

Semantic Dimensions of Menu Naming in Arabic Cuisine Merchants on GoFood: A Socio-Onomastic Study

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Abstract

The naming of Arabic-language foods on digital platforms, such as GoFood, serves not only as a product label but also conveys complex social, cultural, and semantic meanings. This study examines the socio-onomastic and semantic aspects of Arabic food names and how they reflect cultural identity, historical heritage, and social symbolism. Using a qualitative descriptive approach with content analysis, data were collected from food menus featuring Arabic elements in their names. Examples of analyzed names include Umm Ali, Kabsa Madinah, Sheikh Tea, Siti Mandhi, and Adhani Tea Moci, which illustrate naming practices that convey origins, personal or historical references, and associative meanings such as luxury, religiosity, or modern fusion. The findings reveal that these names are carefully chosen to communicate cultural authenticity, evoke emotional and social associations, and enhance consumer perception. Overall, the study highlights how socio-onomastic strategies in digital food naming function as a tool for branding, cultural representation, and market positioning in the contemporary culinary industry.

Keywords: *Semanitic, socio-onomastic, naming, Gofood*

INTRODUCTION

The phenomena of globalization and digitalization have brought significant transformations to urban lifestyles, including food consumption patterns. Online food delivery platforms such as GoFood play a crucial role in accommodating these needs, allowing people to access a wide variety of cuisines quickly and conveniently. The diversity of menus offered encourages businesses to employ product naming strategies as an effective marketing tool, where food names function not only as labels but also as carriers of cultural and identity messages.

Among these naming strategies, the use of Arabic for food names has become a distinctive trend among Indonesian restaurants and cafés serving Middle Eastern cuisine. Names such as “Nasi Mandi,” “Kabsa Kambing,” “Umm Ali,” and “Tahina Falafel” not only indicate the main ingredients or preparation methods but also imply

historical, religious, and symbolic meanings. This phenomenon is linguistically interesting to study, particularly through a semantic approach, as food names can convey descriptive information alongside symbolic and ideological values associated with Arab culture.

Semantics, the branch of linguistics that studies meaning in language, is highly relevant for analyzing food naming. According to (Wulandari & Sutaji, 2024), linguistic meaning can be categorized into lexical, referential, and associative meanings. Lexical meaning refers to the literal sense, such as “Hummus,” which literally means “chickpea.” Referential meaning highlights the connection of a name with the real world, for example, “Nasi Bukhari” referring to the city of Bukhara in Central Asia, or “Umm Ali” linked to a historical figure. Associative meaning emphasizes social, cultural, or emotional connotations, as seen in terms like “Samosa Crunchy,” which evokes texture and taste sensations. A semantic approach allows researchers to interpret food names more deeply, beyond their function as mere labels.

In addition to semantics, socio-onomastics provides an important perspective on the social and cultural functions of food naming. Socio-onomastics examines how food names reflect business identity, marketing strategies, and interactions between local and global cultures. For instance, the use of Arabic terms on GoFood menus in Indonesia is often associated with Islamic identity, Middle Eastern authenticity, and exotic appeal that attracts consumer interest. Names such as “Shawarma Ayam,” “Ayam Tandoori,” or “Umm Ali” not only create taste expectations but also convey cultural narratives, build product image, and strengthen differentiation in digital marketplaces.

Food naming also serves as a medium of identity representation and branding strategy. A study by (Mauliyah, 2020) highlights that word choices in food names on digital platforms can reflect market segmentation, promotional strategy, and cultural values emphasized by sellers. Arabic language adds historical and religious depth, enriching the meaning and appeal of cuisine to Indonesian consumers, the majority of whom are Muslim. This shows that food names do not merely list ingredients or dishes but also shape emotional and symbolic perceptions.

Moreover, the digital context shapes naming dynamics. GoFood, as an online

platform, provides a broad space for linguistic and commercial exploration. Digital menus not only convey factual information but also communicate cultural narratives through transliteration, adaptation of Arabic terms, and visual presentation. As explained by (Al-Batineh, 2024), effective naming on digital platforms can create visual and cultural appeal, facilitate consumer decision-making, and enhance product value.

