

Figure of Speech in Bandung Historical Tourism Sites Naming

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Abstract

Many researchers do their research on figurative language or figure of speech, but it is limited research on figure of speech in historical tourism sites naming. The aim of this research is to investigate the figure of speech in historical tourism sites naming in Bandung area. The earlier study explained that the names of tourism destinations in Jawa Barat have different figure of speech and it happens to Bandung historical tourism sites naming. The method used by the present writers in this research is descriptive method. The descriptive method chosen by the present writers is used to identify and classify the names of the historical tourism sites in Bandung area as the data. From the various types of figure of speech referring to the theory, it is found that they are two types of figure of speech found in the data. The two figures of speech employed are personification (*Gedung Merdeka* and *Gedung Indonesia Menggugat*) and metaphor (*Goa Belanda*, *Goa Jepang*, *Paris van Java*, and *Kota Kembang*).

Keywords: figure of speech, historical tourism naming, Bandung, personification, metaphor

1. Introduction

Bandung is the capital city of Jawa Barat and Jawa Barat is one of thirty four provinces in Indonesia. Jawa Barat is one of three provinces in Jawa Island and Jawa Barat has many historical tourism sites almost in every city or regency does.

Jawa Barat has twenty seven cities and regencies: nine cities and eighteen regencies (as described in the following picture) and Bandung is one of them. As the capital city of Jawa Barat, Bandung area is about 165 km² and the population is about 2.3 million people.



Figure 1. Jawa Barat

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj8pseemOfRAhUMqI8KHae8BOEQjRwIBw&url=http%3A%2F%2Fsoaltescpns.info%2Fformasi-cpns-2014-provinsi-jawa-barat%2Flowongan-cpns-kabupaten-indramayu%2F&psig=AFQjCNFbQgA04xfVvwUHD-ObsXx9o7F4IQ&ust=1485773365323665>

Bandung as the capital city of province is well known as *Paris van Java* or *kota kembang* ‘flower city’ since Bandung scenery is beautiful. Bandung has many historical tourism sites or destinations. Few places in Bandung

have a strong sense of places than others. These places can be the tourism attractive. As everybody knows, tourism is one of the important main sectors in Bandung since Bandung is one of the tourism cities in Indonesia, besides Yogyakarta, Denpasar. According to Günlü et al. (2009) "*Tourism is a world-wide giant sector which has a high increase rate such that UNWTO's Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020, which were 842 million in 2006 (World Tourism Organization, 2008)*", in his paper titled "Preserving Cultural Heritage and Possible Impacts on Regional Development: Case of Izmir". The argument is in line with Hargrove (2002), "*Visiting historic and cultural sites is one of the most popular tourist activities today. Families, seniors, groups, and even international visitors choose to frequent historic attractions when on vacation*". Then we have a question, "What historical site does it mean in this paper?" Historical sites mentioned or sometimes called as historic places recognizes as buildings, structures, districts, sites, and objects that are important in our nation's history and are worthy of preservation (Barret, 2002). From the opinions above, it can be said that tourism is one of the important sectors that should be considered seriously by the government; historical tourism is one of them.

Leigh (2013) did his research entitled "The Use of Figure Speech in Print Ad Headlines". He collected 2183 print ads with a headline was conducted to investigate the frequency with which figures of speech and figure categories are used in ad headlines and the extent to which selected executional factors relate to their use. Based on his research, the results revealed that selected figures of speech, including alliteration, assonance and puns are widely used, whereas others are not.

Inspired by the paper mentioned, this paper tries to figure out the figure of speech of the historical tourism sites naming in Bandung area. Historical tourism as the part of cultural heritage is one of the main tourism elements in line with UNESCO which defines culture tourism as "*to create a discerning type of tourism that takes account of other people's cultures*" (UNESCO, 2005). There are many historic sites in Bandung can be the historical tourism sites. The tourists are interested in coming to visit the historical sites are not only the sites but also sometimes because of the names as the first attraction.

Figure of speech is a (compound) word or phrase has special meaning, as explained by Richard et al. (1989) "*is a word or phrase which is used for special effect, and which does not have its usual or literal meaning*". People use figure of speech to make the language more interesting or attractive. Wren and Martin (1981) stated that "*Figure of speech is a departure from the ordinary from expression or the ordinary course of ideas in order to produce a greater effect*".

