

The Flavor of Names: How Yogyakarta Cafés Brand Their Beverages

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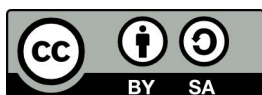
*Naming; Beverages; Yogyakarta Café;
Presuppositional Meanings*

ABSTRACT

This research investigates the impact of beverage names on consumers' perceptions and decisions. For instance, names like "fruity loop" evoke specific feelings that may affect buying choices. Brand theory emphasizes the significance of menu names in defining a café's character, as such names play a crucial role in drawing in customers and enhancing their satisfaction. Culinary linguistics asserts that the names of products play a crucial role in the branding and communication of food and beverages. The names of drinks in cafés in Yogyakarta showcase naming trends that represent identity, values, and the customer experience, while also linking culinary language and marketing strategies. This study uses qualitative descriptive analysis to collect linguistic and cultural data through field observations. The study consists of four steps: collecting drink menus from well-known and diverse cafes in Yogyakarta, classifying drink names, taking photos and notes of the menus, and conducting in-depth data analysis. Key information includes beverage menu names called "culinaronyms," which describe language, meaning, and culture. These names are important for products because unique names have the potential to attract consumers. This study highlights the linguistic features found in unique beverage menu titles, such as Vietnam Drip, Black Citrus, and Caramel Macchiato. These names were collected from cafes in Yogyakarta using Google Maps, Instagram, and YouTube. They combine narrative and imaginative language to build brand identity and express social and cultural values. The naming approach uses foreign vocabulary, figurative language, and unique linguistic creativity. This study analyzes the naming patterns of cafes in Yogyakarta, showing that beverage names reflect the personality and image of the cafe. These names are also classified based on meanings related to product identity, cultural connections, and emotional reactions.

1. INTRODUCTION

The rapid development of the café industry in Indonesia over the past decade has transformed cafés into cultural, social, and economic hubs. Yogyakarta, as a cultural center, is one of the most dynamic areas for café growth (Tur & Sabrina, 2024), intersecting with linguistic creativity, branding strategies, and changing consumer preferences. Beyond serving beverages, cafes in Yogyakarta build identity, ambiance, and lifestyle narratives through aesthetic design, spatial layout, and menu naming. They use naming strategies that create a unique impression on product names, thereby influencing consumer choices (Haryati and Himmawati, 2014).



Beverage names are not just labels, but semiotic sources that shape consumer expectations and imagination (Tur et al., 2023).

In culinary linguistics, the naming of food and beverages is conceptualized as culinaronyms, linguistic units formed by semantic, social, and cultural meanings. The naming of beverages is a linguistic act that intersects with branding theory, semiotics, and socio-cultural communication (Tur, Daulay, & Farida, 2025). Studies in branding and consumer psychology show that foreign words, metaphorical expressions (Putri & Tur, 2024), and sensory adjectives can trigger emotional reactions and increase product appeal. In Yogyakarta, many cafes are associated with youth lifestyles, digital content creation, and social identity, making naming a branding tool to shape how consumers view the character and uniqueness of a cafe.

Yogyakarta is a diverse sociolinguistic environment for researching beverage naming due to its mixed cultural identity, diverse consumers (students, tourists, locals), and strong café entrepreneurship ecosystem (Tur, 2021). These cafes use foreign languages, metaphorical constructions, nostalgic references, sensory descriptions, and cross-cultural lexical choices that reflect global trends and local identities (Tur, Munandar, & Winarti, 2023). Strategies in an effective, efficient, and creative marketing system in the form of branding through taglines used by marketers to communicate and strengthen consumer memory of the brand (Tur & Pratishara, 2018).

Previous studies have examined culinary linguistics, menu creativity, and branding strategies, but research has not specifically addressed beverage naming, shaping cafe identity, and influencing consumer decisions. Studies exploring the associative and emotional meanings in beverage naming remain limited, especially in the Indonesian context. There is no comprehensive analytical framework that demonstrates the morphological, semantic, associative, emotional, and branding functions in a single study.