Several previous studies have touched on similar topics, including the research by (Sya'adah et al., 2025), which discusses *Menu Naming as a Branding Strategy of Indonesian Restaurants in Kuala Lumpur: a Socio-onomastic Approach*; the study by (Rasyid, 2023) on the *Trend of Arabic Language Use in Indonesian Brands: Onomastic Studies on Arabic Shop Names in Tulungagung*; and the research by (Wirdanaturafiah & Yusuf, 2024), which examines Arabic food naming on the Grab application. Meanwhile, (Artawa et al., 2023) focused on language choice and multilingual practices in restaurant signage through a linguistic landscape approach. Although these studies have contributed to the fields of onomastics and multilingualism in the culinary domain, there remains research potential that has not been extensively explored, particularly regarding the naming of Arabic cuisine menus in Indonesian Arab restaurants with a focus on semantic and socio-onomastic aspects.

Based on this background, this study aims to analyze the forms and meanings of Arabic food names on the GoFood platform. The main focus is to identify the semantic patterns used, interpret lexical, referential, and associative meanings, and understand how these names function as socio-onomastic strategies to strengthen culinary identity, image, and appeal in digital marketplaces. This study is expected to contribute to applied linguistics, digital branding, and the discourse of popular culture and culinary studies.

RESEARCH METHOD

This study employs a qualitative descriptive approach. Qualitative research is a data collection method aimed at understanding and interpreting social phenomena based on the perspectives of participants or research objects (Anggito & Setiawan, 2018). According to (Sudaryanto, 2015), qualitative descriptive research in linguistics emphasizes careful observation and description of language data as it naturally occurs,

without manipulation. Similarly, (Mahsun, 2005) explains that qualitative methods are particularly useful in sociolinguistic and semantic studies because they allow researchers to capture the contextual and cultural meanings underlying language use.

This approach is considered suitable for analyzing the use of Arabic in food naming on digital platforms, particularly on the GoFood application, as it allows the researcher to explore and interpret the meanings embedded in the food names more deeply through a semantic perspective.

The data source for this study consists of Arabic-named food items available on the GoFood food delivery application. Data collection was conducted through non-participant observation and documentation, which involved recording and archiving the food names displayed on the GoFood application without direct interaction with sellers or service providers.

The study also takes an exploratory approach, aiming to examine the underlying reasons behind the selection of these names, such as cultural, religious, or marketing influences. By applying a qualitative approach, the researcher can freely explore the meanings contained in the food names. To ensure data validity and reliability, the analysis compared results across several cities to determine whether usage patterns were consistent or varied. This triangulation of data sources is in line with (Mahsun, 2012) suggestion that validity in linguistic research can be strengthened through cross-checking patterns across different contexts.

RESULTS AND DISCUSSION

Food naming, especially for dishes using Arabic on the GoFood platform, is based on six main principles according to the semantic theory proposed by (Chaer, 2009). These names serve not only as a linguistic identity but also convey historical, cultural, and marketing values. This study focuses on two main aspects: (1) the background of Arabic food naming on the GoFood platform, and (2) the types of meanings found in Arabic food naming on the platform.

In onomastic studies, the naming of objects, including food items, can be classified into several categories: (1) Characteristic-based naming: A name derived from the distinctive features or qualities of the object. (2) Eponymic naming: A name that originates from the founder, inventor, or person associated with the creation of the object. (3) Ingredient-based naming: A name based on the main ingredient or material used in the object or product. (4) Toponymic naming: A name derived from a geographical location or place of origin. 5) Metaphorical or resemblance-based naming: A name given due to similarity, analogy, or metaphorical association with another object or concept. (6) Arbitrary naming: A name that does not have a direct or transparent referential relation to the object; it is often creative, symbolic, or chosen for branding purposes (Pateda, 2010).

