning of ecotourism names in Bali. The results of this research show there are 5 morphological process in naming of ecotourism in Bali, such as borrowing, blending, compounding, acronym, and conversion. In addition, from 5 morphological process, borrowing is used dominantly. In the semantics study, the names of ecotourism in Bali mean the physical characteristics of the nature, tourism destination, location of the destination, and activity in the destination.

Keywords: *Word formation, Semantics, Bali, Ecotourism*

INTRODUCTION

Tourism is a whole related elements which consist of tourists, tourist destinations, travel and industry. Moreover, in all aspects of life in a country, tourism has become a global industry that involves many important elements. Indonesia has a wonderful natural tourism and also rich in cultural tourism as evidenced. The historical heritages and the diversity of arts and cultural customs of local people that attract local and foreign tourists plays an important role in the development of the countries, so that potentials made Indonesia as one of the tourist destinations.

The Island of paradise is indeed suitable given to Bali Island because it has a natural beauty. The beauty is like a paradise. Mountains, hills, valleys, lakes, ravines, cliffs, waterfalls, rice fields, rivers to beaches, bays and seas in Bali have an exotic and amazing view. Bali as one of the main tourist attractions in Indonesia is a barometer of national tourism development. Therefore, Bali plays an important role in the development of tourism in Indonesia.

Tourism cannot be separated from language. In the aspect of naming, the role of linguistics is needed concerning structure and grammar so that it can be understood by tourists. In addition, in the aspect of naming, the use of appropriate language style and choice of words is also very important because it plays a role in determining the success of tourism promotion. Word-formation and their meaning can provide a clear and interesting impression so that it can attract readers to visit these attractions. Therefore, the writer chooses this topic as a focus of this research.

Based on the explanation above, the purposes of this study is to analyze the word formation process by using morphology in order to classify the types of word formation process and to understand how the ecotourism names in Bali tend to use certain theory of semantic, conceptual metaphor, and cultural value. The data for this paper were gained by library research by collecting and recording the sources of information about the ecotourism in Bali.

There are two questions which provide the major problems and are going to be analyzed in this study. Those are: 1) What are the types of word formation process which is used in naming of Ecotourism in Bali?; 2) How do the naming of Ecotourism in Bali denote upon its meaning?

Word Formation

According to McMannis (1998), “Morphology is the study of how words are structured and how they are put together from smaller parts”. Yule (2010) announced that there are several types of word formation except he added coinage, as one of missing word formation and eliminated abbreviation because it tends to be the same as acronym.

Compounding

Compounding is the process of merging two bases, which may be words in their own right, to form a different lexical item (Yule, 2010:49). For example, washing machine (compound noun) is the combination of word washing (verb) and machine (noun). Generally, the head comes after the modifier. For instance, machine which is head modified by washing.

Blending

The process of joining two separate forms of word to produce a single new term and is typically accomplished by taking only the beginning of one word and joining it to the end of the other word is called blending (Yule, 2010:55). Diverge from compounding which has head and modifier, blending shares properties of the referents of both elements. For example: infotainment (information + entertainment).

Coinage

Coinage is the invention of totally new terms, including taking the name of person or place which is called eponym (Yule, 2010:54). Some eponyms are technical terms, based on the names of those who principally discovered or invented things, such as volt from Alessandro Volta.

Borrowing

Borrowing is the taking over of words from other language and borrowing is one of the most common source of new word in English language and also Bahasa. For example in Bahasa: Kolonel from word colonel, simple from word simple, and skor from word score. All these word are taken from English Language (Yule, 2010).

Acronym

An acronym is formed from the initial letters of an expression (Yule, 2010:58) which is pronounced according to ordinary grapheme-phoneme conversion rules (Bauer, 2006:500) which means it is articulated as single words and has sometimes kept their capital letters. For example: NATO is originally North Atlantic Treaty Organization.

Conversion

Others have preferred to say that one of the processes available in derivational morphology is conversion, whereby a lexeme belonging to one class can simply be ‘converted’ to another, without any overt change in shape. For example: even though “father” can function as a verb, it is the noun as in “my father” that is more basic (Andrew, 2002: 48).

