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Linguistic and Cultural Approach in The Portmanteau Words of English Food and Beverage's names in Indonesia

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ABSTRACT

This study aims to identify the structure of portmanteau words of English food and beverage names in linguistic and cultural views. The portmanteau words that have been earned from March up to July in Indonesia are analyzed by the concept of blending proposed by Böhmerová and descriptive qualitative method. The results show that the blending types of English food and beverage's names are fused, and the telescoped blend and the blending contents have general noun forms. Those combinations of blending word structures are determinative and coordinative noun. The relation of food blending content to cultural aspects are: (a) The composition of food ingredients; (b) The sense of taste; (c) The characteristics of festive spirits and feelings; (d) Relating to the shape of foods and beverages (e) Relating to the way of foods serving (f) Relating to chemical compounds (g) Relating to movement or expression (h) and relating to the name of a person or place. Those relations represent global food identity as the output of culture formed by language. This study is essential to develop new vocabularies through blending in the study of linguistic and culture.

Keywords: Portmanteau, the Structure, Culture, Linguistic, Foods, Beverages

Introduction

Many industries compete to attract their customers in the globalization era, particularly on food displays, servings, and names or brands. Foods and beverages are the essential things for human needs, eliminating hunger and thirst. These kinds of need must have a large consumer. Thus, the technological or industrial accomplice, such as the marketers and advertisers uses many strategies to affect the brand attitudes of their customers (Avery and Ferraro in Russell, 2002). One of the customer's attitudes is choosing the foods and beverages based on the foods' unique brand or name. The choice of the food's name affects humans' relation and the foods themselves as having cultural values. Despite that, foods and beverages are considered the form of consumption and other things such as expression, identity, values, and the way of something. As components of material culture, the foods embody culture (Newmark in Asmarani, 2016). As a globalization effect, food and beverage's names have increasingly acknowledged as an indicator of cultural changes by creating local cultures and new forms of identity that are represented. In the process of acculturation and naming practice, the vocabulary of food branding has a significant role (Roncaglia, 2013).

The advertisers or sellers have functioned in the practice of food names. They use unique names by combining two or more words to attract customers' interest in their foods and beverages products. The combined words of shortening can be called as portmanteau words. Kim and C. Cho (2012) argue that brand name has a relation with the brand image. They explored that to develop brand names, including portmanteau, the various strategies are applied. Kvetko (Bednárová-gibová, 2014) asserts that the blending process is part of linguistics' word-formation. The process of blending is by combining the shortened word and merging two different words. It has the compound's sameness, but it is inserted two clipped words into the blending process.

(Bednárová-gibová, 2014) formerly thinks about the portmanteau words in linguistic and fashion phenomenon. She studies "vogue words" in which those relate to something, such as a popular way of dressing at a time and place. She states that those are the unique words resulting from the blending process (Giyatmi; Wijayava; Arumi, 2018). Furthermore, Purwanto and Yuniarty (2020) add that the blending habit, which is mostly practiced by Indonesian in their everyday life have covered many aspects, including people's names and food and beverage name. Hence in this research, the researchers follow and focus on the concept of Böhmerová in Gibova's paper to analyze the structure of word formation in the foods and beverages name and its relation to cultural aspects as the research gap that makes this research different and important.

Böhmerová (Jeremić, 2019) categorizes the types of blending into two forms. The first form is telescoped blends. It emphasizes overlapping shared segments in mutual shape and the overlapping manner. The way of overlapping can be split into three parts. They rely on the overlapping of one syllable, the second words are infiltrated into the first word, and the last way is the two mixed words have a different level of overlapping. While, the second form of blending is a fused blend. It can be typified by overlapping structural shapes and leaving the joint segments. The levels of the base reduction are involved in four subclasses; the first base is replaced into the second one, the two bases are reduced, there is an arrangement or sequence of combinations that are mutually or may alternate to one of the combined words, and the other cases infused blends that do not consist in these stated classifications (Böhmerová in Jeremić, 2019).

