



Trend of Arabic Language Use in Indonesian Brands: Onomastic Studies on Arabic Shop Names in Tulungagung

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ABSTRACT

The trend of naming brands in Indonesia is always changing from time to time. In the last decade, there has been a notable change from western language (English or Latin) to Arabic language such as Wardah, Safi, and Zoya. Not only national class brands, local shop names are also increasingly using Arabic. Nowadays, we often see Arabic products and shops in the market such as Al-Azhar, Yasmin, and El-Faza. This study aims to reveal the phenomenon and meanings behind the use of Arabic in naming local brands in Indonesia, especially in Tulungagung. The research is conducted using onomastic studies. Onomastics is one discipline of socio linguistics that studies the etymology, history, and use of names. Using qualitative descriptive method, this study analyzes the form, reference meaning, and function of the use of Arabic language in shop names in Tulungagung. The researcher uses observation, documentation, and interviews to collect the data. The results of this study reveal that the naming system for shops in Tulungagung is conducted using particular techniques like using single words in Arabic or combination of Arabic and English or Indonesian. Meanwhile the origin of the names could be traced to personal (self and family) names, geographic names, or Islamic terms. The purposes of Arabic naming consist of showing the identity of the owner, matching the type of products and service and the emergence of halal life style. It is in line with the rise of Islamic spirit which is related with the role of Arabic as a symbol of cultural identity.

KEYWORDS: Arabic language; Arabic Shop Names; Brands; Onomastics

مستخلص البحث

يتغير اتجاه تسمية العلامات التجارية في إندونيسيا دائماً من وقت لآخر. في العقد الماضي، كان هناك تغيير ملحوظ من اللغة الغربية (الإنجليزية أو اللاتينية) إلى اللغة العربية مثل "وردة و سافي و زويا". ليس فقط العلامات التجارية ذات المستوى الوطني، بل إن أسماء المتاجر المحلية تستخدم اللغة العربية بشكل متزايد. في الوقت الحاضر، غالباً ما نرى المنتجات والمحلات التجارية العربية في السوق مثل "الأزهر والياسمين والفاز". تهدف هذه الدراسة إلى الكشف عن الظاهرة والمعاني الكامنة وراء استخدام اللغة العربية في تسمية العلامات التجارية المحلية في إندونيسيا، وخاصة في مدينة تولونغاغونغ، وقد تم إجراء البحث باستخدام الدراسات السمعوية. Onomastics هو أحد فروع علم اللغة الاجتماعي الذي يدرس أصل التسمية والتاريخ واستخدام الأسماء. باستخدام المنهج الوصفي النوعي، تحلل هذه الدراسة الشكل والمعنى المرجعي ووظيفة استخدام اللغة العربية في أسماء المحلات التجارية في تولونغاجونج. يستخدم الباحث الملاحظة والتوثيق والمقابلات لجمع البيانات. كشفت نتائج هذه

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الدراسة أن نظام تسمية المحلات التجارية في تولونغونغونغ يتم باستخدام تقنيات معينة مثل استخدام كلمات مفردة في اللغة العربية أو مزيج من العربية والإنجليزية أو الإندونيسية. وفي الوقت نفسه ، يمكن إرجاع أصل الأسماء إلى أسماء شخصية (شخصية وعائلية) أو أسماء جغرافية أو مصطلحات إسلامية. تتمثل أغراض التسمية العربية في إظهار هوية المالك ومطابقة نوع المنتجات والخدمات وظهور نمط الحياة الحلال. وهو يتماشى مع صعود الروح الإسلامية المرتبط بدور اللغة العربية كرمز للهوية الثقافية.