Semantics Frame

Fillmore (2006: 373) remarked that frame semantic is a way of looking the meaning of a word and characterizing concept for creating new expression in order to put another meaning to it. It emphasizes that to understand a word, one has to have knowledge about anything related to that word. For example, the word buyer is related to the words seller, goods, and money. From frame semantic point of view, it can be said that the verb buy focuses on the actions of the buyer with respect to the goods, backgrounding the seller and the money. To simplify, frame semantic is the way of looking for the meaning of a word through its associative meaning which is an expression has to do with individual mental understandings of the speaker. However, people might have difference idea about the meaning of a word. It is influenced by cognitive frames, which related to the cognitive ability to recognize meaning, and interactional frames, which associated to the way of conceptualizing the words or conversation between the speaker and interlocutor, or between the writer and the reader (Fillmore, 2006: 379).

Metaphors is a style of language that compares one entity to another. Metaphors are part of a style of language or figure of speech that is generally in the form of words or phrases that are usually

used to give certain effects. The meaning of the word or phrase is not used in the actual sense, but is used as a figure of speech (Palmer, 1979 and Lakoff, 1980).

Types of Metaphors

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

- a. 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.
- b. 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.
- c. 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.
- d. 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.

Ecotourism Destination

In this study, researchers used the definition of ecotourism as explained by TIES (The International Ecotourism Society), which defines ecotourism as a responsible nature tourism trip by conserving the environment and improving the welfare of local communities. The principles of ecotourism that were formulated were mostly adopted from the principles of TIES (The International Ecotourism Standarts).

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 (Nunan, 1992). The data were taken from the Ecotourism in Bali. The data use the theory of triangulation that involves using more than one theoretical framework in the interpretation of the data. In this case, the writer gain the data from library research and interview. The writer use survey design as a research design. The Island of paradise is indeed suitable given to Bali Island because it has a natural beauty that will not be found anywhere else, therefore it has become the most favorite ecotourism destination in Bali. Hence, Bali has various ecotourism destinations such as mountains, beach, hills, valleys, and lakes which are potential as international nature tourism destination. The data were in the form of destination names. Then, they were analyzed based on the word formation and their meaning use semantics frame with metaphorical meanings. 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.

FINDINGS AND DISCUSSION

Morphological Process

This analysis discovered that there were 5 types of word formation process employed in naming of Ecotourism in Bali. Those are borrowing, blending, acronym, compounding, and conversion.

Borrowing

Based on word formation theories, there are 5 data which are categorized as borrowing. Borrowing is the taking over of words from other language. In this case there are 3 data that taking over from Balinese language and 2 data taking over from Sanskrit (Sanskerta) language. Then, the meanings are being discussed further in metaphors.

The data were drawn in the following table.

TABLE 1

No	Destination	Base
1.	Danau Bedugul	Bedogol
2.	Pantai Pandawa	Pandawa
3.	Pantai Kuta	Kuta
4.	Tanah Lot	Lod
5.	Puja Mandala	Puja Mandala

Blending

From 10 data of ecotourism destination in Bali, it is identified that 1 destination is employing blending, i.e., by combining two or more than words into one word or phrase as seen in Table 2.

TABLE 2

Destination	Base
Danau Bedugul	Bedug + kul-kul

Acronym

There is 1 datum that is categorized as acronym. An acronym is formed from the initial letters of an expression (Yule, 2010) which is pronounced according to ordinary grapheme-phoneme conversion rules (Bauer, 2006) which means it is articulated as single words and has sometimes kept their capital letters as seen in following table.

TABLE 3

Destination	Base
GWK	Garuda WisnuKencana

Compounding

From 10 data of ecotourism names in Bali, it is identified that 2 destinations are employing compounding, i.e., by combining two or more than words into one compounding word or phrase as seen in Table 4.

TABLE 4

No	Destination	Base
1.	PulauPenyu	Pulau + Penyu (Noun) + (Noun)
2.	Pura Ulundanu	Ulun+ danu (Noun) + (Noun)

Conversion

There is 1 datum of ecotourism names in Bali that is identified as conversion. Conversion define as derivational morphology, whereby a lexeme belonging to one class can simply be 'converted' to another, without any overt change in shape.

