THE DYNAMICS OF PRODUCT NAMING PROCESSES FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSME) IN KOTAKULON VILLAGE

[1]Nurhasanah*
[1]Universitas Sebelas April Sumedang, Indonesia
[1]nurhasanah.winur@gmail.com ,

[2]Afni Apriliyanti Devita
[2]Universitas Sebelas April Sumedang, Indonesia
[2]afniaprildev@gmail.com ,

[3]Soni Rahayu Adi
[3]Universitas Sebelas April Sumedang, Indonesia
[3]sonirahayuadi19@gmail.com ,

[4]Yogi Wijaya Lesmana
[3]Universitas Sebelas April Sumedang, Indonesia
[3]yogzwijaya21@gmail.com

Abstract: This study aims to investigate the dynamics of the MSME product naming process in Kotakulon Village and analyze the role of names in shaping the brand image. The study used ethnolinguistics analysis combined with a qualitative descriptive method to determine the dynamic of the naming process. Ethnolinguistics theory was used to solve the research questions: (1) how is the product naming process, and (2) what is the background behind the product naming process? The experts and the owner of the MSME product were contacted for observations, interviews, and documentation to gather data. The results show that the dynamic of the product naming process has eight categories. Those are processed product name, original product name, local language product name, acronym product name, local product name, shape characteristics product name, unique product name, and owner's product name. The study concludes that MSME owners should know the importance of brand image. The benefit is that it will make the product better known to the public and make consumers repurchase it.

Keywords: *ethnolinguistics, linguistics, naming, product*

INTRODUCTION

Business influences the growth of economic and societal wealth. Micro, small, and medium-sized enterprises, or MSME, are businesses that impact the Indonesian economy. MSME are businesses run by individuals or small groups (Fauziyah, 2021). As mentioned in Budiarto et al., (2019), the Indonesian Republic's Law Number 20 of 2008 defines: micro enterprises are businesses owned by individuals or small groups that have a maximum net worth of Rp50,000,000.00 and a maximum sales income of Rp300,000,000.00. In contrast, a small business has a net worth between Rp50,000,000.00 to Rp500,000,000.00, the yearly sales over Rp300,000,000.00, and is operated by an individual or non-subsidiary company. Lastly, a medium-sized enterprise is an independent business with annual sales between Rp2,500,000,000.00 to Rp50,000,000,000.00 or a net income between Rp500,000,000.00 until Rp10,000,000,000.00 owned and managed by an individual or business entity that is not a subsidiary.

Oktavianingrum et al., (2023) stated that product naming of MSME is really important in creating the image and identity of a product in the market. A brand itself is a combination of name, term, sign, symbol, and design, that has the purpose of identifying things or services from one seller so that they can differ from products or services from competitors. Arum (2023) opines that a brand is a name or symbol that becomes the identity of the seller's product and distinguishes it from competitors' products to create value in the minds of consumers. With a brand, consumers will be able to more easily recognize a product, and increase consumer trust in a product (Waqfin, et al., 2021).

In the village named Kotakulon, Sumedang, the dynamics of the MSME product naming process are interesting to investigate. Sumedang City, which has a unique cultural diversity and is rich in local wisdom, offers an interesting context for understanding how distinctive traditional values are reflected in the product naming process. In this case, the researcher made observations and it was found that there were around more than 200 MSMEs that had registered business entity names and were halal certified. This wealth is integrated with local wisdom in Sumedang City, which is why it is important to analyze the dynamics of the MSME product naming process. Local wisdom is not only implemented in cultural values but also reflected in the language and naming used in local products. Ethnolinguistics, as a multi-discipline that combines anthropology, linguistics,

and cultural sciences, provides a strong basis for examining the dynamics of the naming process of MSME products in Kotakulon Village.

According to Endarswara (2015), ethnolinguistics is one of the branches of macro linguistics that combines with ethnography and ethnology. Ethnography and ethnology are branches of the humanities that study culture. Ethnography is a description, painting, and explanation of countries, tribes, and races. Laili (2020) explains that ethnolinguistics is one of the branches of linguistics that can be used to study the structure of language related to its culture. With this approach, we can learn more about how the factors of linguistics and cultures can relate to each other in forming identity and product uniqueness. There are several studies that related to naming process, such as *Representasi budaya dalam penamaan 6 tempat di kecamatan Situraja kabupaten Sumedang* by Nurhasanah et al. (2014), *Pengaruh Penamaan Produk oleh Konsumen terhadap Purchase Intention dengan Psychological Ownership sebagai Mediator* by Putri et al. (2020), *Tanggapan Pengusaha "Ayam dan Bebek Ganja" terhadap Imbauan Penamaan Produk Makanan* by Putra (2023), *Penamaan Produk Herbal Tradisional Air Mancur Berkaitan dengan Kegunaan Produk* by Prahastiwi (2022), and *Kajian URF Pada Penolakan Sertifikasi Halal MUI Terhadap Penamaan Produk Berlabel Setan* by Faiza (2021).

