The "Spooky Menu" of Indonesian Culinary: Morpho-Pragmatic Perspectives

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Abstract: This study investigates a linguistic phenomenon in relation to the use of spooky terms for culinary menu in Indonesia, to be viewed in perspective of morphology and pragmatic. This study aims to explain the word formation process of the terms, to describe the food sellers' intention of using the spooky menus, and the consumers' perception on them. The data was collected from websites and consumers by using observation and interview. As the result, it is found that spooky terms used to label menu items are mostly formed through process of compounding. The using of spooky terms in culinary menu has some intentions such as to describe the extra spicy taste, the food presentation, and the open hour of the food stall or restaurant. It is also found that label terms in culinary menu are not only perceived positively, as form of creativity and innovation, but there are some perceive that it is not good to label culinary menu by using bad names or terms in religion perspective. Furthermore, it may influence children' thought toward the menu such embedding fear to children toward the menu.

Keywords: Language use, culinary menu, morphology, pragmatic, Indonesia ISO 639-3 codes:

1. Introduction

Language plays role as a mode of communication of human to share meaning, idea, thought, and feeling, from one another (Holtgraves, 2013) for the purpose of transaction and interaction (Brown & Yule, 1983). Transaction refers to the use of language, to get and give information either formal or informal way, on the other hand, those who use language in an attempt to build interpersonal relationship and to make confraternity to the interlocutor, the language function is known as interactional function. What is being concerned on this conceptual definition of language, not only how language is produced and comprehended by speaker and interlocutor, yet how and why the language is used. The use of language in social environment points out that language is not static, but it changes over time based on circumstances.

Language as changing entity could not be interpreted that the language itself that changes, but rather language users' development. The term of language change refers to process of how language develops over time. The term of "change" is also used synonymously instead of "evolution" (Mayer, 2009, p. 39). In such a case, the development of language depends on the language users themselves. Thereby, language user's innovation is more accurate description instead of language change (Holmes, 2001, p. 195). The innovation regarding to a component of language, morphology, could be derived from various word formation processes such as compounding, blending, acronym, and so forth. Innovation of the language use is heaps of time encountered for purpose of transaction, menu in culinary business for instance.

A culinary menu is defined as a list of items of cuisine offered to the consumers to choose (Chau, 2014), or, as a guidance that provides information deals with production of cuisine, equipment and ingredients, and employees' qualification (Ozdemir & Caliskan, 2014). Thereby, menu has role as a tool of communication to promote and sell the cuisine (food and beverage). Culinary businessmen use unique terms to address the culinary menu as strategy to attract consumers' attention and interest to the menu items for the purpose of increasing the sales. The innovation indicates a language shift which is occurred in the lexical choice to describe the object in term of names of food and beverage in culinary menu. In Indonesian context, culinary menu is originally identical to the name of person or owner of the restaurant (e.g. Pecel Mak Sri), place (e.g. Pecel alun-alun), hometown (e.g. Nasi Padang), or the main ingredient (e.g. Sate Kambing), and now-days particular lexical choices which are unique and interesting, even spooky concepts (Rawon Setan, Bakso Kuntilanak, Mie Jahanam, etc.) are engaged to label the culinary menus, and such a case becomes trend in Indonesia.

However, apart from word formation in term of morphology that exists in particular culinary menus, message intended to be manifested through language is a crucial thing as the main goal of communication is to understand one another (Jannedy, Poletto, & Weldon, 1994), no matter it deals with transactional or interactional function. Misunderstanding to the message or meaning of language used is often occurred in which what we assume to the meaning of the language is not what is intended by the language user, either speaker or writer. In such case, it suggests meaning of the language also depends on context and the communicative intentions of language user (Yule, 2010). Thereby, it is important not only concern to the meaning of words literally, but also recognize what the speakers or writers mean through the language they use. A lot of assumption and expectation are embedded in an attempt to gather what is meant exactly, then in interpreting the meaning of word, phrase or sign as name of culinary menus, is not just enough based on the words, but what we suppose the language user intend to convey involving the creativity in using language.

Regarding to studies which concern to culinary menus, have been conducted by a number of scholars either from local or overseas setting. For instance, Khasanah et al. (2015) investigated the existence of foreign language in Indonesia reflected to culinary menus, and its impact on Indonesian language. Adiasih and Brahmana (2015) conducted a study about traditional food which concern to students' perception on the traditional food. However,

the former concerns more to cause and effect of the use of foreign language in culinary menu to the national language, while the latter concerns to the existence of Indonesian traditional food viewed from the students' perception on behalf of consumer. Furthermore, overseas studies in the same interest, Lockyer (2006) examined the use of words on menu in a restaurant and the influence of the selection of lexical menu item toward consumers' attitude. Moreover, regarding to the ambiguous names that exist in the culinary menus, a study was conducted by Hou, Yang, & Sun (2017), investigating the linked effect of pictures, menus, and individuals' information processing styles on the consumers' attitude and behavior. what beings concerned by both overseas scholars are, the first puts interest on the influence of word choice of menu toward the item choice of the menu in side to the consumers, and the second concerns to the influence of picture, and food names toward the consumers' perception and behavior without involving the internal process of the food names formation.