الكلمات الرئيسية: اللغة العربية؛ أسماء محلات عربية؛ العلامات التجارية؛ الأونوماستيك

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Introduction

Names always contain spirit, hope, prayer, history, message and identity. It could be the name of a person, a city, an institution or even a business. In the business field, the name of the shop or brand must be chosen with careful calculations by the owner or store manager. The name could represent the product or service or other aspects which make the shop or business outstanding. This is why the name of the store has unique characteristics so that it is often used as a differentiator between one store and another (Aribowo, 2017) Naming activities are carried out so that consumers do not mistakenly recognize the store they are going to. As an identity, the name of the shop often has a strong relationship with the background of the owner or manager; can be the name of the owner or a product typical of a region. Before the end of the 20th century, especially during the New Order era (Soeharto), shop names in Indonesia were dominated by local languages, especially Javanese. People who lived in the 90s must be familiar with the names of shops such as Moro Seneng, Muncul Jaya, Mulyo Rejo, and so on. At the beginning of the 21st century, shop names in Indonesia tend to use foreign languages, especially English language (Riani, 2014) Names like Alex Barbershop, Excell Laundry and Riverside Residence are often heard in daily life. Some language enthusiasts started to be worried about the dominance of English over regional languages (Wijana, 2014).

Surprisingly, in the last decade there has been a significance trend of naming brands with another language: Arabic. Since Arabic is always associated with Islam, it is believed to be in line with the hijrah movement and the spirit to implement a halal lifestyle. Halal life style has been becoming an emerging trend in the last decade. The halal industry is not just a necessity but also a lifestyle (Madjid & Hasan, 2022). For example, muslim fashion products become the most attractive in demand in Muslim countries, especially in Indonesia. Based on the 2013 State of The Global Islamic Economy report, Indonesia ranked in the top three of muslim fashion revenue, reaching \$18.8 billion (Khotimah, 2018).

It is very interesting to find out that in Indonesia nowadays, Arabic words are not only used for naming mosques, prayer rooms or Islamic educational institution. Previously we only heard names such as Masjid ar-Rahman, Mushalla al-Barokah and Madrasah As-Salam, but now don't be surprised to hear Ayam Geprek al-Khoiroh,

Laundry al-Hidayah, or Bengkel Al-Furqon. Once more, we must keep in mind that recent naming preference trend does not happen accidentally. We must underline that names had a very important contribution, especially in economic activities (Permata et al., 2019)

This phenomenon is not happening only in big cities like Jakarta, Surabaya, or Bandung but also in small cities, one of them is Tulungagung. Tulungagung is a small town in southern coast of East Java. 10 years ago, it was rare to see business names written in Arabic language in this town, but now you can easily spot Arabized shop names in many places in this area. Why do the researcher choose Tulungagung instead of other cities in East Java? East Java is well-known for its religious society, especially the santri communities which mainly reside in cities like Jombang, Kediri, and Pasuruan. Since those cities are mostly religious, naming shops in Arabic might not be surprising. It would feel different to see this phenomenon happening in cities labeled as “not really religious”. Tulungagung is famous for its *abangan* society (Harimurti, 2018). *Abangan* refers to Javanese Muslims who do not possess sufficient understanding about Islam and do not consistently practice what it teaches (Mamahit, 2021). Many *abangans* live in southern coastal cities like Tulungagung. The geographic distance makes people who live in southern coast of Java got less exposure of Islam than their counterparts in the north. They are more likely to preserve Javanese culture than to be “Arabized”. Therefore, their shift in naming shops from Javanese to Arabic is really intriguing. The study about names is called onomastics. ‘Onomastics’ is the intellectual endeavor which studies names of all kinds. It does not only stands as a part of linguistics but also involves several adjacent disciplines which are considered extra—linguistic (Nicolaisen, 2001)