Based on previous studies, there has been no research specifically focusing on brand naming in MSME (Micro, Small, and Medium Enterprises) products or applying ethnolinguistic theory. It is important to be further examined, considering the importance of branding in a product to increase MSME profits.

This study has relevance in upgrading the context of MSME in Indonesia with a linguistics approach. The theoretical approach used in this research is ethnolinguistic theory where data is gathered from linguistic phenomena observed within society. The aim of this research is to understand how important naming is to create a product's image not only helps the MSME to enhance their competitiveness in the market but also to give knowledge about how cultural heritage and local wisdom can be preserved and collaborated into the modern marketing strategy. Therefore, this study not only enhances our understanding of the dynamics of MSME in Kotakulon but also has the potential to make valuable contributions to the wide development of MSME in Indonesia.

REVIEW OF LITERATURE

Language represents one of the earliest cultural achievements of humanity. Keraf (2004) a comprehensive review of the history and development of language reveals that its functions are inherently linked to its evolution. These functions encompass not only the expression of meaning but also serve as vital tools for communication, social integration, and adaptation.

Language has emerged in diverse forms, reflecting the ethnic backgrounds from which it originates. Kridalaksana (2008) identifies language variety as a manifestation of linguistic differences based on contextual usage. This variation is influenced by factors such as the relationships between speakers, their interlocutors, and the subject matter being discussed, as well as the medium of communication.

Language reflects the culture of a society, showing how they think, communicate, and understand the world around them. Koentjaraningrat (1996) cited in Aini et al., (2024) says that culture is everything humans create, think, and do as part of their life in society, and it is passed down to others through learning. Ethnolinguistics studies the connection between language and culture. This field helps us understand how language is not just a tool for communication, but also an important part of a group's identity and traditions, revealing their values and way of life.

Foley (2001) explains that ethnolinguistics, or anthropological linguistics, is a branch of linguistics that focuses on the role of language within broader social and cultural contexts. It aims to advance and preserve cultural practices and social structures. On the other hand, Davronov & Nurova (2022) state the object of ethnolinguistics includes all aspects of the oral form of the language (folklore, dialect, urban speech, rural speech) and the variety of written texts. It can be concluded that language and culture are closely linked. Language is not just for communication, it is the way we connect with our traditions.

Naming is one of the aspects studied in ethnolinguistics. Names can be given to every person, activity, object, and event in the world. Names come from the rich and varied experiences of people's lives, it has their unique history and meaning. Naming for things, whether they are objects or people, helps us identify and understand what we are talking about (Lubis et al., 2021). In addition, Djajasudarma (1999) says that names come from our complex lives and the many different things in our surroundings. These names

come from our thoughts and help us recognize and talk about what we see. By naming the things around us, such as people, objects, places, or ideas, it makes it easier to identify and talk about what we see and experience. Furthermore, it helps the interactions and discussions smoother and more meaningful. In the study of toponymy, naming could also represent the physical characteristics of the location and the cultural or historical significance incorporated into the community's traditions (Amalia et.al, 2024).

From a semantic perspective, language can be categorized into two primary types: spoken language and written language. Spoken language encompasses verbal communication through speech; it serves as the predominant mode of interaction for most individuals and is commonly employed during face-to-face conversations, telephone exchanges, and other oral communications.

In contrast, written language is generally characterized by greater formality and structure compared to its spoken counterpart. It tends to exhibit a higher degree of standardization across different cultures and regions. Both spoken and written forms of communication are essential tools that significantly influence our daily interactions. They facilitate our ability to impart information, articulate thoughts and emotions, and engage with others across various contexts.