Num	Onomastic Naming	Cuisine Code
1	Characteristic-based naming	CA (cuisine A)
2	Eponymic naming	CB
3	Ingredient-based naming	CC
4	Toponymic naming	CD
5	Metaphorical or resemblance-based naming	CE
6	Arbitrary naming	CF

Table 1. Onomastic naming code

Naming Context

1. Characteristic-based naming

A name derived from the distinctive features or qualities of the object refers to the main characteristics of the dish, whether in terms of shape, cooking method, serving technique, or physical appearance. This type of naming helps consumers to imagine how the food is prepared or presented.

Num	Cuisine	Coding	Num	Cuisine	Coding
1.	Shawarma Ayam	CA1	4.	Mugalgah Lahm	CA4
2.	Kufta Kambing	CA2	5.	Maglubah Ayam	CA5
3.	Shakshuka	CA3			

Table 2. Characteristic-based naming

The name *Shawarma* in data CA1 originates from the Arabic word شاورما (*shawarma*), which is an adaptation of the Turkish term *çevirme*, meaning ‘to turn’

or ‘to rotate’. This refers to the method of vertically roasting meat on a rotating spit, a cooking technique that is highly common in the Levant region (Syria, Lebanon, Palestine, and Jordan). From a semantic perspective, the lexical meaning of *shawarma* points to the cooking method, while its referential meaning denotes a typical Middle Eastern fast-food dish. Associatively, *shawarma* conveys practicality and the modernity of urban cuisine, while simultaneously preserving ethnic nuance and tradition. (Abdelrahman & El-Kassas, 201). From a bilingualism perspective, the use of *Shawarma Ayam* combines the Arabic word (*shawarma*) with Indonesian (*ayam* = chicken) to clarify the dish’s content while retaining an exotic and authentic impression for local consumers.

In data CA2, the term *kufta* comes from كفتة (*kufta*), derived from the Persian *kofta*, meaning “minced” or “ground meat.” Lexically, *kufta* refers to the form of meatballs, referentially it denotes a typical dish of the Middle East and Central Asia, and associatively it represents an affordable, family-friendly, and filling meal (Hassan & Ali, 2017). Bilingualism appears in *Kufta Kambing*, where the Arabic term (*kufta*) is paired with Indonesian (*kambing* = goat). This strategy adapts the menu to the local context, providing clear information about the main ingredient while preserving authenticity.

Data CA3 presents the name *shakshuka*, derived from شكشوكة (*shakshuka*), a Maghrebi Arabic term meaning “mixture,” referring to a dish of poached eggs in tomato sauce with onions and spices. Lexically, the meaning points to the cooking technique of mixing, referentially it denotes a North African breakfast dish, and associatively it represents simplicity, family warmth, and Mediterranean acculturation (Ben-Yehoshua, 2018).

The word “Mugalgal” in data CA4 derived from مغفل (*mugalgal*), from the root ق ل ق (*q-l-q*), meaning “to shake” or “to rattle,” an onomatopoeic form imitating the sizzling sound of meat being stir-fried with spices. Lexically, its meaning is tied to the cooking method, referentially it denotes a Yemeni dish, and associatively it evokes authentic Middle Eastern flavour (Al-Azzani & Al-Busaidi, 2021).

Meanwhile, data CA5 features *maglubah*, derived from مقلوبة (*maqlubah*), from the root قلب (*qalaba*), meaning “to flip,” referring to the serving technique where the dish is inverted during presentation. Lexically, its meaning points to the action of flipping, referentially it refers to a Palestinian and Levantine dish, and associatively it relates to celebration, family solidarity, and communal feasting (Jayyusi, 2016). From a bilingualism standpoint, the term *Maglubah Ayam* combines Arabic (*maglubah*) with Indonesian (*ayam* = chicken), striking a balance between the authenticity of traditional naming and readability for local consumers.

2. Eponymic naming

Eponymic naming refer to name that originates from the founder, inventor, or a person associated with the creation of the object refers to a specific figure, whether a historical person, the restaurant owner, or the creator of the dish. This type of naming is generally used to emphasize the uniqueness of ownership or the personal story behind the food.

