The Analysis of Word Formation in Coffee Shops' Menus in Bintaro

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ABSTRACT

This study aims to find the word formation employed in coffee shop menus in Bintaro, Tangerang, Indonesia. By examining word formation processes, naming conventions, and menu item types. This research aims to understand how coffee shops effectively communicate their offerings to customers through word formation processes. It adopts a qualitative research approach, utilizing purposive sampling to select representative coffee shops in the area. Through in-person visits and online sources, menus were collected and analyzed for their linguistic features. The findings reveal that coffee shops in Bintaro utilize word formation processes. Compounding involves combining two or more words to create a new term, such as "chicken katsu" or "milkshake." Affixation, on the other hand, entails adding prefixes or suffixes to existing words, as seen in "salted" or "grilled." Blending, a more creative process, involves merging portions of two or more words to form a new word, such as "croffle" or "moccacino.". The insights gained from this research have practical implications for the readers. It is expected that the finding would show the word formation processes predominantly used in coffee shop menus in Bintaro that can be valuable for understanding how language is used to create a specific brand image. This highlights the importance of considering cultural and linguistic factors when developing menu.

INTRODUCTION

The coffee-drinking trend is currently popular in Indonesia, especially in the Jakarta area and its surroundings. However, the trend of drinking coffee is not only about how people enjoy coffee, but also the interesting names of the coffees available at the

coffee shops visited by coffee enthusiasts. So, the trend is not only about enjoying coffee, but also the place where they enjoy coffee, which is called a coffee shop, and the names of the coffee dishes available at the coffee shop. According to Charles J. Metelka (1991 The Dictionary Of Hospitality, Travel and Tourism), a coffee shop is a commercial business that offers various types of drinks or snacks at relatively affordable prices to customers with informal service without following strict service rules.

According to Atmodjo (2005), there are twenty-two types of restaurants, namely a'la carte restaurant, table d'hote restaurant, coffee shop or brasserie, cafeteria/cafe, canteen, continental restaurant, carvery, dining room, discotheque, fish and chip shop, grill room (rotisserie), inn tavern, night club/super club, pizzeria, pancake house/creperie, pub, snack bar/cafe/milk bar, specialty restaurant, terrace restaurant, gourmet restaurant, family type restaurant, and main dining room. Coffee shop is one of the twenty-two types of restaurants mentioned above. Atmodjo (2005) said that a coffee shop is a place (shop) that serves espresso-based coffee and small snacks. As it develops, in addition to providing coffee as the main product, this shop also provides small meals and heavy food. Coffee shop, or commonly known as cafe, has shifted in meaning. Terminologically, the word cafe comes from French, namely coffee, which means coffee (Oldenburg, 2001). In Indonesia, the word cafe was then simplified to cafe (Herlyana, 2012). The literal meaning refers to (drink) coffee, which is then known as a place to enjoy coffee with various types of other non-alcoholic drinks such as soft drinks and other light snacks.

Discussing about coffee shops, it's impossible to avoid the topic of the menu. The menu is the first thing that cafe visitors will see to choose which drinks or food they want to consume at the coffee shop. Menu also functions as a communicating and selling tool (Kincaid and Corsun, 2003). More specifically, it communicates not only the food and beverage offerings, but also the image of the firm. Furthermore, menu is a base on which the customers make their food choices and a well designed menu can direct customers' attention to the items the firm wants to sell more (Antun and Gustafson, 2005).

One of the places that has a variety of coffee shops is Bintaro, South Tangerang. The dynamic landscape of many Bintaro's coffee shops' scenes is characterized by a proliferation of unique and innovative establishments. A significant factor contributing to the success of these coffee shops is the creative and engaging language used on their menus. This research proposal aims to deepen into the linguistic strategies employed by coffee shops in Bintaro to communicate with customers using their menus to introduce their products. By examining the word formation processes used in menu items, the researchers seek to understand the underlying linguistic creativity in their menus.