METHOD

The method used to answer the research questions, formulated based on the data collected, is known as the research approach. Sugiyono (2009) suggests that qualitative research uses narrative data, which cannot be tested using statistical methods. Thus, it is referred to as a qualitative approach. Based on this definition, the data used in this research were acquired from transcriptions of interviews, indicating a qualitative approach that focuses on identifying narrative text. Phenomenology is one of the qualitative research designs that focuses on understanding and describing the universal essence of a phenomenon by exploring the individual's perspective and subjective assumptions (Cresswell, 2019). It is aligned with the research questions that explore the dynamics of the product naming process for MSME in Kotakulon village.

Adjusting to the research design, in-depth interviews and focus group discussions are used to collect the data. When conducting qualitative interviews, researchers speak with individuals face-to-face. These interviews aim to extract participants' thoughts and

ideas using a limited number of unstructured, usually open-ended questions (Dewi, 2021). The owners of MSME products in Kotakulon were interviewed by the researcher to break down and understand the meaning of their MSME brand. Interviews were also used to collect secondary data from the leader of the MSME community in Kotakulon to get the data of all the MSME.

A focus group discussion is one of the techniques of data collection that originated in sociology and is well-known in business, marketing, and education (Sagoe, 2012). The purpose of the discussion is to introduce the ground realities, the researcher encourages free discussion and promotes equal participation of all participants (Neville, 2007). In this context, FDG is used to explore the dynamics phenomenon of MSME naming in Kotakulon and to spread awareness about the importance of naming for enhancing consumer interests.

LeCompte and Schensul (2013), stated that data analysis is a process in research to reduce data to transcriptions and interpret it to derive insights. According to Miles, et al, (2018) there are three steps of data analysis techniques. Firstly, data reduction, the data that have been collected will be reduced by separating information that does not align with the research purpose. Subsequently, the data presentation will involve summarizing the results obtained from the reduced data. This will be followed by conclusions from the interpretation of the presented data, specifically focusing on the dynamics of perceptions among MSME owners regarding the significance of the names of their businesses.

FINDINGS AND DISCUSSION

Findings

All the MSME data we have from the leader of MSME in Kotakulon is 1,000. However the analysis is only for the food and beverages type of MSME, so the data was reduced to 200 data. From all of the data analysis, we found eight categories of the dynamic of the product process. Those are processed product name, original product name, local language product name, acronym product name, local product name, shape characteristics product name, unique product name, and owner product name. The data will be explained as follows:

Table 1. Types of Product Naming Dynamics

Naming Product	MSMEs in Kotakulon
Processed Product Name	Kue Basah, Makanan Basah, Rujak Ulek, Pindang Lauk, Bolu Kukus Pelangi, Endog Asin, Pepes Ayam, Ayam Goreng, Bubur Ceker Ayam, Roti Kukus, Roti Kering, Roti Bakar, Jus Cacing, Mie Kocok
Original Product Name	Makanan Ringan, Baso Tahu, Seblak, Minuman Jus, Bubur Ayam, Gorengan, Ladu, Bubur Kacang Ijo, Mie Ayam, Bubur & Nasi Kuning, Goreng Peyek, Bolu Pandan, Nasi Goreng dan Nasi Kuning, Baso Aci, Soto Bongko, Bubur Pacar, Surabi, Minuman, Bolu & Cake, Baso Tahu, Martabak, Baso & Jus, Jamu & Peyek, Es Kelapa Muda, Lotek, Batagor, Jus, Kupat Tahu, Baso & Lotek, Baso, Makanan & Minuman, Cincau, Es Cendol, Pempek, Putu Ayu
Local Language Product Name	Es Kelapa Muda Sumringah, Susuganan, Lotek Barokah, Combro Geulis, Seblak Parasmanan, Kurupuk Pangsit, Kurupuk, Pasakan, Kiripik Cau, Bolu & Kiripik, Baso Demplon
Acronym Product Name	SasaMa, Capcin, Piscok, Nyusdoel
Local Product Name	Pindang Parigi, Ayam Goreng Kalasan, Pempek Palembang, Ubi Cilembu
Shape Characteristics Product Name	Cireng Mini, Sale Kipas, Cireng Isi
Unique Product Name	Mie Ayam "99", M&S Snack, Jatuh Cinteh, Kedai Obob Ayam Bakar
Owner Product Name	Kue Tehh Ninon, Combro H. Asur, Sistik Nokeu, Chandra Sari, Mischa, Lotek Bi Onih, Baso Tahu "Mang Emod", Kudapan Teh Ati, Ceu Nia Awug, Lotek Ceu Uuk, Baso Aci Anda, Mang Yono Ayam Bakar, Lotek Ulek Mang Bari

Discussions

The researchers choose two MSME owners from each category to be explained by the process of naming viewed from a lexical perspective. Each category also is provided with a background behind the naming of MSME. The main distinction between this study and previous research is in data categorization. In previous studies, the categorization was based on a combination of ethnolinguistics, syntax, and morphology. In contrast, this research focuses specifically on ethnolinguistic analysis, emphasizing linguistic phenomena within society.