There have been previous studies discussing about onomastics studies. A study conducted by Sahril et al (2019) investigated how names have shaped the landscapes of Medan, North Sumatra. The research revealed that the use of foreign languages have dominated the landscape in that town. Indonesian language is no longer the sole authority in that region (Sahril et al., 2019). The other research conducted by Jatmiko (2018) proposed the significant role of history and religion in naming system in New Testaments (Jatmiko, 2019). Meanwhile, a study conducted by Aribowo (2017) discussed how the Arab diaspora in Solo, Central Java name their business using Arabic Language (Aribowo, 2017). In international context, a research conducted by Sabet and Zhang (2020) how first name choice is influenced by socio-ethnic changes during the transitional period between two governments in Iran. It proves that politics also has role in influencing people’s taste in selecting names (Sabet & Zhang, 2020) Another study by Gorter (2018) investigate the concept of linguistic landscape in Spain as a subject of onomastic studies. It refers to the visibility of particular languages on public and commercial signs. Gorter specifically focused the use of English signs in educational institutions in Spain which he called “schoolscape”. The result shows that schoolscape in Spain indicates multilingualism, multimodality, and critical reflection.

That research has enriched the discussion on onomastic studies. Research by Sahril and Gorter briefly analyzed linguistic landscape in Indonesia and Spain, meanwhile Sabet & Zhang and Jatmiko proved that history, religion and politics play significant role in onomastics. My research is related to that research but has

differences and novelty. So far, there has been no sufficient research conducted to analyze the trend of Arabization in Indonesia, especially by native Javanese people. Such research are needed due to the rise of “hijrah” lifestyle in Indonesia and the fact that Arabic is an integral aspect of Islam. Actually, Aribowo in his research has investigated why Arab diaspora in Indonesia uses Arabic to name their shop. It is a great study but since they are Arabs naming their shops with Arabic is not surprising. We need to investigate the Arab names used by non-Arabs, in this case native Javanese. Therefore, this research is conducted with an objective to investigate the trend of using Arabic language to name shops in Tulungagung, East Java, which is famous for its *abangan* society.

Method

Using a descriptive qualitative approach, this research tries to analyze names of local brands in kabupaten (district) of Tulungagung which uses Arabic language. To be more specific, this data source in this research is taken from shop names in kecamatan (subdistrict) of Tulungagung and surrounding kecamatan like Kedungwaru, Boyolangu and Kauman. Those subdistricts sit as the center for business, administration and education in Tulungagung district. This research is utilizing onomastics science. In the Linguistic Dictionary, onomastics refers to an investigation of the origin of forms and names, especially names of people and place (Kridalaksana, 2009). Name is defined as a unique noun unit, based on established linguistic conventions. The linguistic aspect that discusses names is present in the scope of theory and typology (Langendonck, 2008). This research could also be called socio-onomastics research. Socio-onomastics discusses the presence and interaction of names in society. Names do not only belong to the language alone, but also to the users who belong to community and cultural groups (Aksholakova, 2014)

This research would be conducted through three techniques: observation, documentation and interview. Firstly, research would observe shop names used in 3 kecamatan in Tulungagung district (Tulungagung, Kedungwaru and Boyolangu). The researcher would later taking notes of which stores using Arabic language as their brand names. The next step is documenting those findings. It could be done by taking pictures or recording videos of the name board, neon box or the whole building of the shops. The data that has been obtained from the documentation is then analyzed by using the translational equivalent method to identify the naming system. This method was chosen because in this context language becomes the determinant as mentioned by (Sudaryanto, 1993). In formulating a naming system, the names of shops are then classified based on the orthographic structure. The research then analyses the number of words, word order, conjunction, language combination, etc. In order to figure out name reference behind a brand name, the referential match method is used which focuses on the reference to the meaning of a name. It is traced whether it comes from the owner's name, the owner's family name, or the name of a city or place that is respected.

The next step is interview. Using purposive sampling, the researcher chooses 8 owners or managers of shops which use Arabic language for their shops name. The

interview is then conducted to find out why they name their shops with Arabic language. The interview results are then analyzed using the pragmatic matching method by looking at the information coming from the respondent or the speech partner (Sudaryanto, 1993) This method is a way to explore the background, reasons or messages behind Arabization of local brand name. The research is finally completed by concluding all research findings and anylisis.