Num	Cuisin	Coding	Num	Cuisine	Coding
1.	Umm Ali	CB1	4.	Sheikh Tea	CB4
2.	Ayla Briyani	CB2	5.	Siti Mandhi	CB5
3.	Ali's Kabsa	CB3			

Table 3. Eponymic naming

Umm Ali (CB1) is a traditional Egyptian bread pudding that combines culinary delight with historical and cultural significance. Named after the wife of an Ayyubid nobleman, it represents Egyptian national and religious identity and is often served during Ramadan and other celebrations. In modern Egypt, dishes like Umm Ali reinforce intergenerational bonds and shared heritage. From a bilingual perspective, the Arabic name *Umm Ali* is retained in international and local contexts, preserving its cultural and historical authenticity (Mohamed et al., 2020).

Ayla Briyani (CB2) uses the owner's name “Ayla” to personalize the menu, creating a unique brand identity and enhancing consumer trust. Studies show that personal naming strengthens emotional connections between customers and business

owners, especially in micro and small enterprises (Rao et al., 2020). The bilingual aspect emerges in combining the Arabic/Indian-derived dish name *Briyani* with a local personal name, reflecting cross-cultural branding.

Ali's Kabsa (CB3) combines the personal name "Ali" with the traditional Saudi dish "Kabsa," emphasizing heritage and authenticity. The name "Ali" adds familiarity and trust, while Kabsa conveys cultural and culinary tradition. Personalization in naming enhances emotional engagement, linking food consumption to family and cultural memory. The bilingual dimension lies in retaining the Arabic terms in global or local menus, preserving cultural identity (Rao et al., 2020).

Sheikh Tea (CB4) and Siti Mandhi (CB5) illustrate cultural and religious signaling through naming. *Sheikh Tea* conveys seniority, authority, and sacredness, enhancing product credibility in religiously conscious communities (Tieman, 2019). *Siti Mandhi* blends the local name "Siti" with the traditional dish *Mandhi*, showing culinary acculturation and market inclusivity. Both examples reflect bilingual or cross-cultural naming, where Arabic terms are retained to maintain authenticity while adapting to local contexts (Widjajanti et al., 2021).

3. Ingredient-based naming

Ingredient-based naming is a type of naming that refers to the dominant element in the dish. A name based on the main ingredient or material used in the object or product is commonly used to provide consumers with clear information about the primary composition of the food.

Num	Cuisine	Coding	Num	Cuisine	Coding
1.	Nasi Basmati	CC1	4.	Marak Dujaj	CC4
2.	Kibdah Kambing	CC2	5.	Tahina Falafel	CC5
3.	Hummus	CC3			

Tabel 4. Ingredient-based naming

Basmati Rice (CC1) is a long-grain rice widely used in South Asian cuisine, especially in India and Pakistan. Its name comes from the ancient Sanskrit word

Vasmati, meaning “fragrant” or “aromatic,” referring to its distinctive aroma when cooked. Basmati’s high amylose content and low moisture make it ideal for biryani and pilaf. From a bilingualism perspective, the Sanskrit-derived term has crossed linguistic boundaries, retained in English and global culinary contexts, functioning as both a cultural emblem and a marker of authenticity (Singh et al., 2017).

Kibdah Kambing (CC2) is a dish made from goat liver, common in Arab cuisine across the Levant and Arabian Peninsula. The word *Kibdah* (كبد) means “liver” in Arabic and culturally symbolizes the center of emotion. Combined with the Indonesian word *kambing* (goat), this naming shows bilingual blending, preserving Arab authenticity while making it comprehensible and appealing to local consumers (Elsharif & Abdullah, 2016).

Hummus (CC3) is a chickpea-based dish mashed with tahini, olive oil, lemon, and garlic. Its Arabic name *hummus* (حمص) literally means “chickpea,” linking the language directly to the main ingredient. Similarly, Marak Dujaj (CC4) is a spiced chicken soup; *Marak* (مرق) means “broth” and *Dujaj* (دجاج) means “chicken.” Both dishes illustrate the descriptive nature of Arabic naming, reflecting culinary practices and regional flavors. Bilingualism appears when these Arabic terms are used in Indonesian or English contexts while maintaining their cultural meaning (Rosenblum, 2021).