According to Kennedy and Gioia (2012) "*A figure of speech may be said to occur whenever a speaker or writer, for the sake of freshness or emphasis, departs from the usual denotations of words*". From the definition mentioned, it can be concluded that figure of speech is a study of meaning, the meaning that does not come from literal meaning. Related to the definition mentioned, as a preliminary research, this study is done to figure out the types of figure of speech in historical tourism sites naming in Bandung area.

Many researchers do their research on figurative language, such as, Roberts and Kreuz (1994) on their article "Why Do People use Figurative Language?" Giora (1997) "Understanding Figurative and Literal Language: the grade saliency hypothesis" and Giora (2002) on her paper titled "Literal vs Figurative Language: different or equal?"

Figurative language or nonliteral language refers to the same thing; it refers to figure of speech as the terms used in this paper. Kreuz and Roberts (1993) in Roberts and Kreuz (1994) explained, "*In the psychological literature, eight distinct types of nonliteral language have emerged. These are hyperbole, idiom, indirect request, irony, understatement, metaphor, rhetorical, and simile.*"

1.1 The Aim of Research

This paper is inspired by the earlier studies conducted by other researchers as mentioned earlier. The two main studies influenced are Robert and Kreuz (1994) did their research entitled "Why Do People Use Figurative Language?" and Giora (2002) did her research entitled "Literal vs Figurative Language: Different or Equal? Inspired by the two main studies mentioned, this research is studied to figure out the figure of speech of the historical tourism sites naming in Bandung area.

1.2 Method of Research

The method used by the present writers in this research is descriptive method. The descriptive method chosen is used to identify and classify the names of the historical tourism sites in Bandung area as the data. The data are collected from the historical tourism sites offered in brochures, web sites, and some informants who can share their knowledge in historical tourism sites. First of all, from the data obtained, the present writers collected all

historical tourism sites offered in brochures and websites. After that, the data are identified and categorized into each type of figure of speech. Finally, the present writers analyze each of the data collected and found the dominant figure of speech as the finding of the study.

2. Result and Discussion

Relating to the data analyzed, it is found personification and metaphor as the figure of speech found in the historical tourism naming in Bandung area. Personification is a figure of speech of personifying or being personified or they have the ability to act the human beings as Delbaere (2013) argued that “*All forms of personification draw on anthropomorphism, the propensity to attribute human characteristics to objects*”. The following is the example of personification.

(1) The picture in the wall *shouted* for attention.

The example (1) describes that the picture in the wall is being personified since the writer chooses the verb *shouted*. Only human (animate) can *shout* not the picture in the wall.

Richards et al. in Sujatna et al. (2015) mentioned that “*In a metaphor, no function words are used. Something is described by stating another thing with which it can be compared*”. In line with Glucksberg (2001), he mentioned that “*Metaphor can be variously defined. A figure of speech in which a name or descriptive word or phrase is transferred to an object or action different from, but analogous to, that to which it is literally applicable; an instance of this [is] a metaphorical expression.*” He added that “*A thing considered as representative of some other (usually abstract) thing: A symbol*”. The following is the example of metaphor.

(2) She is *fishing* in troubled waters.

The word *fishing* is not the meaning of fishing literally, it is an expression. The word *fishing* describes that she is looking for something that is difficult to be obtained. The example (2) can be classified as a metaphor.

The data obtained are the historical tourism sites offered in brochures and web sites. From the data analyzed, the present writers found two different types of figure of speech of historical tourism sites naming; they are personification and metaphor. They are six data of the two types of figure of speech.

2.1 Personification

From the data obtained, the present writers found two data as personification: they are *Gedung Merdeka* and *Gedung Indonesia Menggugat* as described in the following:

(3) *Gedung Merdeka*

Gedung Merdeka is a proper noun in Bahasa Indonesia. It is the name of a building which was built in 1895 as a coffee shop by Societeit Concordia - a Dutch officer association. At that time, the building was named Concordia. In 1955 the Indonesian government used the building as the place of Asia – Africa Conference. The name of the building until now is *Gedung Merdeka*. *Gedung* means ‘building’ and *Merdeka* means ‘Freedom’. The word *merdeka* describes the expression of being freedom for Indonesian people which were colonized by Dutch in the past. The data (3) describes that *Gedung* is being personified since the writer chooses the verb *merdeka*. The word *merdeka* is used for human, so that it is a personifying or being personified or it has the ability to act the human being since only human (animate) can *get the freedom* not *gedung*. Based on that reason, *Gedung Merdeka* can be categorized into one of the personification data.