The results of this categorization can provide new insights for other MSME owners in naming their products. By utilizing the identified categories, it is expected that MSME owners can increase their profits, thereby improving their overall well-being.

Processed Product Name

Kue Basah

Kue basah is a non long-last food. The process of making this food is steamed or boiled. For now, *Kue basah* usually known as traditional cake is not only sold in traditional marketplaces but also in modern cake stores.

Pepes Ayam

Pepes ayam is one of the Indonesian traditional foods that spread widely in some regions, especially in West Java. Similar to *kue basah,* the making of *pepes ayam* is steamed and packed with banana leaves which makes the dish more aromatic and distinctive.

Original Product Name

Seblak

Seblak is a type of dish that originated from Bandung. The texture is chewy. It has a savory and spicy taste. Seblak is made from kinds of boiled chips locally called *kerupuk* that are mixed with other condiments such as egg, sausage, chicken, and vegetables. Around the year 2000, *seblak* started to be liked by millenials. Nowadays, *seblak* has already evolved not only as a gravy food but also as a dry food.

Gorengan

The definition of *gorengan* itself lexically means types of food that are deep-fried. But, in this context, *gorengan* refers to one kind of chip made of rice flour with peanut, anchovy, or shrimp as toppings. This food is well-known in Java, especially in West Jawa.

Local Language Product Name

Es Kelapa Sumringah

Es kelapa is a drink that typically originated from tropical places, Indonesia is one of them. This fresh drink is made from fresh coconut with added sugar and ice. Meanwhile, the word *sumringah* means "happiness" in Sundanese.

Combro Geulis

Combro is one of the typical traditional foods from West Java. The name *combro* itself is an acronym for *oncom di jero* which means there is a fermented soybean inside the dish. This food is made of cassava that is shredded and then added with fermented

soybean or *oncom* inside them and then deep-fried. Whereas the word *geulis* is a Sundanese expression that refers to pretty.

Acronym Product Name

SasaMa

SasaMa is a name from the brand that made several products, including dry food, wet food, and drinks. *SasaMa* is an acronym for *Sabrina* and *Salma*.

Nyusdoel

Nyusdoel is a cafe that provides drinks made with fresh milk. The word *nyusdoel* is formed by two words, *nyusu* from Sundanese which means drinking, and *doel* refers to the word *dulu* from Indonesian which means beforehand or asking to drink together.

Local Product Name

Pindang Parigi

Pindang is a dish that originated from Palembang. Other than that, *pindang* is not only found in Palembang. It has already spread across Indonesia, and Sumedang is one of the regions. One of the regions in Sumedang that is known by its *pindang* is Parigi. To this day, many people in Sumedang mention the word *pindang* with Parigi to differentiate it from the other *pindang*.

Ubi Cilembu

Cilembu is a village from Sumedang that produces sweet potatoes. Exceptionally, these sweet potatoes that grow in Cilembu are sweetest as honey. Certainly, this potato will have a different taste if it outgrew in another place. Therefore, these local food souvenirs from Sumedang added the name Cilembu as a sign that this sweet potato was planted in Cilembu village.

Shape Characteristics Product Name

Cireng Mini

Cireng is a name of food that is made from deep-fried tapioca flour. The word "mini" after the word *cireng* shows the shape of the product as a little or mini thing.

Sale Kipas

Sale is a traditional food made from bananas. The word *kipas* is from Indonesian which means fan. It was added after the word *sale* as a shape representation of the dish. *sale kipas* refers to a processed sliced banana dish that dried under the sunlight and then shaped like a fan.

Unique Product Name

M&S Snack

The naming of "M&S" comes from a combination of the nickname *mamah* which means "mother" in Bahasa, and the name of the owner's kid that is named "Syakir". *M&S* products provide various kinds of snacks.