Results and Discussion

The naming of the store is one of the important agendas and keys in order to develop the business being built. The naming process will be carefully considered before the decision falls on the selected words. This means that naming is not done carelessly because choosing the right name is one of the strategies and techniques to successfully influence the customer. After doing observation to shops which are located in in Tulungagung regency, the researcher found 33 shops which use Arabic language. After finding those shops, the researcher conducted documentation by taking pictures using camera on the name boards of the shop to be analyzed later. The findings are as follows:

Table 1. List of Shops Using Arabic Names in Tulungagung

No	Shops	No.	Shops	No	Shops
1	El-Sagaff Moslem Shop	12	Toko Al-Faz	23	Zafara Laundry
2	Kopsyah Al-Mawaddah	13	Yaqana Lalapan	24	Sahara Boutique
3	El-Salwa Stationary	14	Al-Farizi Cell	25	Kos Al-Hidayah
4	Al-Fattah Cellular Service	15	UD Nasrun	26	Dar'al Haromain
5	Sakinah Family Residence	16	Toko Azka	27	Toko Fawwaz
6	Madinah Arabic Store	17	El- Musa	28	El-Zam Celluler
7	Kopsyar Amanah Ummat	18	Apotek Firdaus	29	Zamzam Foods
8	Photocopy Nurul Hikmah	19	Toko Assalam	30	La Tahzan Store
9	Griya Muslim Azzahra	20	Amir Parfum	31	Laundry AlHijrah
10	Aizha Hijab Store	21	Toko Barokah (1)	32	Kost Al-Baariq
11	BTM Surya Madinah	22	Toko Barokah (2)	33	Toko Arofah
1	El-Sagaff Moslem Shop	12	Toko Al-Faz	23	Zafara Laundry
2	Kopsyah Al-Mawaddah	13	Yaqana Lalapan	24	Sahara Boutique
3	El-Salwa Stationary	14	Al-Farizi Cell	25	Kos Al-Hidayah
4	Al-Fattah Cellular Service	15	UD Nasrun	26	Dar'al Haromain
5	Sakinah Family Residence	16	Toko Azka	27	Toko Fawwaz

After finding those 22 shops and documenting them, the researcher analysed them under the classification as follows:

Naming System

If we look at the type of Arabic word used for naming system, it could be inferred that most of them consists of isim (noun) and fi'il (verb). Adjective is hardly found. It is different with English or other languages which commonly use nouns and adjectives in namings (Sandra, 2015). Some shop names constructed from Arabic nouns are as follows: Az-Zahra (الزهرة), Al-Mawaddah (المودة) , and As-Salam (السلام) which respectively mean: flower, love and peace.

Meanwhile, some shop names constructed from verb are as follows: Yaqana (يقن), Azka (أزكى) and La Tahzan (لا تحزن) which respectively mean: to believe, to purify and don't be sad! The name of La Tahzan is very unique because it is borrowed from the title of a bestseller book written by Dr. Aidh Al-Qarny "La Tahzan"



Figure 1. List of Shops Using Arabic Noun and Verb

If we count the amounts of the words, we can conclude that shop names using Arabic language in Tulungagung are dominated by the use of single Arabic lexicon. Single word use in onomastics study is called mononymy (Collazo, 2017) Of the 33 Arabic-named shops found, 26 (74 %) are using one lexicon or word which is called mononymy system, while the remaining 6 shops (or 28%) use polynymy naming system, naming with more than one word. Mostly consist of two words with few of them using three or more words. Some shops also use the combination of words in Arabic and English language.



Figure 2. List of Shops Using Mononymy system

Single name system or mononymy is dominantly used for naming stores like Nasrun (نصر) El-Musa (الموسى) Arofah (عرفة) and Firdaus (فردوس). Beside of using single words which is believed to be easier to remember, some names are formed by combining two or more words into a meaningful construction known as polynymy (Aribowo & Herawati, 2016). We can see names like Nurul Hikmah (نور الحكمة), Amanah Ummat (أمانة أمة) and Dar'al Haromain (دار الحرمين). It might consist of all Arabic words or combination of Arabic and English. One fact from the bilingual combination is the word order which always place Arabic at the beginning before the English element, for example Sakinah Home Stay. The word Sakinah (سكينة) comes before Home Stay. It is apparently caused by two factors: The first, the elements of English are only used to provide further information of the product. Second, the influence of English grammar rule of the