Further, Böhmerová divided blending into three typologies; the lexical classes as the base grounded in which it emphasizes the word-categories; the syntactic relationships in which it is divided into two sections, coordinative and determinative. Determinative is necessary to insert

into the blends by attributing the phrases, and a determiner shapes it and ahead. The coordinating blend is made up of the same lexical class, and both foundations do not consist of heads. The last is splinters. It results from an affix like phonological structure and graphical shape (Bednárová-gibová, 2014).

Getting to the core of the approach in language and culture, both approaches are interrelated as the language is an output of culture, and it can be produced by language either socially or individually (Nirmala, 2017). (Wu, 2008) adds more explanation about those relations. He asserts that culture is not merely a matter of material forms such as food and beverages, but it is also the way of human life or nonmaterial, such as languages. Thus, foods, beverages, and language can be an integral part of the culture. Since language has some bearing on the culture, it not only shapes culture but also represents culture such as identity, habit, ideology, values, and others. The example of both relations to identity is that food or beverages are an indicator of identity. It connects the ideology of families, people, and communities in the overseas to their island home by globalizing and localizing foods product (Pollock, 2009). (Miller in Pollock, 2009) exemplifies that McDonald's and Coca-Cola are the food brand in which it has existed everywhere around the world. Those brands stand for a particular identity and as the act of reflection for saving the rainforest. Then branding is not merely about the consumption of food and beverages product, but about social relations, human experiences, and lifestyles such as consumption entail and the food content in the culture (Aronczyk and Powers in Thornton and Shannon, 2015).

The last point, this study aims to describe the relationship between language and culture in the portmanteau words by discovering the formation of portmanteau words of English food and beverage names in Indonesia, applying the up to date blending theory of Böhmerová, and finding

the content of food language as part of the cultural aspects. A linguistic approach can help distinguish the word formation in the portmanteau words, while the cultural view can show the relation of linguistics and culture in the foods and beverages names by showing its aspects and contents. This research is important as theoretically adding the understanding of English terms or vocabularies, particularly on the structural classification, word class, and cultural relationship of English foods and beverages in blending formation that existed in Indonesia.

Material and Method

A descriptive qualitative method is applied to this research. It describes, explains, and identifies the portmanteau words of foods and beverages name using the real data. The researcher narrows the collected data in several shops, market, Malls, and restaurants by observation and taking from the website in which the foods and beverages are distributed and advertised in Indonesia. The length of the research is started from March until July. The actual data is 212, but the researchers limit its data only 37 by selecting and filtering it to be applied and analyzed in a different blending concept based on the other experts of linguistics in different research papers and titles. When some parts conform to certain criteria for a specific selection, the purposive sampling is used. At that point, the important information which is needed may have been found (Nisa, 2020). Since the English food and beverage names are the material of this research, the researchers examine the blending concept of Böhmerová in the foods and beverages' name to show blending formation. In addition to the linguistic approach, the cultural approach is used to connect the language in the portmanteau with the cultural aspects of the foods and beverages contents. The final step of this point is classifying the content into a tabulated form. They are the source word of the portmanteau words, the formation, and the word class structure.

Result and Discussion

This research has a collection of 37 data of the portmanteau words. They consist of 24 food names and 13 beverage names. The research limits data of the analysis on the different data because several researchers have used the same concept of blending and make a little bit different from data and analysis. Then, the collected data bellow is mentioned by the proper pattern in Böhmerová's blending concept. The form of blending is described in the tabulated data of foods and beverages names in these points:

1. *Fused Blends*

a. One Base Reduction

Table 1 One Base Reduction

No	The portmanteau Words	Combination	The Structure of the Word Class
1	Bourbon Choco	**Bourbon + Choco**late	Noun + Noun (A Coordinative Blend)
2	Chikiballs	Chi**cky + Balls**	Noun + Noun (A Coordinative Blend)
3	Choco Knots	**Choco**late + **Knots**	Noun + Noun (A Coordinative Blend)
4	Choco Loop	**Choco**late + **Loop**	Noun + Noun (A Coordinative Blend)
5	Choco More	**Choco**late + More	Noun + Adjective/Adverb (A Determinative Blend)
6	Choco Puff	**Choco**late + Puff	Noun + Noun (A Coordinative Blend)

7	Choco Soes	**Choco**late + Soes	Noun + Noun
			(A Coordinative Blend)
8	Chic Choc	Chic + **Choco**late	Noun + Noun
			(A Coordinative Blend)
9	Fitbar	**Fr**uit**s** + **Bar**	Noun + Noun
			(A Coordinative Blend)
10	Fitchips	**Fr**u**it+Chips**	Noun + Noun
			(A Coordinative Blend)
11	Happy-Co	**Happy + Choco**late	Adjective + Noun
			(A Determinative Blend)
12	Happydent	**Happy + Dent**al	Adjective + Adjective
			(A Coordinative Blend)
13	Happy-Va	**Happy + Va**nilla	Adjective + Noun
			(A Determinative Blend)
14	MyVla	**My + V**anil**la**	Adjective + Noun
			(A Determinative Blend)
15	Nesquik	**Nes**tle + **Quick**	Verb + Adjective
			(A Determinative Blend)
16	Superco	**Super +** Choc**o**late	Adjective + Noun
			(A Determinative Blend)
17	Chocodrink	**Choco**late + **Drink**	Noun + Noun
			(A Coordinative Blend)
18	Coffeelicious	**Coffee** + De**licious**	Noun + Adjective

		(A Determinative Blend)
19	Pinku	**Pink +** You · Adjective + Noun
		(A Determinative Blend)
20	Thai milk tea	**Thai**land + **Milk** + **Tea** · Noun + Noun + Noun
		(A Coordinative Blend)
21	Youvit	**You + Vit**amin · Pronoun + Noun
		(A Determinative Blend)

They are found 21 of fused blending in this table in which the first root is combined with the second root of the word and vice versa. Between the two words, one word is preserved. The fundamental principle for this type is that those words count on reducing one of each base word. The example, the words *Happy-Co, Myvla,* and *Happy-Va*, those words are shaped of two formations of adjective and noun and reduced in one part of the base word either in the front or back. The words of happy and chocolate are contraction of *Happy-co*, happy and vanilla stand for *Happy-va*, and the words of my and Vanilla for *Myvla*. However, happy and dental for *happydent* is a different class of structure. It has an adjective + adjective formula. This case is the same as the other case shown in the table that they have different word classes in each combination of the portmanteau word such as Noun + Noun, Noun + Pronoun, Noun + Adjective, Adjective + Noun, Verb + Adjective, and Adjective + Adjective. It can be calculated that they are six structures of word classes. A coordinative blend consists of combining two temporary nouns, while the compound form of a noun and a verb makes the portmanteau word called a determinative blend (Bednárová-gibová, 2014).

   b. Two Bases Reduction

Table 2 Two Bases Reduction

No	The portmanteau	Combination	The Structure of the Word Class
1	Chocolish	**Choco**late + Sty**lish**	Noun + Adjective (A Determinative Blend)
2	Yummelicious	**Yumm**y + De**licious**	Adjective + Adjective (A Coordinative Blend)
3	Heycha	W**hey** + Mat**cha**	Noun + Noun (A Coordinative Blend)
4	Nespresso	**Nes**tle + Esp**resso**	Verb + Noun (A Determinative Blend)
5	Nescafé	**Nes**tle + **Caff**eine	Verb + Noun (A Determinative Blend)