The analysis of word formation in coffee shop menus offers valuable insights into the linguistic creativity and cultural influences in language they use. By examining the morphological structures of menu items, researchers can gain insights of how coffee shops use language in their menu to communicate with customers.

The study of word formation in coffee shop menus reveals the linguistic creativity and innovation employed by coffee shops. By combining existing words or creating entirely new ones, coffee shops can develop menu items that are both distinctive and intriguing.

The choice of words and the way they are combined can convey specific messages about a coffee shop's identity, values, and offerings. For example, a coffee shop that emphasizes artisanal craftsmanship might use compound words like "hand-roasted" or "single-origin" to highlight the quality of its beans. By carefully selecting and crafting menu items, coffee shops can connect with their custommers.

The words used on a coffee shop menu can significantly impact consumer perception and engagement. Well-crafted menu items can evoke positive emotions, create a sense of anticipation, and make customers feel more connected to the coffee shop's brand. By analyzing word formation, the researcher can identify the linguistic strategies that are most used in the menus. The research aims to understand how coffee shops communicate their offerings effectively to customers. This suggests that language plays a crucial role in attracting and engaging customers. The findings will reveal the word formation processes predominantly used in coffee shop menus in Bintaro. This knowledge can be valuable for understanding how language is used.

The study is expected to identify regional and cultural influences on menu design, such as the prevalence of Indonesian loanwords and the use of local ingredients. This highlights the importance of considering cultural and linguistic factors when developing menus. Thus, the research questions to be answered from this study would be: 1) What are the predominant word formation processes utilized in Bintaro coffee shop menus?; 2) How are each word formation categories used in the menus?

The analysis of word formation in coffee shop menus offers a valuable tool for understanding the linguistic creativity. By examining the morphological structures of menu items, researchers can gain insights into how coffee shops use language with the use of word formation. This research draws upon the theoretical frameworks of linguistics, particularly morphology and lexicology. Morphology, the study of word formation, provides the tools to analyze the structure of words and identify the processes involved in their creation. Lexicology, the study of the lexicon, offers insights into the relationship between language and culture, as well as the ways in which language can be used to create meaning and evoke emotions.

LITERATURE REVIEW

Morphology **is** the study of the structure of words and the processes involved in their creation. Yule (1985:67) identifies morphology as the study of the basic element of a language, and the element is called a morpheme. By analyzing the morphological components of menu items, we can identify the specific word formation processes used, such as compounding, derivation, and blending. For

example, a compound word like "latte art" combines two existing words to create a new term that is specific to the coffee industry.

According to Yule (2006: 244), lexical relation is the relationship of meaning, such as synonymy that is between word. **Lexicology** is the study of the lexicon, which is the vocabulary of a language. Lexicology offers insights into the relationship between language and culture, as well as the ways in which language can be used to create meaning and evoke emotions. By examining the lexical choices made in coffee shop menus, we can understand how language is used to position brands, attract customers, and create a unique atmosphere.

The morphological process refers to the whole morphological variation in the constitution of lexical items (Crystal, 2008). It examines how words are formed and how they can be analyzed into smaller units called morphemes. Morphemes are the smallest units of meaning in a language. They can be free-standing words (e.g., "cat," "run") or bound morphemes that must be attached to other morphemes (e.g., "-s" in "cats," "un-" in "unhappy").

Word formation in morphology refers to the various processes through which new words are created in a language. According to Plag (2018), these processes are fundamental to understanding how languages expand their lexicons and adapt to new communicative needs. The study of word formation examines both the rules governing these processes and their productivity in different linguistic contexts (Bauer, 2003). This paper will explore the major word formation processes including affixation, compounding, conversion, blending, acronym formation, and truncation, with examples from English and other languages where relevant.