Thereby, there is paucity to be filled through the current study, by focusing on language use for culinary menu in Indonesia of which the scope is specified to spooky menu to be viewed in morphology and pragmatic perspective. On the ground that particular lexical choices which are used to describe object may affect to people's perception Thereby, the research problem of this study extracted from the phenomena above is how the language use in spooky culinary menu in Indonesia in perspective of morphology and pragmatic is. The research problem is elaborated into three research questions: (1) How is the word formation process of the spooky culinary menu in Indonesia? (2) What is the intention of using the spooky culinary menus? (3) How do the consumers perceive to using the spooky culinary menus? Indeed, this study aims to explain the word formation process of the spooky culinary menu in Indonesia, to describe the intention of using spooky terms for the culinary menus, and to describe the consumers' perception on the spooky culinary menu.

2. Word formation process

How words of languages are constructed either to perform meaning or grammatical function is ideally discussed in one of linguistic branches namely morphology. Most people assume that word is basic element of language able to perform meaning. However, it is obviously provided evidence that words are still able to broken down into smallest unit known as morpheme in which it may perform two functions, are to indicate meaning and grammatical function. For instance, words such as unhappy, unlucky, and unsatisfied, the smallest unit un of those words is morpheme that indicates meaning not. On the other hand, words such as uses, makes, and plays illustrate the grammatical function of morpheme in which morpheme s is used to address certain subject (Jannedy, Poletto, & Weldon, 1994). From the investigation above, it points out how words are formed by putting together smaller units and perform more complex meaning. Since the systematic combination is occurred to form new words, the process that works then called as word formation process (Jannedy, Poletto, & Weldon, 1994). In what ways the languages enlarge its vocabularies, the followings have been covered kinds of word formation process that comes into use in languages:

2.1 Etymology, coinage, and borrowing

A word formation could be investigated through the history of the word to find the originality of the word formation, and such a process is encountered in term etymology. For instance, the word etymology comes into use in Latin, but its origin is from Greek etymon + logia (etymon means original form and logia means study of) thereby etymology has meaning "study of original form". If we see less technical words through their etymology, we could encounter various word formation process caused by misuses of the language (Yule, 2010). However, the attitude toward the phenomena is preferable to consider as form of evolution of languages.

In contrast to etymology, Coinage is a word formation process occurred without reference to other languages (Jannedy, Poletto, & Weldon, 1994), or the invention is totally new. This kind of process is not commonly occurred in English, yet it is mostly occurred in inventing brand names of product for trade. Words such as aspirin, nylon, and Vaseline are older examples of coinage. In contemporary, the word formation google that becomes the name of company is example of coinage that originally a misspelling for the word googol (the number one followed by 100 zeros) is occurred. Now-days, the term google is familiarly known as the use of internet to search information.

On the other hand, new words of a language formed through adoption of other language is labelled as borrowing, and this kind of process is the most common in English case (Yule, 2010). A great deal of English vocabularies have adopted other languages such as dope (Dutch), Piano (Italian), Croissant (French), sofa (Arabic), tycoon (Japanese) and so on. Conversely, English have been adopted by other languages to enlarge their vocabularies, for instance, in Japanese word of suupaamaaketto is a borrowing from English word, supermarket.

2.2 Compounding

Compounding is a word formation process by putting two or more bases together (Jannedy, Poletto, & Weldon, 1994). The compounding can be derived from free morphemes, words with affixation, or result of compounding the words themselves. Examples of each compounding are boyfriend, air conditioner, and life guard chair. In addition, the writing of compounding words may be represented in distinct written such a case of English, for instance, airport (written together), bus-stop (written with hyphen), and bus driver (written separately).

2.3 Acronym, blending, and clipping

Apart from compounding, involving combining two or more bases to form new words, however, other processes involve deletion and shorten to form new words as in case of acronym, blending, and clipping. Acronym

is a process of shortening compounds or phrases by combining the initial latters of them (Plag, 2002). Acronym can be written in capital letter and pronounced separately such as CD (compact disk), written in capital letter but pronounce as single words such as NATO (North Atlantic Treaty Organization), or written simply as everyday terms as in radar (radio detecting and ranging) (Yule, 2010).

Meanwhile, a new word derived through combination of parts of different words such the beginning of one word combined with the end of another word, such process is called blending (Jannedy, Poletto, & Weldon, 1994), for instance, smog (smoke and fog), brunch (breakfast and lunch), and motel (motor and hotel) (Yule, 2010).