There is a lack of research focusing on the culturally dynamic characteristics of cafes in Yogyakarta. Therefore, this study addresses this gap by applying a structured and replicable analysis model to the names of cafe drinks in Yogyakarta.

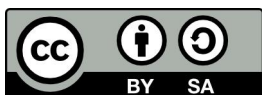
This study aims to analyze the naming of beverages within the linguistic framework and branding in cafes in Yogyakarta. To achieve this objective, this study formulates the following research questions:

1. What are the strategies for naming beverage menus in coffee shops in Yogyakarta?
2. What meanings are associated with these names?
3. How do these names function as part of branding?

2. LITERATURE REVIEW

1. Onomastics and Culinary Naming (Culinaronym)

Onomastics is the linguistic and cultural basis for analyzing the names of foods and beverages to derive meaning, shape identity, and reflect sociocultural practices. In culinary linguistics, culinaronym refers to names associated with foods and beverages that contain linguistic, social, and cultural meanings (Tur, 2022). Culinaronyms function as semiotic devices to convey the literal identity of a product, reflecting cultural symbols, taste expectations, social values, and aesthetics (Sabrina & Tur, 2023).



Ngoc and Shaklein (2019) define culinaryonyms as lexemes that encode cultural knowledge and convey gastronomic identity. Culinary names perform representational and persuasive functions, serving as cultural markers and marketing tools. In the context of Yogyakarta cafes, where global culinary influences mix with local cultural imagery, culinaryonyms are formed through linguistic borrowing, metaphorical constructions, and associative meanings. Drink names such as Matcha Latte, Choco Marshmallow, or Amber Oolong Tea are examples of how culinaryonymy draws from the global lexicon while embedding cultural resonances that appeal to consumers.

Culinaryonyms serve as cultural markers, and the increased use of English in Indonesian café menus reflects the positioning of identity, desired lifestyles, and multicultural branding. Therefore, studying beverage names within the framework of onomastics provides insight into language, culture, and consumer behavior in the culinary market.

2. Branding and Naming Strategies in the Food and Beverage Sector

The theory of product brand naming as a semiotic construct that shapes consumer perceptions and contributes to brand identity. Danesi (2011) states that brand names function as symbolic representations that convey cultural narratives, values, and emotional connotations. In a café, naming strategies are a central element in building an image that aligns with consumers' desire for uniqueness and aesthetic experiences.

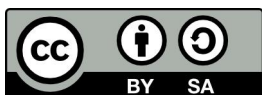
Brand identity, as described by Rashid et al. (2017), depends on consistency, memorability, and the ability of the name to evoke desired associations. Beverage names serve as the first point of contact for consumers viewing the menu. Well-designed beverage names signify product quality, flavor profile, origin, sensory expectations, and emotional resonance. Some common naming strategies found on café menus include:

- ✓ Descriptive naming – highlighting ingredients (Grapefruit Americano, Brown Sugar Coffee).
- ✓ Sensory naming – indicating taste or texture (Sweet Tropical, Milky Regal).
- ✓ Cultural naming – indicating origin (Vietnam Drip, Amber Oolong Tea).
- ✓ Imaginative naming – using symbolic or playful associations (Fruity Loop, Black Peach Summer).
- ✓ Foreign word naming – using foreign languages or premium connotations (Caramel Macchiato, Matcha Latte).

Naming strategies in menus serve as a linguistic identity for coffee shop brands. In Yogyakarta, many coffee shops are becoming increasingly competitive and image-conscious, with beverage menu naming becoming part of a broader semiotic ecosystem that includes visual design (Wibowo et al., 2024), atmosphere, packaging, and social media engagement.

3. Semantic Theory and Meaning Construction in Menu Names

Semantic theory interprets the meaning constructed in beverage names in the context of culinary naming. Semantics identifies meanings based on ingredients, associations, and linguistic figurative expressions. Beverage names use semantics through the selection of nouns, adjectives, and modifiers to convey concrete meanings. Words such as caramel, cream, matcha, amber, or citrus become sensory cues that guide consumer expectations.



Yu et al. (2024) show that clarity in food naming enhances perceptions of deliciousness and healthiness. Descriptive lexical items such as milk, sweet, fresh, or chocolate form sensory imagery and help consumers predict taste, even before tasting the beverage.

