

CHAPTER IV

CONCLUSION

4.1 Conclusion

This study shows that English is also used for the names of food and drinks in restaurants and cafes in Padang. From the morphological point of view, not all names can be categorized as word-formation. Among 416 names of drinks and food on the menus of six restaurants and six cafes in six sub-districts in Padang city, only 27 (6%) names are of word formation processes. The rest does not belong to word formation. The English names that belong to word formation process are not varied; there are only three types of word formation: compounding (19%), blending (19%), and borrowing (62%). It appears that borrowing is the major type. This indicates that the owner of the restaurants and cafes creatively form new words, by taking terms from other languages, to name the drinks and food on the menu. This is probably to attract customers.

The study also reveals new words in which the formation process does not follow the types of word formation proposed by Yule (2010). They are *blackpepper* which is written without a space as two separate words, *budas* (burger pedas) which is an English word blend with an Indonesian word, and *spagecheese* in which the h sound removed in its formation. These words might indicate the unique side of naming of drinks and food by the owners of Indonesian restaurants and cafes.

4.2 Limitations

The research in this thesis has limitations. The data source is limited to six cafes and six restaurants from six sub-districts, while there are 11 sub-districts in Padang city. It may be the reason the names of drinks and foods do not vary, which is shown in the

type of word formation found. The structure of the names of drinks and food is also simple because it consists of at most four words.

4.3 Suggestion

Due to limitation in number of restaurants observed, future research may include more number of the observed places to get more varied data. If there are more data sources, the possibility of variations in types of word formation is more diverse. So, the tendency of the word formation on the menu is more valid.