This classification arranges the reduction in two base words. The first and the second word are splintered, and then it combined into one word. The example is the word *Chocolish*. It is the combination of Chocolate and Stylish. Both of the base words are reduced and combined into one word (*Choco + Lish*). In turn, these processes are applied to all of the collected works in the table and categorized into a fused form of two reductions. Besides, the word classes have a determinative blend; Noun + Adjective, Verb + Noun, and Adjective + Noun and a coordinative blend; Noun + Noun, Adjective + Adjective.

    c. Fused Mirroring

Table 3 Fused Mirroring

No	The portmanteau	Combination	The Structure of the Word Class
1	Tictic	S**tic**k + S**tic**k	Noun + Noun (A Coordinative Blend)

The fused blend category relies on the blending words' interchangeable order, as shown in the word *Tictic*. The word has the combination of *Stick + Stick* in which the combinations are ordered in a mutual and can be substituted to one of the combined words. Both of the portmanteau words have the structure of noun class. This data can be identified as a coordinative blend.

d. Different Cases

Table 4 Different Cases

No	The portmanteau	Combination	The Structure of the Word Class
1	Helious	He**al**th + Sty**lish** + Delic**ious**	Noun + Adjective + Adjective (A Determinative Blend)
2	Milo	**Mil**k + **Po**wder	Noun + Noun (A Coordinative Blend)

A different case is a special case that is sometimes found in the portmanteau word in any field. It cannot be categorized in other blending groups as implied in the three categories of fused blending. The problem is that combining the portmanteau word cannot be explicitly identified as

the example in words *Helious* and *Milo*. Both words cover the forms of Health + Stylish + Delicious and Milk + Powder. *Helious* is a cake or food containing three components: Health, stylish, and delicious, and Milo is a chocolate-flavored drink powder. The combinations do not consist of the fused blend categories to be treated by special cases. Meanwhile, the class structure from the word *Helious* is Noun + adjective + Adjective, and Mile comprises two nouns. As a result, it can be inserted into a determinative and coordinative blend.

2. Telescoped Blends

a. Overlapping of one syllable

Table 5 Overlapping of one syllable

No	The portmanteau	Combination	The Structure of the Word Class
1	Prospericheese	**Prosper**ous + **Ri**ch + **Ch**eese	Adjective + Adjective + Noun (A Determinative Blend)

This mixed or blending combination is characterized by one of the overlapping syllables that intersect each word. Three data are shown in the table with their description of word class and formation. The first word is a chicken dish that is rich in Cheese. It is one of the recheese factory's product called as *Prospericheese*. The word has a combination of Prosperous + Rich + Cheese. It omits the last three letters or alphabets at the end of the first word (*Prosper-ous*). They are the overlapping words between the words *Rich* and *Cheese* based on the same syllable, such as 'ch.' Thus, this combination can be categorized as a telescoped blend based on one overlapping syllable in the word of portmanteau. Meanwhile, the word class structure in the word of *Prospericheese* involves two classes; they are adjectives and nouns. Once the word of

Prospericheese consists of three words, it has the adjective + adjective + noun, and those produce the noun phrase. As a result, it can be said as a determinative blend because the class of word of a noun determines the whole meaning as a noun.

b. The second words are infiltrated into the first word

Table 6 The second words are infiltrated into the first word

No	The portmanteau	Combination	The Structure of the Word Class
1	Chilkid	**Chil**d + **Ki**d	Noun + Noun (A Coordinative Blend)
2	Waterlymon	**Water**y + **lim**e + **Le**mon	Adjective + Noun + Noun (A Determinative Blend)

The telescoped blends in the table are mixing two or more words in which the second root of the word infiltrates or enters the first root of the word. For example, *Waterlymon* is formulated from the three words of Watery + Lime + Lemon. It is a juicy drink made from mixed fruit of lemon and lime. The second word of lime is shortened, and it breaks into the first base word as in the word of watery becomes *waterly*. The splinter word of watery is composed of watery and lime, where the first letter of lime (L) joints in the first word's last syllable. *Waterlymon* has an adjective + noun + noun formula. Those structural classes show the last meaning in noun form, and it can be called a determinative blend.While, the second data shows a little different from the first case. The word *Chilkid* has the bases of Child and Kid's word, where the second base enters the first base word. Both combinations of words bring out the noun forms, so it is a coordinative blend.