Jatuh Cintéh

Jatuh cintéh is a product that sells kinds of tea with various flavors. The phrase *jatuh cintéh* is originally from *Jatuh cinta* which means "falling in love". The word *cinta* changed into *cintéh*. It is hoped that buyers can feel love in every sip of tea they drink.

Owner's Product Name

Combro H. Asur

Combro is a food made from cassava with *oncom* filling. Usually, *combro* has a savory and slightly spicy taste. The name "H. Asur" after the word *combro* is taken from the product owner's name. This is done so that the *combro* products become easily recognizable by many people.

Kudapan Téh Ati

The name of the product is given an additional name taken from the name of the owner *Téh Ati*. The word *téh* in Sundanese means "sister" or "older woman". *Kudapan* means the variety of meals provided by *Téh Ati*.

Background Behind the Naming of MSME

Kue Basah

The owner of *kue basah* has not given a name to its product, because the owner does not know the importance of product naming. The product sold only traditional cake without other kinds of cake.

Pépés Ayam

The name *pépés ayam* is based on how the product is made. The owner of MSME only sold *pépés ayam* without the other. The owner only sold *pépés* without any other dish.

Seblak

The owner of *seblak* named its product by the real name of the product itself. Meanwhile, other owners of *seblak* MSME have their distinctive brand that makes them different from the others.

Gorengan

The name *gorengan* on this MSME product is not necessarily the usual deep-fried food, but this *gorengan* refers to *peyek*. The food Peyek is added by pouring fried peanuts, shrimp, or orange leaves. Naming it with the word *gorengan* gives a sense that this food is from Sundanese land. The owner did not give an additional name to its product, because the owner was not aware of the importance of product naming.

Es Kelapa Muda Sumringah

The name *Es Kelapa Sumringah* started from the refusal of Intellectual Property Rights (IPR) for proposing the previous name, *Es Kelapa Muda*. The first name to propose has already been used by several people. So, the name *Es Kelapa Muda Anda Putra* as the previous name, was changed to *Es Kelapa Muda Sumringah*. The word *sumringah* taken from Sundanese means "happiness". The owner of MSME hopes that the customer becomes happy after drinking the fresh coconut from *Es Kelapa Muda Sumringah*.

Combro Geulis

The name *Combro Geulis* comes from the Sundanese word *geulis* which means beautiful. Otherwise, the word *geulis* is an abbreviation of "*Gerakan Ekonomi untuk Lingkungan Sekitar*" (Economic Movement for the Surrounding Environment). The owner hopes people around could enhance economic growth to help families that work as cassava farmers.

SasaMa

The name of *SasaMa* is taken from the owner's children's name. So the writing style could be identified as "Sa" refers to "Sabrina", while "Ma" refers to "Salma". Besides the naming refers to the owner's name, it also indicates another meaning for the word *sasama* in Sundanese which means "together". The hope behind the name was that the product could be helpful to people around. There are various products from SasaMa, starting from snacks, traditional food, cakes, and drinks.

Nyusdoel

Nyusdoel is a café that produces several drinks made from whole milk. The name of the café originated from a grocery stall that sells pure milk drinks. In addition to whole milk drinks, there are snacks and heavy meals. There was the involvement of friends in forming the name of the café *Nyusdoel*. In addition, at the same time, there is a café called *Ngopi Duloe/Ngopdul* that is booming. Because this café uses pure milk as the main ingredient, the MSME owner has the idea to give the café the name *Nyusdoel*. The word *Nyusdoel* itself is formed from two words, namely *nyusu* which comes from the Sundanese word meaning to drink milk, and *doloe* meaning to invite.

Pindang Parigi

Parigi is one of the areas in South Sumedang whose population produces many *pindang* products. As time goes by, this *pindang* product begins to be eroded by the times. Some of the *pindang* sellers have stopped selling. The only *pindang parigi* that survived was the *pindang parigi* made by *Mak Ea*. The word *Mak* or *Emak* refers to the old woman, mother, or grandma.

The word "Parigi" remains attached to pindang products to this day because it has its characteristics. *Pindang parigi* tastes different from pindang in general and does not smell fishy. *Pindang Parigi* made by *Mak Ea* has been standing for approximately 10 years. This product has been passed down from the owner's parents. Uniquely, this product is not sold in stores but is done by going around from house to house.