Semantic relationships such as:

- hyponymy (latte as a subtype of coffee),
- modifier-noun constructions (Black Peach Summer),
- compounding (Choco Almond, Lemon Squash),

Semantic analysis is crucial in understanding the literal and extended meanings in beverage names, as it functions in shaping how consumers cognitively organize information (Tur et al., 2023). For example, Black Peach Summer evokes an image of the season that goes beyond its literal ingredients, while Jasmine Tea Americano highlights the meaning of cultural blending through the fusion of Eastern tea culture with Western coffee culture.

4. Associative Meaning in Beverage Naming

Associative meaning is meaning that is connected to words through personal experience, cultural knowledge, or social perception (Tur, Daulay, & Farida, 2024). This theory was put forward by Geoffrey Lech in 1974, stating that associative meaning is less stable and has many variants of meaning based on a person's experience Tarihoran (2023). Leech (1981) defines associative meaning as a semantic layer that is formed not through literal interpretation, but through cultural memory, lifestyle orientation, and symbolic resonance the conditions for an expression (Dutamura, 2013).

In beverage naming, associative meaning plays a crucial role in:

1. Evoking nostalgia (e.g., Milky Regal, Marie Regal),
2. Signaling lifestyle identity (e.g., health-oriented teas or fruit-based beverages),
3. Creating prestige from global culinary cultures (e.g., Oolong, Macchiato, Matcha),
4. Instilling cultural memory or sensory familiarity.

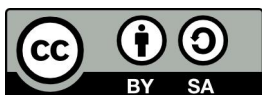
Associative meaning greatly influences consumers through social semantic mechanisms. Ago et al. (2024) state that associative naming is beneficial for consumer aspirations, social identity, and emotional values. In the context of coffee shops in Yogyakarta, names such as Fruity Loop or Marie Regal Coffee attract cultural experiences that are spread among teenagers, strengthening emotional connections and brand familiarity.

Associative meaning bridges linguistic expression with consumer thinking that occurs to analyze beverage naming practices. Beverage names use lexical semantics through the selection of nouns, adjectives, and modifiers that convey concrete meanings. Words such as caramel, cream, matcha, amber, or citrus provide sensory cues that shape consumer expectations.

5. Emotional Meaning and Consumer Psychology

Emotional meaning is related to affective connotations that generate words, shaping the way consumers think and relate to culinary products. Tissari (2016) emphasizes that emotional meaning arises from conceptual metaphors that govern human understanding of emotions.

Zhou and Tse (2020) show that metaphors such as sweet, bitter, creamy, and soft have emotional nuances associated with pleasure, memories, comfort, or excessive enjoyment.



Beverage names such as Sweet Tropical, Choco Marshmallow, or Caramel Macchiato explicitly activate emotional schemas associated with joy, warmth, and sensory satisfaction.

In branding literature, emotional naming is considered a persuasive tool because it:

- Encourages positive expectations,
- Forms emotional bonds,
- Supports experiential marketing,
- Shapes perceptions even before consumption.

Panagiotou & Gkatzionis (2022) argue that the emotional lexicon in food naming can alter taste anticipation and influence purchasing decisions. The emotional meaning in decoding the psychological impact of beverage names in cafes in Yogyakarta, where many menus are explicitly designed to trigger specific emotional experiences.

6. Ethnolinguistics and Cultural Representation in Menu Names

Ethnolinguistics is a language that reflects cultural identity, social norms, and collective values. The coffee shop culture in Yogyakarta often combines elements of mixed cultures with local sensibilities (Tur, Munandar, & Winarti, 2023) in the naming of its beverages. This reflects the city's unique linguistic landscape shaped by tourism and cultural hybridity.

Junaidi (2022) argues that the choice of language in culinary naming can symbolize ethnic or cultural identity. In Yogyakarta:

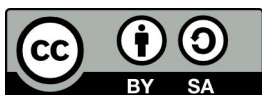
- Names derived from English signify modernity and a global lifestyle;
- Local ingredients signify cultural roots;
- Hybrid names reflect cultural negotiation;
- Traditional lexical terms evoke a sense of familiarity and nostalgia.