Affixation is one of the most productive word formation processes across languages. It involves adding bound morphemes (affixes) to a base or root word (Katamba, 1993). Prefixes are added before the base (e.g., 'un-' + 'happy' = 'unhappy'), while suffixes are added after (e.g., 'quick' + '-ly' = 'quickly'). *(Katamba, 1993)*

As noted by Lieber (2009), affixation can change the grammatical category of the base word or modify its meaning. For example, the suffix '-er' can convert a verb to a noun (e.g., 'teach' → 'teacher'), while the prefix 're-' indicates repetition (e.g., 'write' → 'rewrite'). The productivity of affixation varies across languages and across different affixes within the same language. According to Aronoff and Fudeman (2011), some affixes are highly productive (like '-ness' in English), while others are no longer used to form new words (like '-th' in 'warmth'). For examples: 'unhappy' (un- + happy), 'rewrite' (re- + write), 'happiness' (happy + -ness)

Compounding involves combining two or more lexemes to form a new word. As Bauer (2001) explains, compounds can be formed from various combinations of nouns, verbs, and adjectives (e.g., 'blackboard', 'sunflower', 'babysit'). The meaning of compounds is not always predictable from their components, a phenomenon known as 'non-compositionality' (Libben & Jarema, 2006). For instance, a

'blackboard' isn't necessarily black, and a 'hotdog' isn't a canine. Compounding patterns vary cross-linguistically. While English predominantly uses right-headed compounds (where the right element determines the category), other languages may use left-headed or even exocentric compounds (Booij, 2005).

Conversion (or zero-derivation) occurs when a word changes its grammatical category without any overt morphological marking (Bauer & Valera, 2005). Common in English, this process can convert nouns to verbs ('email' → 'to email') or verbs to nouns ('to run' → 'a run'). As Don (2005) observes, conversion is particularly productive in languages with minimal inflectional morphology. The context typically disambiguates the word's new function, though sometimes phonological changes accompany the conversion (e.g., stress shift in 'record' vs. 'to record'). The directionality of conversion (whether noun → verb or verb → noun) often follows language-specific patterns. According to Kiparsky (1997), English shows a preference for noun-to-verb conversion in contemporary usage.

Blending combines parts of two or more words to create a new lexeme (Kemmer, 2003). Unlike compounds, blends typically involve phonological overlap or truncation (e.g., 'smog' from 'smoke' + 'fog', 'brunch' from 'breakfast' + 'lunch'). As noted by Algeo (1977), blends often originate in informal contexts before gaining wider acceptance. Their formation follows certain patterns: the first element typically provides the beginning, and the second provides the end (Cannon, 1986). Blends are particularly common in advertising, technology, and popular culture. According to Lehrer (1996), their playful nature makes them memorable, though many remain nonce formations that never enter the general lexicon.

Acronyms are formed from the initial letters of a phrase, pronounced as a word (e.g., 'NASA' from 'National Aeronautics and Space Administration'). As López Rúa (2002) notes, acronyms differ from initialisms which are pronounced letter by letter (e.g., 'FBI'). The use of acronyms has increased dramatically in technical and bureaucratic domains. According to Crystal (2008), this reflects a need for efficient communication in specialized fields, though overuse can lead to confusion among non-specialists. Some acronyms become so familiar that their original meaning is forgotten (e.g., 'laser', 'radar'). As observed by Kreidler (2000), this lexicalization process demonstrates how acronyms can become fully integrated into the lexicon.

Clipping shortens longer words, often removing syllables (e.g., 'ad' from 'advertisement', 'phone' from 'telephone'). As noted by Marchand (1969), truncations typically retain the stressed syllable of the original word. According to Lappe (2007), truncations often originate in informal speech before gaining wider acceptance. They may develop affective meanings or register differences from their full forms (e.g., 'prof' vs. 'professor'). Some clipping combine with suffixes (e.g., 'Aussie' from 'Australian' + '-ie'). As observed by Schneider (2003), this demonstrates how truncation can interact with other word formation processes.