c. The two mixed words have a different overlapping level

Table 7 The two mixed words have a different overlapping level

No	The portmanteau	Combination	The Structure of the Word Class
1	Cheetos	**Chee**se + Pota**toes**	Noun + Noun (A Coordinative Blend)
2	Gordon	**Gour**met + **Don**uts	Noun + Noun (A Coordinative Blend)
3	Boru	Br own + Suga r + Bu bble	Adjective + Noun + Noun (A Determinative Blend)
4	Fritato	**Fri**ed + **Potato**es	Adjective + Noun (A Determinative Blend)
5	Walut	**Wa**ffle + **Nut**	Noun + Noun (A Coordinative Blend)

They are 5 data that describe a different overlapping between each word in the table. *Cheetos, Gordon, Boru, Fritato,* and Walut compose to these categories. The word *Cheetos* is formed from **Chee**se + Pota**toes.** Each word's level is different when it is shortened and shared into one combination**,** creating an overlapping letter or syllable. It is similar to the next portmanteau, such as *Gordon* (**Gour**met + **Don**uts) and *Boru* (Br own + Suga r + Bu bble), Fritato (**Fri**ed + **Potato**es), and Walut (**Wa**ffle + **Nut)**. Those overlapping levels in each word are random.

Rendering the relation of foods and beverages content to the cultural aspects reveals their content of foods such as ingredients and language as part of the cultural aspects. Since the language of

foods and beverages is the material culture, it is simple by relating the culture that consists of foods and beverages' language and represents something. The relation of language and cultural foods and beverages lie in the foods and beverages staple, such as fruit, vegetables, chocolate, Cheese, potatoes, wheat, sugar, and corn. The sense of taste, like sweet and delicious, is represented. The characteristic of foods and beverages in the positive spirits and feelings such as super, healthy, prosperous, and rich are shown. The foods and beverages relate to shape or form like a bar or long, round, and Stick. The language of foods and beverages relates to the way foods serving like fried, baked, fast food, and mix. Both of the foods and beverages' names relate to chemical compounds such as vitamins and Caffeine. More than that, it relates to movement or expression such as happy, quick, stylish, and it relates to the name of a person or place such as in Gourmet and donut, child and kid, Indonesian, Thailand. Those elements in the foods and beverages reveal the identity of foods and beverages that are packaged in the English word as the globalized product.

Conclusion

The researchers find the 29 fused blend. The fused blend in portmanteau words consists of 21 words of one base reduction; five words of two bases reduction; one word of fused mirroring; and two words of a different case. Despite that fused type, the telescoped blend in foods and beverages name comprises one word of overlapping of one syllable; two words are infiltrated; five words have a different overlapping level. Most of the typology of word class is noun formation or phrases and it is divided into 20 coordinative such in the formation of noun + noun, adjective + adjective and 17 demonstrative blends such as noun + adjective, adjective + noun, adjective + noun + noun, adjective + adjective + noun, noun + adjective + adjective, verb + noun, pronoun + noun, verb + adjective. The relation of foods and beverages name is bound to

linguistics and culture. It can be assumed that they are five aspects of culture consisting of the portmanteau words of foods and beverages such as food serving, ingredient or the composition of foods and beverages, the expression, shape, or form, and the name of place and person. Those aspects are cultural insight, which represents the identity of the global food culture.

There are other possibilities to conduct investigations on the cultural and linguistic portion and these given suggestions. It can be conducted by analyzing blending foods and beverages using the foodscape or gastronomic theory, combining the concept of blending with food translation theory, and identifying the relationship between language and culture in the name of foods and beverages of ethnolinguistics or linguistic anthropology.

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