Ubi Cilembu

Cilembu sweet potatoes are different from sweet potatoes sold in other areas. So that the addition of the word "Cilembu" represents the location where the sweet potato is planted and processed. Cilembu is an area in Sumedang that is famous for its sweet potato products that are as sweet as honey. This is due to the level of soil bacteria in the Cilembu area which plays a role in making sweet potatoes sweeter. In addition to being famous by the name *ubi cilembu*, this type of sweet potato also has another name, namely *ubi si madu* because it emits a sticky liquid that is as sweet as honey.

Cireng Mini

The *cireng mini* has been sold since 1990, but it stopped and started selling again in 2000. The size of the *cireng* usually varies, depending on the mold or filling. The *cireng mini* sold by Mrs. Ai is a *cireng* product made with the recipe of her mother Mrs.

Empong. This *cireng mini* is printed in a small size, has no filling, and is fried until dry. On Eid al-Fitr, the sales of this *cireng* can be up to four quintals. This product has even been exported to other countries.

Sale Kipas

The processed form of bananas has many variations, one of which is *sale*. *Sale* is a processed banana by drying it until the moisture content is reduced. This makes bananas more durable. *Sales are* formed in various ways, some are flattened, rolled, and even uniquely shaped like fans. So, the word *kipas* is given on *sale* because the banana is processed in a shape that resembles a fan. Its unique shape becomes an attraction for customers and creates a different sensation when eating it.

M&S Snack

The owner of this product is a mother who has a child named Syakir. The letter "M" comes from the greeting word from his son, namely "Mamah". The combination of his and his son's nicknames makes the name of his product unique, namely "M&S". The addition, the word "snack" comes from English. This is to show that the products sold are snacks.

Jatuh Cintéh

The word *jatuh cinta* or "falling in love" represents a feeling that is flowery and full of happiness. The owner of this product certainly wants his customers to be able to enjoy tea drinks with a sense of happiness. The word *cintéh* comes from the words "love" and "tea" which means tea lovers. It can also be taken from the combination of two Sundanese words, namely *cai* (water) and *éntéh* (tea) which means tea water. The choice of this product name is fairly unique and easy to remember by the public.

Combro H. Asur

Combro H. Asur has been established since 1990. The reason the owner gives the name of the product with his name is because the owner of the product has been known by the public, especially in the environment where the owner lives. In addition to selling *combro*, H. Asur once sold meatballs and syrup under his name.

Kudapan Téh Ati

The word *kudapan* means foods that can be eaten all the time, for example at breakfast, lunch, or dinner. This snack has the name *Kudapan Téh Ati* as a marker that the snack is owned or made by someone named *Ati*. The greeting word *téh* comes from

the word *tétéh* in Sundanese which means elder sister. Therefore, it can be concluded that this snack was made by Sundanese people.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the study, it shows that the dynamics in naming MSME products in Kotakulon are different, due to lack of information from the local government. So, some MSME owners use their own names or family members, names of processing methods, regional names, and shapes on the product. Some MSME owners do not know about the importance of naming a product. The limitations found in this study include the lack of an updated list of active MSME owners and the difficulty of conducting interviews due to the busy schedules of MSME owners. As a result, many MSME products are unknown to the public. Naming MSME products can make the marketed product more recognizable and easy for the public to remember. In addition, naming products is very important to increase turnover and make consumers buy the product again.

Suggestions

In further research, the topic of product naming of MSME could explore more about how branding image impacts buyer interest. The research will focus on consumers' perspectives about product naming influencing their purchase decisions in MSME. The study could investigate the impact of interesting, unique, memorable, and culturally reflective product names on consumer preference. Furthermore, the study could investigate the extent to which consumers recognize the importance of product naming in building brand loyalty for MSME, and how appealing product names can enhance the competitiveness of MSME in increasingly crowded marketplaces.

REFERENCES

Aini, J. N., Afkar, T., & Widigda, A. N. (2024). Etnolinguistik: Penamaan benda di sekitar rumah pada bahasa Jawa. *Jurnal Motivasi Pendidikan dan Bahasa, 2*(3), 70–80.

Amalia, R., Lubis, D. F., & Bowo, T. A. (2024). Ethnosemantic toponymy of tourist attractions in Bangka Island. *Pioneer: Journal of Language and Literature, 16*(1), 112–127. https://doi.org/10.36841/pioneer.v16i1.4272

Arum, D. A., Laraswari, A. N., Wiyanti, A. R., Ainaya, C. D., Khoiriyah, D., & Yuanita, F. D. (2023). Pemberdayaan usaha mikro melalui identitas merek dan strategi digital

marketing pada UMKM nasi bakar di Kelurahan Kepanjen Kidul Kota Blitar. *Jurnal Pengabdian Masyarakat Indonesia, 2*(2), 13–26.