Explain-Explained (M-D) pattern as one of major feature of constructing English phrase (Riani, 2014)



Figure 3. List of Shops Using Polynimy system

Meaning References

Strong and positive meaning are the characteristics of words which are generally preferred by shop owners to name their business. In other word, the name must be easy to remember, specific, related to the product or service being traded, and has a deep meaning. This activity was carried out because naming became one of the key factors in order to increase the attractiveness and allure of consumers (Fox 2012). Arabic words used as shop names in Tulungagung mostly refer to self-name, geographic name, family name, and other meanings. From 33 shops names found in the research, 17 shop names refer to self-names or family names; 5 shops refer to the geographical name; and 11 refer to various elements, mostly related to Islam

For example, the name of El-Musa is taken from its owner's name: Musa. The other example, Al-Farizi Cell refers to the owner's youngest son whose name is Fariz. The intriguing question is: why those people's names are in Arabic, even though they are ethnically Javanese? In the previous decades, Javanese people used to utilize Javanese to name their children like Agus, Bambang and Sugeng, but nowadays they tend to name their children with Arabic (like Fahri, Najwa, Zahra) and English/European languages (like Kevin, Alex, Shirley). This is supported by belief that choosing self-name cannot be separated from relationship between the language and the religious background. However, there are still few Arabized shop names because they are actually owned by Arabs. This naming system usually uses surname. Elsagaf Moslem Shop. Elsagaf(السقف) which is sometimes pronounced Assegaf is one of the most famous Arab surnames in Indonesia. In the culture of Arab diaspora, surname brings strong ethnic identity, class and social structures.

Geographical name also has its portion in the Arabization of shop names in Tulungagung. Some names come from famous places in Saudi Arabia, the place where Islam was born. Those names could be seen as follows: BTM Surya Madinah (مدينة), Dar'al Haromain (دارالحرمين), Zamzam (زمزم) Food. Madinah is a holy city, Haromain refers to Mecca and Madinah, while Zamzam refers to a miraculous source of water near Ka'bah. The rest of names represent the type of product or other purposes,

especially related to Islam. We can see names like Toko Barokah (بركة), Al-Hijrah (الهجرة), Al-Hidayah (الهداية)



Figure 4. Each names has its peculiar meaning references

Naming Purpose

As I have mentioned in the beginning, names always contain spirit, hope, prayer, history, message and identity. It could be the name of a person, a city, an institution or even a business. In the business field, the name of the shop or brand must be chosen with careful calculations by the owner or manager. Name is one of the most significant factors that influence the purchasing power of consumers (Oscar & Megantara, 2020). Indonesia as pluralistic nation have pluralistic society which uses different languages in naming things. One of the factors that influence society in choosing names is their various knowledge or background (Rini et al., 2018). To analyze this background, the researcher conducted an interview to 8 business owners or managers which choose Arabic language to name their shops. The results show that there are some purposes of naming shops with Arabic words. They are:

Constructing identity of the owner

Name is the first step to conduct branding alongside logo, design, slogan, and textualization (Hillenbrand et al., 2013). In fact, naming using the owner's name is the most widely used strategy because most shops will be passed through generation to generation. Moreover, it carries a greater social responsibility for the quality of its products than those who do not use a personal name. Store names (even large company names) often indicate the owner's social identity (Fox, 2011)

This could be seen from the results of interview to UD Nasrun owner, Nasrun (نصر) is the name of the founder of the business. He is the father of current manager of the shop. He keeps his father's name as the brand because it has been famous and customer has trust the quality. If he changes into another name it would reduce customer's trust on his product. Identity could also refer to ethnicity, like what the owner of Elsagaf Moslem Shop, he use Elsagaf (السقف), the surname of his family to construct the Arab-ness of the brand, since his family belong to Arab diaspora community.