Tahina Falafel (CC5) combines falafel (fried chickpea balls) with tahina sauce, made from ground sesame seeds. *Tahina* (طحينة) derives from the Arabic root *ṭaḥan*, meaning “to grind.” This dish highlights the fusion of traditional Middle Eastern cooking with local ingredient use. From a bilingual perspective, retaining Arabic names in international or digital contexts strengthens authenticity, conveys culinary heritage, and educates consumers about Middle Eastern gastronomy (Nasrallah, 2018).

4. Toponymic naming

Toponymic naming is a type of naming derived from a geographical location or place of origin. This naming strategy may include the name of a country, city, or region, and serves to inform consumers about the geographical and cultural background of the food.

Num	Cuisine	Coding	Num	Cuisine	Coding
1	Es Syahni Adeni	CD1	5	Kopi Arabica Hijaz	CD5
2	The Thoif	CD2	6	Teh Arab	CD6
3	Nasi Bukhari	CD3	7	Kabsa Madinah	CD7
4	Martabak Mesir	CD4	8	Roti Syam	CD8

Tabel 5. Toponymic naming

Toponymic naming is clearly evident in *Es Syahi Adeni* (CD1) and *Teh Thoif* (CD2). Both mark geographical origins, namely the port city of Aden in Yemen and the city of Taif in Saudi Arabia. This naming not only provides locational identity but also emphasizes the connection of cuisine with climate, commodities, and Arab traditions of hospitality. From the perspective of bilingualism, there is a mixture of Arabic elements (*Syahi* from شاي meaning tea) with local language, which reflects both linguistic and cultural adaptation in naming.

Nasi Bukhari (CD3) and *Martabak Mesir* (CD4) also demonstrate a toponymic strategy. The name “Bukhari” refers to the city of Bukhara in Central Asia, closely linked to the history of the Silk Road. “Martabak Mesir” highlights the geographic origin of Egypt, even though its culinary form is an adaptation in Southeast Asia. Bilingualism is visible when the Arabic term *mutabbaq* (مطابق), meaning “layered,” transformed into *martabak* in the local language, representing a blend of Arabic and Malay/Indonesian.

For beverages, *Kopi Arabika Hijaz* (CD5) and *Teh Arab* (CD6) represent regions that served as hubs for commodity distribution. Hijaz coffee highlights the significance of the Saudi Arabian region as a global coffee trade route. *Teh Arab* is not merely a type of tea but a distinctive style of serving that embodies hospitality. From the perspective of bilingualism, terms such as “Arabika” and “Hijaz” represent

borrowings from foreign languages (Latin-Arabic) that merge with local narratives, enriching the cultural meaning of these foods.

Kabsa Madinah (CD7) and *Roti Syam* (CD8) demonstrate naming based on city and region. Kabsa is associated with Madinah as a center of Saudi culinary culture, while Roti Syam refers to the Levant region (Sham). These geographical markers emphasize collective identity and communal dining traditions. From the perspective of bilingualism, Arabic terms such as *kabsa* and *Syam* are retained in Indonesian, showing language borrowing that simultaneously preserves cultural values and the authenticity of Arab cuisine.

5. Metaphorical or resemblance-based naming

Metaphorical or resemblance-based naming is a name given due to similarity, analogy, or metaphorical association with another object or concept. This type of naming is used when a dish has similarities in shape, taste, or cooking technique with another food already familiar to the public. It serves as an adaptive approach to introducing new products.