Budiarto, R., Putero, S. H., Suyatna, H., & Astuti, P. (2019). *Pengembangan UMKM antara konseptual dan pengalaman praktis* (3rd ed.). Yogyakarta: Gadjah Mada University Press.

Creswell, J. W., & Creswell, J. D. (2019). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.

Davronov, D. I., & Nurova, Y. U. (2022). Ethnolinguistics: Emergence, development and theoretical research. *International Journal of Trend in Scientific Research and Development, 6*(6), 1531–1535.

Dewi, I. G. A. O. (2021). Understanding data collection methods in qualitative research: The perspective of interpretive accounting research. *Journal of Tourism Economics and Policy, 1*(1), 23–34. https://doi.org/10.38142/jtep.v1i1.105

Djajasudarma, T. F. (1999). *Semantik 2: Pemahaman ilmu makna*. Bandung: Eresco.

Endarswara, S. (2015). *Metodologi penelitian antropologi sastra*. Yogyakarta: Ombak.

Faiza, S. N. (2021). Kajian 'urf pada penolakan sertifikasi halal MUI terhadap penamaan produk berlabel setan. *Jurnal Justisia Ekonomika: Magister Hukum Ekonomi Syariah, 5*(1).

Fauziyah. (2021). Pengertian UMKM: Kriteria, aturan, peran dan contoh. *Gramedia*. Retrieved from www.gramedia.com

Foley, W. A. (2001). *Anthropological linguistics: An introduction*. Blackwell Publishing.

Keraf, G. (2004). *Diction and Style*. Jakarta: PT. Gramedia Pustaka Utama.

Kridalaksana, H. (2008). *Kamus linguistik* (4th ed.). Jakarta: Gramedia Pustaka Utama.

Laili, E. N. (2020). Pendidikan karakter dan anti radikalisme dalam leksikon kepesantrenan: Telaah etnolinguistik. Jombang: *LPPM UNHASY Tebuireng Jombang*.

Lecompte, M. D., & Schensul, J. J. (2013). *Analysis and interpretation of ethnographic data: A mixed methods approach*. Altamira Press.

Lubis, I., Tanjung, H., & Hepridayanti. (2021). Sistem penamaan dan makna pada makanan tradisional di kota Padangsidimpuan. *Jurnal Education and Development, 9*(4), 607–614.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2018). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.

Neville, C. (2007). *Introduction to research and research methods*. University of Bradford School of Management.

Nurhasanah, Wahya, & Sunarni, N. (2014). The name of six villages at Situraja District Sumedang Regency (Ethnolinguistic study). *International Journal of English and Education, 3*(3), 33–39.

Oktavianingrum, A., Hidayati, D. N., & Nawangsari, E. R. (2023). Strategi branding membangun brand identity pada UMKM. *Jurnal Pengabdian kepada Masyarakat Nusantara, 4*(3), 1829–1836.

Prahastiwi, A. (2022). Penamaan produk herbal tradisional air mancur berkaitan dengan kegunaan produk. *Jalabahasa, 18*(1), 1–10.

Putra, P. P. (2023). Anggapan pengusaha "Ayam dan Bebek Ganja" terhadap imbauan penamaan produk makanan. *Jurnal-el Badan Bahasa, 159–168*.

Putri, B. H., Secapramana, L. V. H., & Yudiarso, A. (2020). Pengaruh penamaan produk oleh konsumen terhadap purchase intention dengan psychological ownership sebagai mediator. *CALYPTRA, 8*(2), 259–270.

Sagoe, D. (2012). Precincts and prospects in the use of focus groups in social and behavioral science research. *The Qualitative Report, 17*(29).

Sugiyono. (2009). *Metode penelitian kuantitatif kualitatif dan R & D*. Bandung: Alfabeta.

Waqfin, M. S. I., Komari, M., Andriani, R., Muhibuddin, A., Wahab Habsullah, K. A., & Wahab Hasbullah, U. K. (2021). Strategi branding untuk membangun identitas brand dalam meningkatkan pemasaran di Desa Bandarkedungmulyo Jombang. *Ekonomi: Jurnal Pengabdian Masyarakat*, *2*(1), 1–5.