Names such as Avocado Latte or Matcha Latte highlight global culinary integration, while drinks that refer to familiar Indonesian snacks (Regal, Marie) reinforce local cultural roots. This study shows linguistic hybridity that establishes Yogyakarta cafes as spaces that can be used for cultural adaptation. Ethnolinguistic analysis broadens our understanding of beverage naming not only as a linguistic practice, but also as a reflection of cultural identity and a sense of community belonging.

7. Conceptual Framework

In the research study, an integrated conceptual framework consisting of five analytical layers was used:

1. Morphology → identifying word formation processes such as combination, interference, and modification.
2. Semantics → analyzing the lexical meaning contained in menu names.
3. Associative Meaning → exploring cultural associations, nostalgia, or social dissemination.
4. Emotional Meaning → identifying affective connotations, consumer perceptions, and psychological aspects in naming.
5. Branding Function → evaluating whether the names build the café's identity and influence consumer perceptions.



3. METHODOLOGY

A. Research Design

The research in this study uses a qualitative descriptive research design to analyze the linguistic, semantic, associative, and emotional features of beverage menu names in cafes in Yogyakarta. A qualitative approach was chosen because naming practices involve a process of interpreting meaning that cannot be measured numerically. A descriptive orientation allows for detailed data collection and analysis of lexical forms, semantic categories, and cultural representations embedded in beverage names.

This study integrates analytical perspectives from onomastics, culinary linguistics, semantic-pragmatic theory, ethnolinguistics, and branding studies. A comprehensive interpretive framework for beverage names as a linguistic basis that performs communicative, cultural, and branding functions. Brand characteristics are very important in the development of marketing communications aimed at optimizing consumer interest, in marketing and commercial strategies, as a tool for developing product image and influencing high emotional states in consumers (Sknarev et al., 2017).

B. Research Sites and Sample Selection

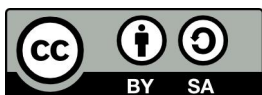
This study examined the names of beverages from cafes in Yogyakarta, which were selected through purposive sampling based on the following criteria:

1. Online popularity and visibility, as indicated by Google Maps ratings, social media interactions, and customer comments.
2. Menu diversity, ensuring a variety of beverage categories such as coffee, tea, and beverages with unique blends.
3. Branding variety, representing diverse style identities, from minimalist aesthetics to cafe concepts oriented towards all audiences.
4. Geographic distribution, covering the cities of Yogyakarta, Sleman, and Bantul to capture regional linguistic patterns.
5. Availability of publicly accessible digital menus to ensure data collection feasibility.

C. Data Sources

This study uses primary written data in the form of beverage menu names obtained from:

- Digital menus displayed on Google Maps.
- Menu uploads and promotional posts on Instagram.



Here is an example of searching for data using Google Maps, Instagram:

Figure 1

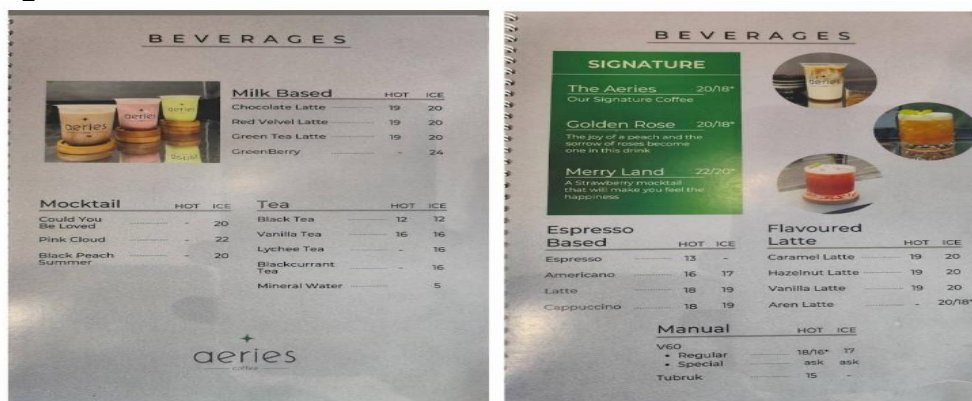


Figure 2



D. Analytical Framework

1. Morphological Analysis

Analyzing linguistic structures such as:

- Compound nouns (Caramel Macchiato, Lemon Squash)
 - Foreign words (Matcha, Oolong, Macchiato)
 - Descriptive modifications (Sweet Tropical, Black Peach Summer)
 - Word and language mixing structures that combine ingredients and global references.
- Identifying word formation patterns that indicate brand orientation, global identity, or cultural hybridity.