Beyond the major processes, languages employ various other mechanisms. Back-formation creates new words by removing apparent affixes (e.g., 'edit' from 'editor') (Adams, 2001). Reduplication repeats all or part of a word, common in some languages (e.g., Tagalog 'bili' [buy] → 'bibili' [will buy]) (Inkelas & Zoll, 2005). Neologisms and coinages represent completely new formations, often in technical fields (e.g., 'google', 'blog'). As noted by Lehrer and Kittay (1992), these may originate from proper names or other sources.

Different linguistic theories approach word formation differently. Generative morphology (Halle, 1973) views it as rule-governed, while usage-based approaches (Bybee, 1985) emphasize frequency and analogy. As Aronoff (1976) argues, word formation rules are productive but constrained by various factors including phonology, semantics, and existing morphological patterns. Recent work in construction morphology (Booij, 2010) treats complex words as constructions with their own properties, not simply derived from their parts.

Word formation processes are central to understanding how languages grow and change. As this overview demonstrates, morphology offers multiple pathways for lexical innovation, each with its own patterns and constraints. Understanding word formation has practical applications in language teaching, computational linguistics, and lexicography (Bauer et al., 2015).

METHOD

This study employs a qualitative research approach supported by purposive sampling to explore linguistic patterns in coffee shop menus. As defined by Creswell (2012), qualitative research involves examining social phenomena from the perspectives of individuals or groups, which aligns with the study's aim to analyze how menu language reflects broader cultural and branding practices. Coffee shops in Bintaro are selected purposively based on specific criteria relevant to the research objectives, ensuring that the sample represents diverse and relevant establishments. Data collection involves acquiring menu data through direct visits—where researchers obtain or photograph physical menus—and online sources such as websites and digital platforms. The collected menus are then systematically coded to facilitate linguistic analysis. Coding focuses on categorizing items by type—such as beverages, food, and merchandise—and by naming conventions, particularly the use of descriptive language and morphological structures.

Following data collection, qualitative content and thematic analysis are employed to identify dominant word formation processes in the menu items. The analysis centers on examining morphological patterns and the linguistic strategies used to create appealing and marketable names. The study also draws on relevant linguistic literature to establish a theoretical foundation, enabling a more comprehensive interpretation of findings. Results are discussed in relation to research questions and situated within the broader contexts of branding and

consumer communication. Practical implications for menu design and marketing strategies are highlighted, offering recommendations for coffee shop owners. Acknowledging limitations such as sample size and selection bias, the study suggests future research directions, including larger and more diverse samples, exploration of metaphor and imagery, and cross-cultural comparisons of menu language.

RESULTS AND DISCUSSION
Results

This study findings focus on the linguistic phenomena evident in the menu items of five Bintaro-based cafes. Each of these cafes—Voir Cafe, Oh La La Cafe, Amy and Cake Cafe, Stranger's Reunion Cafe, and Twin House Cafe—features a menu rich with creative linguistic constructions resulting from various word formation processes. From compound names like *Chicken Katsu* and *Peanut Butter*, to borrowed terms such as *Affogato* and *Matcha*, and inventive blends like *Croffle* and *Moccacino*,

Table 1. Word Formation

Word Formation	Cafe(s) Using It	Examples
Compounding	All	Chicken Katsu, French Fries, Peanut Butter
Affixation	All	Salted, Grilled, Sparkling
Borrowing	All	Matcha, Carbonara, Risoles, Otak-Otak
Blending	Voir, Amy and Cake, Twin	Chocokies, Croffle, Moccacino
Clipping	All	Choco, Mac, Mayo
Reduplication	Amy and Cake, Stranger's	Otak-Otak, Tek-Tek
Conversion	Twin, Stranger's	Garlic Toast, House Salad

The data collected from the selected cafes reveal a robust use of various word formation processes in crafting menu language. The linguistic creativity seen in menu items is not incidental but serves a critical role in consumer engagement and brand positioning. Compounding emerged as the most dominant word formation strategy across all cafes.