TABLE 5

Destination	Base
DesaPenglipuran	Peng + <i>Lipur</i> (V) + an = Penglipuran (N)

Semantics Frame

Danau Bedugul

The source data was collected by record the explanation that is explained by Balinese person. He is a tour guide in Bali. His name is BliEndry. As a result, from the interview and completed by the source

from the library research the name of Bedugul is from the words "bedug" and "kul-kul", these two words are two instruments that produce sounds. *Bedug* is a musical instrument of Muslims and is also placed in mosques, while *Kul-kul* is *kentongan* used as a sign for Balinese communication (Khaliq, 2014). *Kul-kul* beaten in accordance with the agreed sound, in a short time the society will gather at that place. In this case it appears that *kukul* has an enormous ability to mobilize the masses. When *kukul* has a functions to mobilize the masses, it can also be interpreted as a mobilization of power. Power can be synchronized with the electric power from the generator. Thus it can be said that the genset and *bale kukul* spaces have mutually reinforcing functions and produce a justifying resultant.

The names of Ecotourism object in the data have unique meaning since they give the identities of the destination. Metaphorically, it is investigated that Danau Bedugul is categorized as dead metaphore. 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 (Newmark, 1988). Due to another version came from the legend in several years ago. Bedugul/Bedogol related to the part of the body. In ancient times there was a Tabanan King who take a bath in one of the lake. In the past period, ancient people take a bath did not wear clothes or naked. And when the King bathed there, the King did not know there was a woman passed in front of the lake. Suddenly the King of Tabanan moved from his immersion, spontaneously this woman shout "*Bedogol* the King in sight (*Bedogol Raja kelihatan*)". Therefore, this village and this lake was called Bedogol that has a meaning "male-genital *ataualatkelaminpria*", initially this village had no name, since that time, the village was named Bedogol which became Bedugul in this time.

Pantai Pandawa

Pandawa Beach, located in Kutuh Village, Badung Regency. The name of Pandawa Beach comes from Sanskrit (*Bahasa Sansekerta*), Pandawa which literally means the son of Pandu, namely a King of Hastinapur in the story of Mahabharata. This figure is described as good and wise characters. In this place, we can find PancaPandawa statues namely *Arjuna, Bima, Nakula, Sadewa, and Yudhistira*. The five statues are made and placed on a rock cliff overlooking the beach. The name Pandawa Beach was taken because there is a similarity to the story written in the story of Maha Bharata with the fact of the people in Kutuh Village, so that the society agreed to give the name of the beach (secret beach) as Pandawa Beach so that both stories can be remembered for all time.

Pantai Kuta

Kuta Beach is a tourism place located in Kuta district, south of Denpasar City, Bali, Indonesia. Kuta comes from the Balinese Language that has a meaning as a fort (*benteng/kubupertahanan*). The name of this beach was given by Gajah Mada when it anchored its boats for the first time for an invasion of Bali when Bali was ruled by the 18th-century King Mengwi, formerly called KutaNimba. Nimba means base or forest. Kuta Beach known as a place for having good waves for surfing, especially for beginner surfers. In addition to the beauty of the beach, Kuta beach tourism also offers various types of entertainment such as bars, restaurants and shops.

Tanah Lot

Tanah Lot comes from the word "Tanah" which means land and "Lot" (Lod) which comes from the Balinese language which means sea, because it is located on the sea or on the beach such floating. Tanah Lot means a Land or Island which is located at sea, therefore people also call it Tanah Lot.

Tanah Lot is located in Beraban Village, Kediri, Tabanan Regency, on the southern coast of the island of Bali, approximately 25 kilometers from Denpasar City. Tanah Lot is located on a large sea rock overlooking the Indian Ocean. This place is a Hindu temple that was built to worship as the God of the Sea or the God of Baruna for the safety and prosperity of the world and the balance between the sea and the earth.

Puja Mandala

According to the name of "Puja Mandala", it comes from the Sanskrit language "Puja" that has a meaning offerings / worship and the word "Mandala" which means circle. This place of worship, located on Jalan KurusetraKampial Village, Benoa Village, South Kuta. Puja Mandala is the center of

5 different worship place extends from the Mosque, the Catholic Church, the Vihara, the Protestant Church and the Temple.