2. Semantic Analysis

Determining literal lexical meanings related to:

- ingredients



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- flavors
- brewing methods
- origins

Example:

- “Drip” refers to a brewing technique,
- “Oolong” indicates a specific type of tea.

3. Associative Meaning Analysis

Referring to Leech's associative meaning framework, identifying cultural, cognitive, or symbolic associations related to menu names.

Example:

- Marie Regal Coffee: memories of childhood snacks.
- Black Peach Summer: seasonal freshness and an image of warmth.

4. Emotional Meaning Analysis

Using emotional semantics and conceptual metaphor theory, this step identifies affective dimensions such as:

- Comfort (e.g, Choco Marshmallow).
- Luxury (e.g, Caramel Macchiato).
- Freshness (e.g, Sweet Tropical).

5. Branding Analysis

Assessing linguistic choices that reflect branding strategies:

- Premium identity through word processing from several selected countries.
- Youthful identity through the use of cheerful, colorful, playful names.
- Local identity through familiar and frequently heard Indonesian words.

4. RESULTS

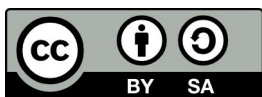
4.1 Overview of the Selected Coffee Shops

Selected coffee shops in Yogyakarta represent diverse brand identities, menu design practices, and target consumer segments. Some beverage names carry a minimalist style with an aesthetically curated focus (Sabrina & Tur, 2023), attracting young consumers who are looking for a playful drinking experience that focuses on taste. On the other hand, there are beverage menus that integrate traditional brewing techniques such as Vietnamese drip or manual brewing, emphasizing expertise and authenticity. Coffee shop owners must understand the factors that influence consumer interest in visiting, by creating a comfortable place, diverse menu variations, and affordable prices (Jeremić et al., 2024).

Coffee shops offer menus that combine hybrid beverage influences, blending fruit, tea, and milk-based drinks with contemporary naming styles. They target students through affordable prices and youthful naming patterns, emphasizing lifestyle identity and sensory appeal.

Across all selected coffee shops, beverage naming is influenced by three dominant factors:

- (1) Global coffee culture (e.g., Oolong, Americano, Macchiato),
- (2) Local Indonesian sensory familiarity (e.g., Regal, Citrus, Avocado), and
- (3) Modern aesthetic branding (e.g., Black Peach Summer, Sweet Tropical).



This diversity expands the linguistic and semantic system of beverage naming in Yogyakarta.

4.2 Summary of Beverage Name Dataset

From the selected coffee shops, this study identified 20 representative beverage names based on:

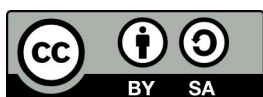
- Linguistic diversity
- Relevance to morphological and semantic structure
- Variation in associative and emotional meaning
- Representativeness for branding analysis
- Presence in several cafes or signature menus

4.3 Categorical – Associative – Emotional Table

The following table summarizes the initial analysis of 20 menu names, covering three main aspects.

Table 1

Beverages	Form	Presuppositional meaning		
		Categorical	Associative	Emotional
Vietnam Drip	Noun Phrase	-Vietnam : city of origin -Drip : coffee brewing using the drip method Vietnamese drip coffee brewed using a small metal filter called a "Phin"		
Sweet Tropical	Noun Phrase			Sweet refers to the sweet taste of fruit drinks, and tropical refers to fruit plants that exist during the tropical season
Black Peach Summer	Noun Phrase		-Black Peaches that taste sweet and slightly sour - Summer: Refreshing drinks in summer	
Brown Sugar Coffee	Noun Phrase	Brown Sugar is palm sugar that is melted into syrup and mixed with pure coffee usually espresso		
Fruity Loop	Noun Phrase		Fruity Loop is a drink inspired by Froot Loops	