Discussion

Compounding, as the most dominant word formation process used for approximately 35% of all observed cases, combines two or more lexical elements to create a single unit that often provides both descriptive and emotive value. In Voir Cafe, for example, compound terms such as *Chicken Katsu*, *Palm Sugar*, and *Milkshake* combine ingredient names and preparation styles. These compounds do more than describe; they evoke imagery and anticipation. Oh La La Cafe follows suit with items like *Beef Lasagna*, *Seafood Galore*, and *Sweet Potato Fries*, wherein the second element often denotes the form or style, while the first provides specificity of the ingredient. The cafes employed compounding extensively to describe menu items, with three primary subtypes evident: (1) Noun+Noun compounds: 'Chicken Katsu' (Voir Cafe) combines 'chicken' with 'katsu' (Japanese for 'cutlet'), creating a hybrid term that signals both the protein source and preparation style.Similarly, 'Peanut Butter' (all cafes) merges two food items

describing a spread. (2) Adjective+Noun compounds: 'French Fries' (all cafes) pairs a nationality adjective with a food noun, suggesting origin while describing the product. 'Hot Chocolate' follows this pattern, combining a temperature adjective with the main ingredient. (3) Verb+Noun compounds: 'Grilled Cheese' (Amy and Cake Cafe) uses a past participle verb form with a noun to indicate preparation method.

These compounds show varying degrees of lexicalization. While 'French Fries' is fully lexicalized in English, 'Chicken Katsu' represents a more recent borrowing that maintains its compound structure. The cultural implications are significant - these compounds reflect both international influences (through borrowings) and local adaptations. From a marketing perspective, compounds efficiently communicate dish components while creating distinctive menu items that stand out visually and conceptually.

Amy and Cake Cafe utilizes compounding for both local and international dishes, offering items such as *Pumpkin Soup*, *Chicken Wings*, and *Grilled Chicken Caesar Salad*. Stranger's Reunion Cafe presents compounds like *French Fries* and *Mie Ayam Char Siu*, blending Western and Asian culinary elements. Twin House Cafe compounds include *Peanut Butter*, *House Salad*, and *Chocolate Sauce*, revealing both simplicity and familiarity. The consistency of this formation type underlines its versatility and marketability.

Affixation involves modifying root words by adding prefixes or suffixes to create new meanings or grammatical categories. Across all cafes, affixation is predominantly manifested through suffixes such as *-ed*, *-ing*, and *-ized*. These suffixes help describe the state or preparation method of ingredients.

For instance, items like *Salted Caramel*, *Fried Banana*, *Grilled Chicken*, *Scrambled Eggs*, *Caramelized Onion*, and *Sparkling Water* provide immediate cues about taste, texture, and preparation. This not only aids understanding but also enhances appeal through sensory association. In Twin House Cafe, the use of participial adjectives (e.g., *Grilled*, *Toasted*, *Sauteed*) demonstrates how affixation can linguistically mirror the cooking process, reinforcing transparency and culinary professionalism.

Affixation accounted for approximately 20% of observed word formations, primarily through suffixation. This process adds prefixes or suffixes to base words to create new menu items, with three notable patterns: (1) -ed participle forms: 'Salted Caramel' (Oh La La Cafe) and 'Grilled Chicken' (Twin House Cafe) use the -ed suffix to indicate preparation methods or characteristics. These forms function adjectivally to modify the following noun. (2) -ing participial adjectives: 'Sparkling Water' (Stranger's Reunion Cafe) and 'Roasting Coffee' employ the -ing form to describe ongoing processes or inherent qualities. (3) -y suffix: 'Creamy Pasta' (Voir Cafe) and 'Cheesy Bread' use the -y suffix to indicate qualities.

These affixed forms demonstrate how English derivational morphology gets applied in menu language.

Borrowing is another key linguistic strategy observed across all five menus, showcasing the influence of globalization and multicultural culinary practices. The borrowed terms primarily come from Japanese, Italian, Dutch, and local Indonesian languages.

