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 relates to cultural views. Descriptive qualitative is applied to this research by finding several data in Supermarket, Mall, Café, Restaurant, and Websites in Indonesia. They are 37 collected data of the portmanteau words that have been earned from March up to July 2020. It is analyzed by revealing their formations in the linguistic concept of word formation (blending), which is proposed by Böhmerová theory and relates to the cultural aspect. The results show that the blending types of English food and beverage's names are fused and the telescoped blend. Those combinations of blending word structures are determinative and coordinative noun. Linguistically, the relation of the portmanteau words of food and beverages name to cultural aspects is entailed in the borrowing word. Those relations represent global food identity as the output of culture formed by the English language. This study is essential not only to develop new vocabularies through the word-formation of blending in the study of linguistic but also its relation to the cultural aspect.

Keywords---beverages, culture, foods, linguistic, portmanteau, structure.

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Introduction

As a matter of truth, foods and beverages are essential things for human needs, eliminating hunger and thirst. These kinds of needs must have a large consumer and many industries compete to attract their customers in this globalization era, particularly on food displays or packaging, servings, and names, brands, or labeling (Peters-Texeira & Badrie, 2005). Subroto & Samidi (2018), states that marketers and advertisers use many strategies to affect the brand attitudes of their customers. 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 as one of the examples is that it associates with something like male or female identities (Jensen & Holm, 1999). Danilović Jeremić & Josijević (2019), states that brand names represent important assets in linguistics. The use of the rand's name distinguishes the produfrom from the corporate identity. In brand naming practice, innovation and wisdom are used, which also contributes to the creation of blends. While blending has long been recognized as a prominent feature of the debate on advertising and marketing, there has been almost no research to date on blends in brand names and their relationship to the cultural aspect (Higgins et al., 2010; Ehlen et al., 2008).

Even though foods and beverages are considered the form of consumption, but it represents other things such as expression, identity, values, and the way of something. The foods embody culture because it is a component of material culture (Dietler, 2007). Hence, Roncaglia (2013) affirms that the globalization effect shows that 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 its process, acculturation and naming practice creates the vocabulary of food branding and have a significant role (Martin & Siehl, 1983; Cooper, 2000).

In the practice of food names, the advertisers or sellers have the prominent function. 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 portmanteau words. Kim & 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 into wointo 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. The unique words resulting from the blending process (Giyatmi et al., 2018). Addition to that statement, Purwanto & Yuniarty (2020), argue 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. Based on those statements, the researchers follow and focus on the concept of Böhmerová (2010), as it has been analyzed in Gibova's paper. This paper analyzes the structure of

word formation in tfoodods and beverages name and its relation to cultural aspects as other research that makes this research important (Janssen et al., 1997; Farkas, 2006).

Böhmerová categorizes the types of blending into two forms (Jeremić, 2019). The first form is telescoped blends. It emphasizes overlapping shared segments in a mutual shape and 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. The second form of blending is a fused blend. It can be typified by overlapping structural shapes and leaving the joint segments. Böhmerová (2010), adds that 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 (Jeremić, 2019).

Further, Böhmerová (2010), 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. Still, 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. An example of both identity relations is that food or beverages are an indicator of identity. It connects the ideology of families, people, and communities overseas to their island home by globalizing and localizing foods product (Pollock, 2009). Miller (2021), 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 (Pollock, 2009). Then according to Aronczyk & Powers (2010), concludes that 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. Further, identity is the main issue in the cultural approach while the word's formation is part of a linguistics view. Consequently, this paper presents the language contact to the identity of cultural origin in the portmanteau words of foods and beverages' name. The relation between both approaches in the context of food and beverage must be a gap on how language in the food and beverages is created without putting aside the cultural aspect (Xu, 2004; Delgado et al., 1998).

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 such as in blending, applying the up to date blending theory of Böhmerová (2010), and finding the borrowing word's content of food language as part of the cultural aspects from its origin. A linguistic approach can help distinguish the word formation in the portmanteau words. In contrast, the cultural view in the borrowed word can show the foods' identity relation of linguistics and culture 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 (Escanciano & Lobato, 2009; Castle & Hendry, 2010).