GWK

GWK standing for 'Garuda WisnuKencana' which has a meaning "bird of Garuda, Vehicle of *Dewa Wisnu*". GWK is one of the ecotourism in Bali located on a plateau of padas stone. GWK is expected to be a symbol for a culture based on natural balance to maintain harmony between the environment, fellow and also God. In Tri Murthi concept where *Dewa Wisnu* is tasked with preserving the universe and Garuda as *Dewa Wisnu* vehicle is a symbol of selfless service. So it is hoped that this place will become a symbol of saving the environment. In addition, the names of ecotourism destination also appoint the ecological features, such as GWK (Garuda WisnuKencana). Therefore, GWK can be categorized as Dead Metaphor. From the legend, Garuda WisnuKencana means the eagle which be amount of the god/ *Dewa Wisnu*. This area is the first real rock and steep sloping then transformed into the beautiful and amazing with charming architecture. The area of Garuda WisnuKencana (GWK) Bali Cultural Park planned to be established a landmark or Bali mascot, in the form of a giant statue, that is a statue of *Dewa Wisnu* riding a Garuda bird.

Pulau Penyu

Compound nouns are formed from two or more words where the word has a functions as a noun. Such as PulauPenyu that can be categorized into compounding, Pulau (Noun) + Penyu (Noun) = PulauPenyu (Noun). Turtle Island or known as *Pulau Penyuis* a small island used as an island for breeding a turtle. Therefore, the island named Turtle Island or *PulauPenyu*.

Pura Ulundanu

Ulun Danu Temple is a Balinese Hindu Temple located in Candi Kuning Village, Baturiti, Tabanan Regency. Ulundanu Temple can be categorized as Compounding. Ulundanu Temple standing for the word Ulun (Noun) + danu (Noun). The word "Ulun" means upper course or *hulu*, it can be leader or *kepala* and "Danu" means lake. The name Pura Ulun Danu means temple which is located in the upper reaches of the lake or the power and in this case meant Ulun Danu Beratan by means of the power of Lake Beratan namely the DewiDanau. In this case, the meaning of Ulundanu Temple also can be identified as the dead metaphor which the existence as a metaphor is almost unnoticed. This type of metaphor usually uses universal words.

Desa Penglipuran

Penglipuran is derived from the word that can be analyzed as the following:

	Peng	+	<i>lipur</i>	+	an	= Penglipuran
Confix	{peng}	+	Verb	+	{-an}	=Noun Derivation

Lipur has a meaning entertaining the sadness. Penglipuran belongs to the type of the word formation "conversion" because there is a change in the function of the word "Lipur" (Verb) which means to entertain and change to the noun "Penglipuran" which means a place to console (Sudiarta, Nurjaya, 2015). In addition, Penglipuran village can be identified as recent metaphor/neologism, neologism since the words used are new metaphors or renew themselves in language. The metaphor "Penglipuran" is from the word "lipur" with confix "peng-an", they make a new meaning and word classes.

The source data was collected by record the explanation that is explained by Balinese person. She is a tour guide in Bali. Her name is Mbok Cindy. She stated that:

"... *ada yang mengartikan Penglipuran itu dulumerupakan tempat untuk lipur para raja. Jadi duluitukan Bali di pimpin oleh raja-raja, jadi kalaumer ekamau refreshing itu di Desa Penglipuran. Kebetulan lokasinya itu di puncak, sehingga audaranyaitu sejuk...*"

Penglipuran Village is located in Bangli, East Bali. The village has a clean environment, lots of park areas, and there are trash bins in every 30 meters. Therefore, Penglipuran village was even awarded

the Kalpataru award and won with the title of the cleanest village in the world along with villages in the Netherlands and India in 2016.

CONCLUSION

The names of eco-tourism in Bali have different morphological processes. From 10 data of ecotourism names in Bali there are five types of morphological processes. The first process is taking over of words from other language called borrowing amount 5 data and borrowing is the most effective process used in the morphological processes of naming ecotourism in Bali. The second is joining two words by taking parts of the two words called blending amount 1 data. The third process is formed from the initial letters of an expression called acronym amount 1 data. Then the process of merging two bases, which may be words in their own right to form a different lexical item called compounding amount 2 data. The last type of morphological process is a lexeme belonging to one class can simply be 'converted' to another, without any overt change in shape called conversion amount 1 data. In the meaning, the names of destination contain metaphorical expressions namely dead metaphor that is 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. There are some other nature tourism destinations in Bali that have not been touched for research and development, such as Sanur Beach, Nusa Penida and Ubud. Therefore, they could be potential research in another point of view in the following research about ecotourism.

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