			cereal, with a fruity flavor and bright colors
Grapefruit Americano	Noun Phrase	Grapefruit tends to have a sweet and sour taste with a hint of bitterness while americano is espresso brewed with hot water	
Jasmine Tea Americano	Noun Phrase	-Jasmine tea is jasmine flowers brewed using hot water - Americano is espresso brewed with hot water retains its bitter taste	
Milky Regal	Noun Phrase		fresh milk mixed with regal biscuits.
Marie Regal Coffee	Noun Phrase		Marie Regal is a well- known brand of biscuits with a delicious and crunchy taste, combined with pure coffee
Butterscotch Latte	Noun Phrase	-Butterscotch: Butter and palm sugar cooked until caramelized -Latte: Espresso pure coffee mixed The perfect Butterscotch Latte is a blend of espresso, heated milk, and butterscotch syrup	
Choco Almond	Noun Phrase		Choco is chocolate that has been processed into powder and mixed with almond milk
White Tea	Noun Phrase	White tea is made from young tea buds called Camellia sinensis plants	
Caramel Macchiato	Noun Phrase		A drink containing espresso, warm milk, caramel sauce, sweet and creamy flavors
Avocado Latte	Noun Phrase		Mixing soft avocado fruit with coffee and milk, then adding sugar to create a sweet and creamy avocado-flavored drink
Matcha Latte	Noun Phrase		A popular drink made from green matcha



			powder mixed with heated milk.
Blackcurrant Tea	Noun Phrase		This type of tea blended with blackcurrants has a slightly bitter, sweet, and astringent flavor
Lemon Squash	Noun Phrase	Squash: A beverage made from a mixture of fruits, water, sugar, and flavoring or other additives. Lemons are fruits with a slightly strong sour taste.	
Coconut Choco	Noun Phrase	A modern innovative drink made from coconut mixed with chocolate.	
Amber Oolong Tea	Noun Phrase		Amber Oolong Tea is a selected tea leaf that is roasted to produce a richer taste and distinctive aroma.
Choco Marshmallow	Noun Phrase		A chocolate drink or chocolate-flavored milk mixed with sweet marshmallows as a topping.

This table forms the basis for a more detailed discussion of the findings in the following subsections

4.4 Categorical Findings

A. Morphological Categories

Three dominant morphological patterns were found:

1. Compounding

Examples: Choco Marshmallov, Avocado Latte.

Used to create a concise, direct, and easily recognizable impression.

2. Modifier + Noun Constructions

Examples: Black Peach Summer, Sweet Tropical.

This pattern creates an aesthetic feel and is suitable for visual branding.

3. Borrowings / Loanwords

Examples: Caramel Macchiato, Amber Oolong Tea.

Serves to give an international, premium, or culturally specific impression.

B. Semantic Categories

Three main categories were identified:

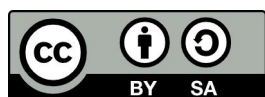
1. Ingredient-based semantics

Focuses on ingredients, clear and informative.

Examples: Matcha Latte, Lemon Squash.

2. Process-based semantics

Emphasizes brewing methods, such as Vietnam Drip.



3. Imagery-based semantics

Uses visual/situational imagery.

Examples: Black Peach Summer, Sweet Tropical.

C. Associative Meaning Categories

Associative meanings appear in four patterns:

1. Nostalgia

Examples: Milky Regal, Marie Regal Coffee.

Activates memories of Indonesian culture.

2. Seasonal/Aesthetic imagery

Examples: Black Peach Summer.

Evokes a mood and lifestyle.

3. Youth branding

Examples: Matcha Latte, Choco Almond.

Uses items popular among teenagers.

D. Emotional Meaning Categories

Four emotional categories were found:

1. Comforting

Example: Choco Marshmallow.

Provides a feeling of comfort.

2. Refreshing

Example: Sweet Tropical.

Produces fresh, energetic emotions.

3. Elegant/Premium

Example: Caramel Macchiato.

