

ABSTRACT

WORD FORMATION ANALYSIS OF SELECTED FOOD & BEVERAGE BRAND NAMES ON THE GOJEK APP BANDAR LAMPUNG : A MORPHOSEMANTIC STUDY

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This study analyzes the brand naming of food and beverage (F&B) products on the Go-Food platform in the Go-Jek application in Bandar Lampung. The purpose of the research is to explore how language choices in brand naming can affect the attractiveness and success of micro, small, and medium-sized culinary businesses (MSMEs) in the region. Using a desk study method for data collection, a qualitative method for analysis, and a descriptive method for presentation of results, this study examined 38 popular brands based on popularity and high ratings in the Go-Jek app. The results show that many brands use compound word formations that combine product elements with unique selling proposition descriptions. These names often contain elements of hope, prayer, and foreign languages to give a trendy, international, modern, and elegant feel. The research also found that economic and cultural factors heavily influence brand naming, with many names aimed at attracting consumers from the middle to upper economic classes in Bandar Lampung. Examples of names such as "Café Kiyo" and "Banana Melted Kemiling" show the use of cultural and local elements that strengthen brand identity and appeal. The findings provide important insights into effective communication and promotion strategies in the MSME F&B industry in Indonesia.

Keywords: Linguistik, Semantics, Morphology, Word Formation, Food & Beverage