Method

A descriptive qualitative method is applied to this research. In language analysis, descriptive qualitative essentially studies in detail language in environments using real data without interference or handling of variables (Nassaji, 2015). It describes, explains, and identifies the portmanteau words of foods and beverages name using the collected data. The researcher narrows the collected data in several shops, market, Malls, restaurants, and the website on which the foods and beverages are distributed and advertised in Indonesia. The length of the research is started from March until July 2020. The researchers limited the research to only 37 data by selecting the food name's characteristic to the cultural aspect. When some parts conform to certain criteria for a specific selectiohe 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 applied the blending concept of Böhmerová (2010), 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 by revealing their origins in borrowed wwordsand showing the food's identity. 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 (Kalynychenko et al., 2021; Petrova et al., 2021).

Findings and Discussion

The structure of blending in the portmanteau words

This research has a collection of 37 data of the portmanteau words. They consist of 24 food names and 13 beverage names. 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:

Fused blends

- One base reduction
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 (Table 1). 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).

- Two bases reduction
This classification arranges the reduction in two base words (Table 2). 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.

- Fused mirroring
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 (Table 3).

- Different cases
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-flavoured 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 (Table 4).

Telescoped blends

- Overlapping of one syllable
  This mixed or blending combination is characterized by one of the overlapping syllables that intersect each word (Table 5). 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. While 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.
- The second words are infiltrated into the first word
  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 (Table 6). 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.
  In contrast, 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.
- The two mixed words have a different overlapping level
  They are 5 data that describe a different overlapping between each word in the table (Table 7). Cheetos, Gordon, Boru, Fritato, and Walut compose to these categories. The word Cheetos is formed from Cheese + Potatoes. 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 (Gourmet + Donuts) and Boru (Brown + Sugar + Bubble), Fritato (Fried + Potatoes), and Walut (Waffle + Nut). Those overlapping levels in each word are random.

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.

Foods' identity in borrowing of portmanteau words

Fitrisia et al. (2018) states that identifying the language contact in food items can be traced in borrowed words. The word borrowing defines the process in which one language replicates a linguistic element and feature of another language (Durkin, 2014). This relation indicates that the language of food items relates to the history, etymology, culture, and origin of food items. Furthermore, Durkin (2014), states that individual words are intertwined with borrowed words as part of linguistic history. In turn, it has influenced English vocabulary. Looking into the 37 data of English food and beverage can be investigated that they are eight words coming from French like in the source word of Bourbon, Fruit, Bar, Delicious, Caffeine, Powder, Gourmet, Lemon, and Sugar. The words that come from Spanish are Chocolate, Vanilla, and Potato. Latin words are Fruits, Bar, Dental, Vanilla, Super, Vitamin, Delicious, Prosperous, Cheese, and Lemon. The words 'Coffee' comes from Turkish. The Japanese word is Matcha. German's words are Whey, Nut, and Caffeine. Tea is taken from Chinese (Taken from https://www.merriam-webster.com). In this instance, the original food contents characterize and represent national identities because those languages of food and beverages are taken from other countries and adopted in the English Language (Suardiana, 2016; Al-Sofi & Abouabdulqader, 2020).

Meanwhile, rendering the relation of foods and beverages content to the cultural aspects can be revealed in their content of foods such as ingredients and language. Both of them are part of the cultural aspects. Since the language of foods and beverages is the material culture, it can be related to the culture that consists of foods and beverages' language and represents something like in the name of Bourbon. It defines as a member of "a French family, a French island in the Indian Ocean, and kinds of flowers". Definition of Chic is "Smart elegance and sophistication, especially of dress or manner" (https://www.merriam-webster.com). A brand like Cheetos refers to food items like potatoes. The potatoes in Cheetos has a related history to the American Army about how food is served (de Salcedo, 2015). In another case, consuming chocolate was considered an important status symbol (Coe & Coe, 2006). The last point is that Gordon brings the style of American food even though it is made in Indonesia as a home industry (Vocroix, 2021; Arnawa et al., 2019).

Seeing those ways of food origin and history, the researchersagrees with Pollock (2009), who asserts that food and beverages over time and space globalize while it localizes, thereby they cross national boundaries. The food and beverage connect families through cultural exchanges and shared ideologies and diversifies. Since the data is taken from the supermarket, grocery, and others selling media in Indonesia, the increased options of foods from the land or the supermarket is part of that diversity. Pollock (2009), adds that the influence stemming from western

ideologies of consumerism has led to a proliferation of western food imported to the islands, as well as choice in supermarkets and industries under western brands.