Matching the type of products or services.

The name of a business usually represents the type of products offered. Based on the interviews conducted to some owners of Arabized shop names in Tulungagung, they intentionally choose Arabic words to make them suitable for the product they sell. For example, the owner of Madinah Arabic Store said he chose the name Madinah (مدينة) because he sells products from Arab like dates, honey, zam-zam water, nuts, raisins, , perfume and prayer mats. Therefore, he prefers Madinah because it fits the commodity he sells. The other one is Koperasi Syariah (Shariah Cooperation) Amanah Ummat. The owner chooses the word Amanah Ummat (أمانة أمة) which means “community trust” because one of the most important principles of cooperation and other financial services business is customers’ trust. This is also in line with what the owner of Griya Muslim Azzahra which chooses the word (الزهرة) which means flower. This shop sells beauty items for muslim women. Flowers are often associated with feminine characters of women.

The emergence of Halal Lifestyle

Halal lifestyle has become an emerging trend in Indonesia in the last decade. The halal industry has a strategic role in boosting the economy of Indonesia. Halal industry has contributed USD 3.8 billion to Indonesia's Gross Domestic Product (GDP) every year. In addition, the halal industry has also contributed USD 1 billion investment from investors in foreign countries and create 127,000 jobs per year. People tend to believe that halal things are good for one’s health and well-being. Halal things bring comfort and security to life (Baca, 2021). Halal life style in Indonesia is also not only focused on the food sector but has been spread to other sector like cosmetics, drugs, etc (Adinugraha & Sartika, 2019).

Talking about halal lifestyle, there are many indicators which emerge, one of them is construction of identity. Language is one element of identity. Without doubt, all of us have known what language is associated with halal life style. It is Arabic, the language of Qur’an, the language of Islamic heritage. That’s why, it is not surprising if some of shop owners in Tulungagung intentionally choose Arabic words to create Islamic or halal vibes for their brand.

Like the owner of Sakinah Home Stay, he intentionally chooses the word Sakinah (سكينة) to create a more Islamic image. For traditional and conservative muslims, hotels, villas and homestays are sometimes associated with negative things. Therefore, this kind of syariah hotel offers Islamic concepts and rules for their guests, like the obligation of showing marriage certificate for partners (male and female) who want to stay in their hotel. Thus, Arabic words like Sakinah really fit their values.

The other case is Zamzam Food. The owner intentionally choose the word Zamzam (زمزم) to create a halal image. Since he sells food, he want everybody to know that all his products are halal. No haram food and beverage like pork and alcohol. It is very interesting because in Indonesia for a product to be legally considered halal it should apply halal certification which is issued by Majelis Ulama Indonesia (Indonesian Council of Ulema). Since this certification process usually takes long time and spend a lot of money, some small business tried other ways to construct the halal identity, one of them is using language. What language? No wonder, it is Arabic! They use Arabic words to name their brand. Therefore now we can spot names like Roti Salamah, Bakso Hidayah, Kopi El-Faza, Wardah Cosmetics, Aisha Beauty Care, Café Najwa, etc..

However, the other shops in Tulungagung like El-Salwa Stationary, El-Zam Celluler, Sahara Boutique and Zahara Laundry are not directly named using Arabic to create halal image. From the interview it is revealed that choose Arabic because they just love it, it sounds more beautiful, and it create more Islamic vibes.

Conclusions

There are many things in a name, especially within the names of products. The use of Arabic words for naming shops in Tulungagung, an area which is ethnically Javanese, is not conducted without any reason. From this research, we can figure out that the naming system for shops in Tulungagung area is conducted using particular techniques like using single words in Arabic or combination of Arabic and English or Indonesian. Meanwhile the origin of the names could be traced to personal (self and family) names, geographic names, or Islamic terms. The purposes of Arabic naming consist of showing the identity of the owner, matching the type of products and service and the emergence of halal life style. It is in line with the rise of Islamic spirit which is related with the role of Arabic as an Islamic cultural identity in Indonesia.

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