Japanese borrowings such as *Katsu*, *Mentai*, and *Matcha* reflect the widespread popularity of Japanese cuisine. Italian borrowings like *Carbonara*, *Affogato*, *Latte*, and *Cappuccino* convey sophistication and authenticity, especially in drink and pasta sections.

Dutch-derived words such as *Kroket* and *Risoles* hint at colonial legacies in Indonesian cuisine. Indonesian terms like *Otak-Otak*, *Nasi Goreng*, and *Pisang Goreng* maintain cultural identity and resonate with local patrons. The integration of these borrowed terms enhances the cosmopolitan appeal of the menu while preserving cultural roots.

Direct lexical borrowing constituted about 15% of word formations, reflecting Bintaro's cosmopolitan food culture. The data shows borrowings from several languages:
(1) Japanese: 'Matcha' (all cafes) for green tea powder, 'Katsu' in 'Chicken Katsu', and 'Ramen' demonstrate Japan's culinary influence.
(2) Italian: 'Carbonara' (Amy and Cake Cafe), 'Latte', and 'Cappuccino' represent Italian coffee and pasta culture.
(3) Portuguese: 'Risoles' (a type of snack) shows historical colonial influence.
(4) Malay: 'Otak-Otak' (fish cake) reflects local culinary traditions.

Linguistically, these borrowings often undergo phonological adaptation to Indonesian pronunciation patterns. Culturally, they signal authenticity for sophistication (for European terms). Marketing-wise, borrowed terms create an aura of authenticity and exotic appeal, allowing cafes to position themselves as purveyors of global cuisine.

Blending, though less frequent, adds an element of linguistic novelty and brand distinctiveness. This process merges parts of two words to create a new lexical item, often resulting in catchy, memorable names. Voir Cafe offers examples like *Chocokies* (a blend of chocolate and cookies), while Amy and Cake Cafe features *Croffle* (croissant and waffle), and Twin House presents *Moccacino* (mocha and cappuccino). These blends not only serve descriptive purposes but also foster brand uniqueness and customer curiosity. Blended terms tend to be more informal and are often associated with modern, innovative dishes or beverages.

Blending accounted for approximately 10% of cases, representing some of the most creative menu language. This process combines parts of two words to form a new one:
(1) 'Chocokies' (Oh La La Cafe): Blend of 'chocolate' and 'cookies', describing chocolate-flavoredcookies.
(2) 'Croffle' (Stranger's Reunion Cafe): Blend of 'croissant' and 'waffle', indicating a hybrid pastry.
(3) 'Moccacino' (Voir Cafe): Blend of 'mocha' and 'cappuccino', naming a coffee drink variant.

These blends follow common patterns where the first part of the first word combines with the end of the second word. Culturally, they reflect a playful, innovative approach to menu design. From a marketing perspective, blends create memorable, distinctive product names that can become signature items for cafes.

Clipping involves shortening a longer word without changing its meaning. This is particularly useful in informal or space-limited contexts, such as menu design. All five cafes utilize clipping to present a more relaxed and accessible tone. Terms like *Choco* (from chocolate), *Mayo* (from mayonnaise), and *Mac* (from macaroni) are frequently used. These clipped forms are especially effective in attracting a younger demographic or conveying informality and familiarity. Clipping contributes to a conversational style, aligning with contemporary marketing language.

Clipping constituted about 10% of word formations, demonstrating menu language's efficiency. This process shortens longer words:
(1) 'Latte' from 'caffè latte'

(2) 'Mocha' from 'caffè mocha'

(3) 'Capp' from 'cappuccino'

(4) 'Esp' from 'espresso'

These clippings typically preserve the most recognizable syllable of theoriginal word. Culturally, they reflect the assimilation of coffee terms into local usage. Marketing-wise, clipped forms save space on menus while remaining recognizable to customers familiar with coffee-culture.