Provides an impression of high quality.

4. Youthful/Fun

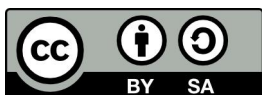
Example: Avocado Latte.

Targets the identity of young people.

4.5 The Role of Semantic Explicitness in Consumer Perception

Semantic analysis shows that product names based on ingredients continue to dominate in cafes. Semantic clarity reduces ambiguity and enhances product transparency, and clarity can influence trust in purchasing. Semantic cues such as grapefruit, lemon, caramel, and almond convey taste expectations, serving as cognitive reference points in consumer decision-making. Strategies for naming that influence customer views and branding for coffee shops are not well-studied, especially regarding the situation in Indonesia (Jeremić & Josijević., 2019).

Semantic creativity is derived from image-based names (Sweet Tropical, Black Peach Summer), which evoke broader sensory and cultural imagination. This naming style supports the findings of Yu et al. (2024) that symbolic and image-rich food names increase perceptions of product richness and emotional appeal. Therefore, the semantic choices in naming beverage menus in Yogyakarta balance literal and symbolic identification, creating an appealing sensory narrative for consumers.



4.6 Associative Meaning and Cultural Memory in Beverage Naming

Associative meaning as one of the most obvious thematic findings. Beverages such as Milky Regal and Regal Coffee trigger shared cultural memories associated with Indonesian childhood snacks. These names are created with collective nostalgia, confirming the argument of Ago et al. (2024) that associative naming utilizes embedded cultural memories to create emotional closeness.

This practice shows that a coffee shop strategically elevates Indonesian identity in a menu that otherwise relies heavily on global or Western lexical borrowing. The presence of Regal and Almond milk signifies a fusion of Indonesian cuisine with global beverage trends, a symbolic reflection of the culinary identity of cultural integration in Indonesia.

Associative naming in Yogyakarta has two functions:

- Strengthening emotional resonance by referring to familiar cultural references.
- Positioning the cafe as a culturally relevant and locally rooted entity despite being influenced by global aesthetics.

4.7 Emotional Semantics and the Construction of Experiential Value

Emotional meaning plays an important role in beverage naming strategies. Words such as sweet, marshmallow, cream, tropical, and summer have emotional connotations that evoke emotional anticipation. This is in line with Tissari (2016) theory that emotional meaning in language shapes human experience through conceptual metaphors.

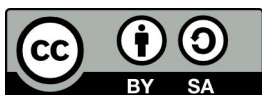
In the context of coffee shops, emotional naming serves to build experiential value, an essential dimension in modern coffee shop branding. Emotional cues embedded in beverage names generate emotional scripts, such as comfort (Milky Regal), indulgence (Caramel Macchiato), freshness (Black Peach Summer), or youthful energy (Avocado Latte). Emotions shape consumers who feel before tasting the product, reinforcing the findings of Panagiotou & Gkatzionis (2022) regarding emotional framing in food naming. Coffee shops in Yogyakarta use emotional semantics not only to describe drinks but also to trigger lifestyle aspirations and consumption tendencies based on mood.

4.8 Ethnolinguistic Implications: Cultural Hybridity in Yogyakarta's Café Culture

Ethnolinguistic analysis reveals a fusion of cultural symbols: Japan (Matcha), China (Oolong), England (Summer), Italy (Macchiato), and Indonesia (Regal). This combination reflects the multicultural influences that shape the coffee shop landscape, driven by tourism, global youth culture, and the existence of diverse communities within the market environment. This study examines the visual elements of beverages and expressive writing in menu names (Sartika et al., 2022; Nurazizah, 2024).

The emergence of unique beverage menu names combining words (Jasmine Tea Americano, Avocado Latte) indicates the creolization of global beverage concepts blended with local ingredients. These hybrid forms are not merely linguistic artifacts; they represent cultural negotiations between imported café cultures and local taste preferences.

This hybridity supports Junaidi (2022) view that food naming functions as a space where cultural identities are expressed, debated, and mixed. In Yogyakarta, beverage names reveal the ongoing interaction between global modernity and local heritage. The meaning of



these names varies according to several studies, and generally, this term reflects the complex relationship between language, cuisine, and culture (Ngoc & Shaklein, 2019).