(4) *Gedung Indonesia Menggugat*

Gedung Indonesia Menggugat is the name of a historical building located on Jl. Perintis Kemerdekaan No. 5 Bandung. The building was named *Gedung Indonesia Menggugat* to memorize Soekarno et al. (Soekarno is the first president of Indonesia in 1945) was taken to the court in August 1930 (before he became the first president in Indonesia) and that time the building is used as a court building. Soekarno and friends read their protest in colonialism power and international capitalism at that time being. Their protest was named as “*Indonesia Menggugat*” means ‘Indonesia claimed’. The data (4) describes that Indonesia (as a country) is being personified since the writer chooses the verb *menggugat* ‘claimed’. It is a personifying or being personified or it has the ability to act the human being since only human can claim ‘*menggugat*’ not the country (Indonesia). Relating to the explanation, *Gedung Indonesia Menggugat* can be categorized into one of the personification data. Since 2002, the government announced *Gedung Indonesia Menggugat* as the venue of seminar, discussion, exhibition, or workshop to memorize the struggle of the Indonesian heroes in the past.

2.2 Metaphor

The following are the data found as metaphor in historical tourism sites naming in Bandung area. They are four

data sounds as metaphor: *Goa Belanda*, *Goa Jepang*, *Paris van Java*, and *Kota Kembang* as described in the following:

(5) *Goa Belanda*

Goa Belanda is a name or proper noun. In Bahasa Indonesia, the word *Goa* means 'cave' and the word *Belanda* means 'Dutch'. In the past, Indonesia was colonized by Dutch, the Dutch government, in 1941, built the cave along 584 meters with 15 paths and it has two entry gates 3.20 meters high. The cave was built by the Dutch to support military activity in Bandung at that time being.

The name of *Goa Belanda* is described as a name or descriptive word. It is transferred to an object or action different from but analogous to, that to which it is literally applicable. In this case, it is a metaphor since it is the transfer of *Belanda* 'Dutch' as nation and *Belanda* as an object (cave). So, the name *Goa Belanda* can be categorized into metaphor.

(6) *Goa Jepang*

Besides *Goa Belanda*, there is *Goa Jepang*. They are near each other and they are in a conservation area (now is called *Tahura* or *Taman Hutan Raya* in the North area of Bandung). *Goa Jepang* was built by Indonesian people in 1942 under Japanese instruction called *romusha* (*romusha* is a Japanese word; it means laborer denptes to forced laborer). The Japanese came to Indonesia after conquering the Dutch. They built the cave for saving their ammunition and logistics in the war period.

The same with *Goa Belanda*, the name of *Goa Jepang* is a proper noun, it is described as a name or descriptive word is transferred to an object or action different from but analogous to, that to which it is literally applicable. *Goa* means cave while *Jepang* means Japanese. In this case, it is a metaphor since it is the transfer of *Jepang* 'Japanese' as nation and *Jepang* as an object (cave). It is similar to *Goa Belanda* that *Goa Jepang* can be categorized into metaphor.

(7) *Paris van Java*

Paris van Java is the other name of Bandung. People called Bandung as *Paris van Java* since Bandung as a city in Indonesia is compared to Paris as a city in French. Paris is described as a beautiful city from (van is a Dutch word means from) French as one of the European countries while Bandung is also a beautiful city from Java (Jawa island) as one of the islands in Indonesia. In this case, it is a metaphor since it is the transfer of the word Paris as a city from Europe to the word Bandung from Java. That is why; *Paris van Java* can be categorized into metaphor.

(8) *Kota Kembang*

Besides as Paris van Java, the other name of Bandung is *Kota Kembang*. *Kota* (is Bahasa Indonesia word means city and *kembang* (is a Sundanese word) means flower. The name of flower city refers to Bandung as a beautiful city. *Kembang* 'Flower' is described as a beautiful thing. Bandung as *kota* 'a city' is compared to flower as a beautiful one. In this case, it is the transfer of the word *kembang* as flower to the word Bandung as a city so that *Kota Kembang* can be categorized into metaphor.

3. Conclusion

After collecting and analyzing the data, it can be concluded that there are two different types of figure speech found in the historical tourism sites naming in Bandung area. They are personification and metaphor. The personification data are constructed personifying or being personified (as described in *Gedung Merdeka* and *Gedung Indonesia Menggugat*) while the metaphor data are constructed by transferring one to an object or action different from, but analogous to, that to which it is literally applicable (as described in *Goa Belanda*, *Goa Jepang*, *Paris van Java*, and *Kota Kembang*).

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