Num	Cuisine	Coding	No	Cuisine	Coding
1.	Nasi Mandhi	CE1	4.	Arabian Curry Rice	CE4
2.	Sayadiyah Rice	CE2	5.	Arabic Burger	CE5
3.	Kabsa ala Jawa	CE3			

Tabel 6. Metaphorical or resemblance-based naming

Nasi Mandhi (CE1) is a traditional Yemeni dish famous for its unique cooking method, prepared in an underground pit with charcoal or hot stones. The dish combines rice, meat (usually lamb or chicken), and various spices such as cardamom, cloves, cinnamon, and turmeric. The name “mandi” (مندي) comes from Arabic meaning “moist,” referring to the tender texture of the meat. This dish is usually served during celebrations, reflecting the cultural tradition of Yemen. Meanwhile, Sayadiyah Rice (CE2) comes from coastal Arab regions such as Lebanon and Syria, derived from the Arabic word “ṣayyād” (صيد), meaning fisherman. This dish, made

with fried fish, caramelized onions, and Middle Eastern spices, illustrates the bilingualism of Arabic culinary terms and their integration into global food culture.

Kabsa ala Jawa (CE3) is a modified version of Saudi Arabia's Kabsa, which means "mixture" in Arabic. In Indonesia, especially Java, Kabsa is adapted with local ingredients such as lemongrass, galangal, and sweet soy sauce. This blending of Middle Eastern and Indonesian flavors represents cultural adaptation and culinary bilingualism, where global Arabic cuisine interacts with local Indonesian identity. It shows how food serves as a medium of cultural exchange through bilingual names and recipes.

Arabian Curry Rice (CE4) reflects fusion cuisine, combining Indian curry with Arabic spices. The word "curry" comes from Tamil "kari," meaning sauce, but was later absorbed into Arabic culinary vocabulary. Similarly, Arabic Burger (CE5) adapts kofta or kafta into a Western fast-food form. Both dishes reflect bilingualism in culinary naming, showing how terms and flavors shift across cultures. These innovations demonstrate the interaction of Arabic, Indian, and Western influences in the global culinary landscape.

6. Arbitrary naming

Arbitrary naming is a name that does not have a direct or transparent referential relation to the object; it is often creative, symbolic, or chosen for branding purposes. This type of naming does not rely on strong literal meaning but is instead employed for branding, phonetic appeal, or modern commercial value. Its main characteristics are creativity, uniqueness, and memorability.

No	Cuisine	Coding	No	Cuisine	Coding
1.	Adhani Tea Moci	CF1	4.	Arabian Fusion Box	CF4
2.	Kunafa Pisang Lava	CF2	5.	Samosa Crunchy	CF5
3.	Tamis Roll	CF3			

Tabel 7. Arbitrary naming

The name Adhani Tea Moci (CF1) represents branding based on a phonetic blend of three cultures: Arabic, Japanese, and English. "Adhani" resembles the word

adhan (أذان) in Arabic, evoking both a spiritual and exotic nuance; "Tea" refers to the tea tradition strongly associated with both English and Asian cultures; while "Moci" derives from Japanese, referring to the chewy rice cake known as *mochi*. The combination of Arabic–English–Japanese elements demonstrates cross-linguistic bilingualism that constructs a transcultural identity (Chrisbiyah et al., 2024). This strategy creates a sense of uniqueness, blending spirituality, modernity, and East Asian pop culture.

The names Kunafa Pisang Lava (CF2) and Tamis Roll (CF3) reflect a practice of *culinary hybridization*. *Kunafa*, a traditional Arab dessert, is combined with the local Indonesian element of banana and the modern visual term "lava" to enhance its appeal in the age of social media. *Tamis Roll* adapts the flatbread *tamis* from Arab cuisine but is rebranded using the English word "roll," which is more familiar in the global bakery industry. From a bilingualism perspective, both names reflect a lexical blending of Arabic–Indonesian–English to reinforce local identity while simultaneously adapting to global consumer tastes (Ningsih, 2011).

The names Arabian Fusion Box (CF4) and Samosa Crunchy (CF5) explicitly highlight globalized branding strategies. The use of "fusion" and "box" in CF4 signifies consumer awareness of practical, cross-cultural food packaging in urban lifestyles. Meanwhile, the addition of "crunchy" in CF5 functions as a sensory branding descriptor that directly appeals to consumer taste experiences, particularly among younger generations (Al Hakim, 2023). From the standpoint of bilingualism, these names illustrate the borrowing of Arabic words (*samosa*, *Arabian*) blended with modern English terms (*fusion*, *box*, *crunchy*), creating a hybrid culinary narrative with strong commercial value.

