The PatternS of Naming Hotels in Yogyakarta

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ABSTRACT

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This study aims to describe the patterns of naming hotels in Yogyakarta and the reasons / factors behind the naming of hotels in Yogyakarta.

This study uses a descriptive research design. Subjects in this study were all language events in 150 hotel names in Yogyakarta, especially those in Sleman Regency and Yogyakarta City. The subject of the research was the patterns in naming hotels in Yogyakarta and the factors that underlie the hotel hotel in Yogyakarta. Basically the researchers themselves / *human instruments* were the instruments in this study. In addition, hardware and software are also used as instruments of this research. Hardware includes cameras, computers, laptops, color ink printers, USB, and stationery to document research data while software includes criteria for naming hotel patterns and naming backgrounds . In this study used field observation techniques, documentation techniques, reading techniques, and note-taking techniques as data collection techniques. Agih techniques and matching techniques were used as data analysis techniques in this study. The validity used in this study is content validity and financial validity . Reliability in this study, namely the reliability of intrareter and intereter.

The results of the study can be described as follows. The form of language used in naming hotels in Yogyakarta are all forms of noun phrases. The naming of hotels in Yogyakarta using this noun phrase consists of 4 patterns, namely the DM pattern , the MD pattern, the DMM pattern, and the MDM pattern . The DM and DMM noun phrase patterns are the structure of noun phrase patterns in Indonesian, while MD and MDM noun phrase patterns are phrase pattern patterns in English. This DM and MD pattern can be grouped again based on its constituent elements. The naming of hotels with DM patterns consists of patterns of DM (NN), DM (N-FN), and DM (N- Adj). Meanwhile, naming the MD pattern is further divided into MD (NN), MD (N-FN), MD (FN-FN), MD (Adj-FN), and MD (NN-N).

The background of naming the hotel in Yogyakarta is to match the target market or consumer share, prestigious, show ownership, show the area, show local identity, and branch from hotels in other countries.

Kata Kunci: *pattern, naming, background, hotel*