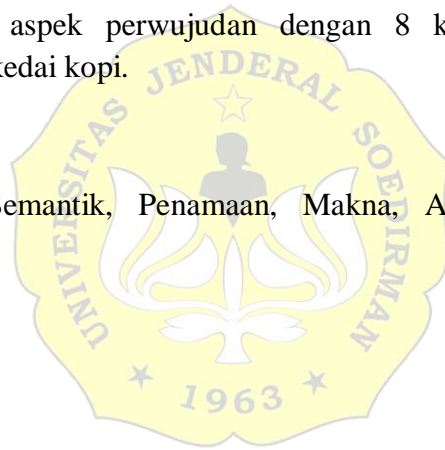


ABSTRAK

Penelitian ini berjudul “Analisis Penamaan Kedai Kopi di Purwokerto” yang bertujuan mengetahui budaya penamaan kedai kopi di Purwokerto. Penelitian ini menggunakan metode penelitian deskriptif semantik dengan menganalisis data 30 kedai kopi di Purwokerto untuk mengetahui makna dan sebab-sebab yang melatarbelakangi penamaan kedai-kedai kopi di Purwokerto. Data dianalisis menggunakan teori makna dan bentuk penamaan milik Abdul Chaer dan teori toponimi milik Sudrayat. Penelitian ini menemukan bahwa, berdasarkan 30 sampel kedai kopi di Purwokerto, ditemukan pola dalam penamaan sebagai berikut: 1) penamaan yang memiliki makna stilistika dengan 13 kedai kopi, 2) penamaan dengan bentuk keserupaan dengan 17 kedai kopi, dan 3) penamaan yang asal penamaannya berupa aspek perwujudan dengan 8 kedai kopi serta aspek kebudayaan dengan 8 kedai kopi.

Kata-Kata kunci: Semantik, Penamaan, Makna, Abdul Chaer, Sudrayat, Toponimi.



ABSTRACT

This research is entitled "Analysis of Names of Coffee Shops in Purwokerto" which aims to determine the culture of naming coffee shops in Purwokerto. This study uses a semantic descriptive research method by analyzing data from 30 coffee shops in Purwokerto to find out the meaning and reasons behind the naming of coffee shops in Purwokerto. Data were analyzed using Abdul Chaer's theory of meaning and form of naming and Sudrayat's theory of toponymy. This study found that, based on 30 samples of coffee shops in Purwokerto, the following pattern was found in naming: 1) names that have a stylistic meaning found in 13 coffee shops, 2) names with similar forms found in 17 coffee shops, and 3) names whose origins are embodied aspects found in 8 coffee shops as well as cultural aspects found in 8 coffee shops.

Keywords: *Semantic, Naming, Meaning, Abdul Chaer, Sudrayat, Toponymy.*