Types of Naming in Semantic Meaning

1. Lexical Meaning

Lexical meaning refers to the literal or dictionary meaning of a word. In food naming, it means the name directly represents the ingredient, form, or cooking process, such as Hummus (ḥummuṣ, meaning "chickpea") or Basmati

Rice. This approach provides clarity for consumers, as the meaning of the name is easily understood without additional interpretation.

Using lexical meaning also supports marketing strategies that emphasize authenticity and simplicity. Products like Fried Chicken, Ginger Tea, or Chicken Satay leverage this simplicity to attract consumers across different ages and backgrounds. In digital contexts, lexical meaning can be enhanced with visual elements like emojis, illustrations, or menu photos, making the literal meaning of the food name even clearer (Diana et al., 2022; Kusumaningrum & Arisanti, 2024).

2. Referential Meaning

Referential meaning relates to real-world references, such as places, people, or events. Examples in culinary contexts include Nasi Bukhari (Bukhara city), Umm Ali (a historical figure), and Kabsa Madinah. These names link food to factual reality, reinforcing credibility, origin, and cultural value.

Referential naming also helps establish product positioning and improves consumer memory, as names referring to locations or historical figures create emotional connections. For instance, Arabica Coffee from Hijaz not only indicates coffee type but also highlights the geographic origin known for the global spread of coffee, adding authenticity to the culinary product (Minanto, 2020).

3. Associative Meaning

Associative meaning arises from social, cultural, or emotional perceptions attached to a name. Examples like Samosa Crunchy, Sheikh Tea, or Adhani Tea Moci evoke feelings of luxury, religiosity, or uniqueness. Such associations are important in modern branding because they enhance emotional and visual appeal.

Associative meaning also allows naming to target specific markets, such as younger consumers or digital audiences. Names combining local and exotic elements, like Siti Mandhi, create cultural attachment and emotional value. Terms like Fusion, Lava, or Crunchy immediately evoke perceptions of taste and dining experience, increasing appeal (Kusumaningrum & Arisanti, 2024).

4. Grammatical Meaning

Grammatical meaning arises from language structure, including affixation, word combination, or specific syntactic constructions. In Arabic food naming, examples like Kabsa Madinah or Teh Thoif use idāfah constructions to indicate possession or origin, emphasizing the connection between food and place.

Grammatical structures can also add nuance or appeal, such as in Sheikh Tea, where "Sheikh" functions as an attributive noun, conveying authority or religious value. In digital marketing, strategically using grammatical constructions can make a food name more informative, attractive, and commercially valuable (Wulandari & Sutaji, 2024).

CONCLUSIONS

This study shows that the naming of Arabic-language foods on digital platforms functions not only as a product label but also carries complex semantic meanings. Food names encompass lexical meaning, which describes the ingredients or form of the dish; referential meaning, linking the food to geographical origin, historical figures, or events; associative meaning, evoking emotional, cultural, or aesthetic perceptions; and grammatical meaning, reinforcing ownership or origin through Arabic language structures. Moreover, these food names often employ elements of bilingualism, combining Arabic with local or international languages, which preserves authenticity while facilitating cross-cultural understanding.

The analysis reveals that naming strategies convey more than literal information about the food they also build culinary identity, cultural value, and emotional experiences for consumers. Names that integrate historical, religious, and symbolic elements enhance product appeal, strengthen perceptions of authenticity, and create differentiation in the digital marketplace. The presence of bilingual elements highlights how linguistic adaptation and cultural acculturation align with marketing strategies, allowing food to be sold not only as taste but also as a story and cultural symbol.

Overall, this study emphasizes that the naming of Arabic-language foods in digital contexts serves a dual purpose: as a tool for communicating culinary information and as a branding instrument that builds identity, cultural value, and

emotional connection between the product and consumers. These findings demonstrate the importance of semantic meaning and bilingualism in modern culinary marketing strategies, particularly on digital platforms reaching a global audience.

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