5. DISCUSSION

5.1 Linguistic Innovation as a Branding Mechanism

This section summarizes the linguistic, semantic, associative, emotional, and branding dimensions identified in the findings. The aim is to describe the patterns and explain the linguistic structures that emerge, their function in café branding, and the contemporary culinary-linguistic landscape of Yogyakarta. product variety is a crucial factor influencing consumer satisfaction with product selection and is widely assumed to influence consumer preferences (Kahn & Wansink, 2004).

The findings show that the naming of beverages in Yogyakarta coffee shops demonstrates a significant level of linguistic creativity, particularly in word combination, the use of foreign terms, and aesthetic modification. This supports Danesi (2011) theory that commercial naming often relies on linguistic uniqueness to maximize consumer appeal. Foreign terms such as Macchiato, Matcha, and Oolong function as cosmopolitan linguistic markers. By integrating foreign terminology, they form an image of global sophistication and align themselves with international coffee culture.

On the other hand, the strategy of combining words seen in names such as Choco Marshmallow, which provides clarity and assertiveness in conveying flavor demonstrates linguistic form while fulfilling communicative and branding functions. This structure reinforces the argument of Rashid et al. (2017) that naming must balance semantic clarity with symbolic impact. Linguistic innovation as a creative process and branding mechanism designed to differentiate each coffee shop in the competitive market of Yogyakarta.

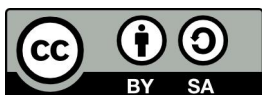
5.2 Branding Identity and Market Positioning Through Naming

Drink naming is a strategic branding practice that reflects the target demographics of a café, its aesthetic values, and cultural orientation. As a linguistic cue, it shapes market differentiation and customer perception. Beverage names can also reflect the social and cultural values of the café, such as the use of foreign words, metaphors, or creative combinations of words from selected languages to attract consumer interest, by conducting Verbal Branding and Specific Ethnic Representation (Junaidi, 2022). Unique and creative naming for coffee menu variations is used to attract consumer interest and attention as a key factor in product selection (Sawa & Pandrianto, 2020).

The results of linguistic theory analysis applied to menu design in cafes were obtained by collecting data on unique language features in naming. The onomastic category in products can strengthen market branding by using naming styles that are relevant to both local and global markets (Oluyemi et al., 2021). Elements that contain symbolic meanings of cultural values, aiming to attract customers to visit and try the menu at the coffee shop (Liao & Chan, 2024).

6. CONCLUSION

This study examines beverage naming practices in 11 cafes in Yogyakarta using a linguistic framework by evaluating morphological structure, semantic meaning, associative and emotional dimensions, and branding functions. The findings show that beverage names



function as cultural, emotional, and marketing constructs, reflecting the dynamic café culture in Yogyakarta and the formation of naming contexts based on their categories (Zhang et al., 2023). Isnaniah et al. (2023) state that names function as labels and as meaningful communication tools in the culinary context.

Morphological diversity in preferences for word combinations, modifiers, the use of foreign terms, metaphors, and aesthetic values that enhance the appeal of culinary tourism (Gracia et al., 2024). The term “name” in the culinary world is the identity of every object, activity, and an important part of the identity of a coffee shop in the market.

According to Kang et al. (2025), this study identifies and categorizes menu items based on sales margins using the Activity-Based Costing (ABC) method applied to menu items in cafes. Elements that contain symbolic meanings of cultural values aim to attract customers to visit and try the menu at the cafe (Liao & Chan, 2024).

- Naming must balance clarity and symbolic resonance.
- Emotional and associative elements increase consumer engagement.
- Semantic-pragmatic study through emotional and associative meaning analysis.
- Ethnolinguistics by describing cultural hybridity in café menus in Yogyakarta.

The naming of beverages at coffee shops in Yogyakarta shapes consumer experience, cultural identity, and brand positioning. Through vocabulary, imagery, and cultural associations, beverage names become powerful tools for conveying meaning and benefits beyond the beverage itself (Tur et al., 2023b).

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