It has been proved in the global food giants such as Miller (2021), the company actively tried to develop its goods in the Pacific. From small family-owned grocery stores to supermarkets, commercial food outlets have proliferated then it tends to be manufactured in the local region (Hau'ofa, 2017). In this case, it has been spread in Indonesia where the local firm or industries produce the same name coming from English brand or English Language. It has happened because meals such as ssnackshad to fit family tastes, be as nutritious as possible, be easy to put on the table and fall within the budget. Fast meals such as snacking can fill and satisfy the hunger of the adults, children, and family. Thus, it is an ideal food for households on a limited income (Pollock, 2009). Despite that, the English language as an international language and the lingua franca Llurda (2004) borrows many foreign terms or words (Bednárová-gibová, 2014). It has brought out the effect to local people in naming their product with western names. Therefore, the westernization ideology has been cultured and used by the Indonesian people. It is coining the new form of identity, local and global.

In conclusion, 37 data presented in the tables consist of domestic or local and international products. They are packaged in modern style and form, distributed to Indonesian families and mostly targeted for children's consumer, prepared or produced in Indonesia like in the foods' name of Bourbon Coco, Choco Chips, Honeylicious, PieBis, Chikiballs, Choco Puff, Chic choc, Fitbar, Fitchips, Happy dent, Happy-Va, Happy-Co, Myvla, Choco Soes, Superco, Choco drink, apinknku. International products are Potato Chips, choco chips, choco loops, Choco More, Nesquick, Nestle, Nespresso, Milo, and Waterly melon. The products produced are not only popular with local people but are also in great demand by consumers in other countries. It denotes global food mixing with local food consumption, and it shows that capitalism affects globally in Indonesia, particularly the use of the English language for naming the foods. David & Valentine (1997) says that eating food and beverage from another community or geographical place can be integrated into one's own identity. It means that when the product western is preserved in Indonesia, it will give an effect to the taste of western culture as global food and bring the food's identity to have a local and global taste. Those elements in the foods and beverages reveal the value and identity of foods and beverages that are packaged in the English word as the globalized product. Thus, globalization is not always about selling and distributing to customers worldwide Imam et al. (2011), but it shapes the identity of the original food and brings one culture to another region.

Conclusion

The relationship between language and culture is contained in the original word for food and beverage so that the two elements are related to each other and form a new meaning in the term of food and beverages' blending. Thus, the food and beverage's name are bound to linguistics and culture. Meanwhile, the aspects of history such as the food's origin are cultural insight, which represents the identity of the global food culture and tend to be localized because it is adopted in

another region by gaining global taste then adjusting in local taste. The formation in blending can be part of word formation in linguistic view and relates to cultural of the borrowing foods word. 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 glocalization Roudometof (2016), and the foods cape 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 in ethnolinguistics or linguistic anthropology.

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Appendix

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**u**it**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 +** Cho**co**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 +** Yo**u**	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)

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 + D**elicious**	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)

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)

Table 4
Different cases

No	The portmanteau	Combination	The Structure of the Word Class
1	Helious	Health + Stylish + Delicious	Noun + Adjective + Adjective (A Determinative Blend)
2	Milo	**Mil**k + P**o**wder	Noun + Noun (A Coordinative Blend)

Table 5
Overlapping of one syllable

No	The portmanteau	Combination	The Structure of the Word Class
1	Prospericheese	**Prosper**ous + **Rich** + **Cheese**	Adjective + Adjective + Noun (A Determinative Blend)

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 + Kid	Noun + Noun (A Coordinative Blend)

| 2 | Waterlymon | **Water**y + lime + Le**mon** | Adjective + Noun + Noun (A Determinative Blend) |

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**to**es	Noun + Noun (A Coordinative Blend)
2	Gordon	**Go**ur**met** + **Don**uts	Noun + Noun (A Coordinative Blend)
3	Boru	Brown + Sugar + Bubble	Adjective + Noun + Noun (A Determinative Blend)
4	Fritato	**Fri**ed + Po**tato**es	Adjective + Noun (A Determinative Blend)
5	Walut	**Wa**ffle + N**ut**	Noun + Noun (A Coordinative Blend)