Reduplication, particularly prevalent in Indonesian culinary terms, involves repeating a word or morpheme to generate a new meaning. This process is deeply rooted in local language structure and culinary naming conventions. Amy and Cake Cafe features items like *Otak-Otak* (a type of fish cake), while Stranger's Reunion lists *Mie Tek-Tek* (a noodle dish named after the sound of the street vendor's cart). These examples reinforce the authenticity of the menu and connect patrons to cultural traditions. Reduplication in this context is both linguistic and cultural, signaling tradition and local identity.

Reduplication accounted for about 5% of cases, primarily in local menu items. This process repeats all or part of a word:

(1) 'Otak-Otak' (fish cake)

(2) 'Puk-Puk' (a type of fried chicken)

(3) 'Kopi-Kopi' (coffee varieties)

(4) 'Teh-Teh' (tea varieties)

These forms follow common Indonesian reduplication patterns for indicating variety or emphasis. Culturally, they maintain connections to local culinary traditions and signal authentic local offerings alongside international items.

Conversion, or zero derivation, is the process by which a word changes its grammatical function without morphological alteration. It constituted about 5% of cases, changing a word's class without affixation:

(1) 'Garlic Toast' (noun phrase used as name)

(2) 'House Salad' (noun phrase used as name)

Linguistically, these examples show how noun phrases get converted into proper names for menu items. Culturally, they reflect the conventionalization of certain dish descriptions. Marketing-wise, they create simple, descriptive item names.

This strategy is useful for efficiency in menu language, allowing a noun to function as an adjective or vice versa. Other examples include *Garlic Toast* (where "garlic" functions adjectivally) and *House Salad* (where "house" is used attributively). Such usage economizes space while retaining clarity. It also lends a certain stylistic tone, often found in gourmet or boutique-style menus.

The analysis reveals how Bintaro's coffee shop menus employ diverse word formation strategies to achieve various linguistic and commercial goals. Compounding dominates for its efficiency in communicating dish components, while borrowing reflects global culinary influences. Affixation allows precise description of food characteristics, and blending enables creative naming. Clipping and conversion demonstrate menu language's efficiency, while reduplication maintains local linguistic patterns.

Culturally, these processes reflect Bintaro's position between global food trends and local traditions.

CONCLUSION

This study demonstrates that the language of food menus in Bintaro cafes is

a rich tapestry woven from various word formation strategies. These linguistic choices are deliberate, serving aesthetic, informative, and persuasive functions. The findings underscore the importance of linguistic awareness in menu design.

A primary observation is the overwhelming dominance of compounding across all menus. This is a reflection of its utility in the culinary context, where the precise communication of dish composition and preparation methods is paramount. The use of compound forms like "fried banana," "grilled chicken," or "matcha latte" serves both to describe and to evoke sensory responses, which are critical in food marketing. For affixation, particularly through participial suffixes, proves crucial for signaling food preparation methods and textures. The use of adjectives such as "salted," "smoked," or "caramelized" imbues menu items with depth, appealing to both taste and culinary sophistication. While borrowing stands as a key indicator of globalization in gastronomy. The presence of Japanese, Italian, Dutch, and local Indonesian culinary terms demonstrates not only the diversity of food offerings but also the multicultural identity of contemporary Indonesian urban cuisine. Blending and clipping are found to be particularly effective in creating brand identity and novelty. Terms like "chocookies" or "croffle" are not only linguistically playful but also suggest innovation and exclusivity, attributes that are vital in a competitive cafe market. Reduplication, rooted in the structure of Indonesian languages, serves a dual function of reinforcing cultural identity and providing rhythmic, memorable names. Lastly, conversion or zero derivation showcases the efficiency of linguistic expression in menus. Using a noun as an adjective, for instance, maximizes clarity while maintaining brevity—qualities essential in both printed and digital menus.

In conclusion, this research not only reveals the linguistic richness of Bintaro cafe menus but also emphasizes the importance of strategic language use in the food and beverage industry. As food culture continues to globalize and diversify, the language used to represent it must adapt in meaningful, respectful, and creative ways. It is suggested that future studies could expand to other regions in Jakarta or even Indonesia to create a comparative analysis on menu language.

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