On the other hand, clipping, a process of forming new words by involving the deletion of material (Plag, 2002), occurs when a word that consists of two or more syllables is reduced into shorter form (Yule, 2010). For instance, exam is a clipping word of examination, and dorm is a clipping of dormitory (Jannedy, Poletto, & Weldon, 1994).

2.4 Conversion

A functional change of word without adding another morpheme, is generally known as conversion. This word formation is also identically labelled as category change and functional shift such as noun come into use as well as verb without any reduction (Yule, 2010). For instance, a word water used as noun in sentence she provides water comes to be used as verb, as in John waters his flowers every day (Plag, 2002). The further examples of conversion words are laugh, run, buy, steal, etc.

2.5 Backformation and derivation

Backformation is a reduction process of word formation and word type typically reduced is noun into verb (Yule, 2010). For example, television as noun comes into use as verb through reduction becomes televise. Other examples with same process are donate (from donation), emote (from emotion), babysit (from babysitter), so forth.

On the contrary, a new word is formed by adding affixes, such process, is generally known as derivation (Yule, 2010). This form involves combination between bound affixes and free morphemes, thereby, the process is also known as affixation (Jannedy, Poletto, & Weldon, 1994). Affixes could be divided into three: prefix, suffix, and infix. The first two is the most common in most of languages. Prefix is affix added in the beginning of the word (e.g. un-, mis), while suffix is affix added in the end of the word (e.g. –less, -ish) (Yule, 2010). It notices that affixation processes which are able to be considered as part of word formation is derivation, for instance, English words such as unhappy and mislead is derivational form of prefix un and mis, on the other hand, words such as careless and foolish are examples of derivation derived from suffix less and ish. Meanwhile, inflection is not considered as part of word formation because it just indicates a grammatical function, for instance, kicks is a word put together with inflection s to indicate a certain subject (grammatical function) (Plag, 2002).

Apart from prefix and suffix, infixes, the third part of affixes, could be found in some languages inserted within the root morpheme (Yule, 2010). For instance, Tagalog, one of major languages of Philippines, uses infixes such as um is used in infinitive form of new word as in sulat (Tagalog means write "verb stem" in English) becomes sumulat (Tagalog means to write infinitive form in English) (Jannedy, Poletto, & Weldon, 1994).

3. Meaning and context

When people do communication, the general goal to be achieved, is to make the interlocutor understand what the speaker mean. However, in communication process, misunderstanding is a matter commonly occurred in which what we assume to the meaning of the language is not what the language user (speaker or writer) intend to. Such a case points out that meaning could not be interpreted conceptually to gather what the speaker intend to manifest because there are other aspect of meaning should be considered, are context and the intention of the communication (Yule, 2010). Thereby, in doing communication, it is important not only to recognize the meaning of words literally, but also recognize what the speakers or writers intend to manifest through the language they use. The contribution of contextual meaning is under study of pragmatic. Pragmatic allows people to have some insights regarding to language use within context in communication process (Jannedy, Poletto, & Weldon, 1994).

The illustration above arises a question such what the context is. According to Yule (2010) there are two kinds of context: physical context and linguistic context. Physical context refers to location of the conversation, the presented object, and the action (Jannedy, Poletto, & Weldon, 1994), for instance, the word bank has more than one meaning, it could be a building to save money or it could be side of river (Yule, 2010). If we see the word bank on the wall of building, the physical location will influence our interpretation toward the word. On the other hand, if the word bank is used together with other words in a sentence describing the place or action, it will help us to know the intention of the speaker. For instance, the word bank in a sentence I have to get to the bank to withdraw some cash, we have no difficulty to decide what the word bank is meant by considering the words next to the word bank its self. This kind of investigation is called linguistic context (Yule, 2010).

Moreover, Jannedy et al. (1994) propose two additional divisions of context, those are epistemic context and social context; The former concerns to the general knowledge shared by the interactants, and the latter concerns to the social relationship and social setting of the interactants. For instance, in certain situation where two people talk one another loudly in a library, then a person asks them to talk a bit louder. The hearers will gather that they

are asked to stop because they know that libraries are quite places (epistemic context), and people do not common talk to strangers (social context).

4. Language and perception

Language, in general, is known as a tool of communication for human to share meaning. Moreover, language also manifests information of the bearers' as language user. Through the way language is performed, we could identify the speaker or writer's identity, culture, social background, age, and gender. Thereby, it is clear how language is interconnected to other aspects of human life. As sociolinguists, argue that language does not only manifest signals of our social group, but also our social identity indexed in the linguistic features. Such a case, attract researchers to investigate further other possible relationships in term of language use (Holmes, 2012). The investigation brings some researchers to an argument that language may influence people such what attracts their notice, what categories they establish, and what choices which are supposed available.

According to Whorf (Holmes, 2012), with its investigation about the relationship between language and perception, he noticed that particular lexical choice to describe or label objects often affect to people's perception and behavior. For instance, a gasoline drum is labeled 'empty, then it will make some people think that will nothing happen if they smoke, even throw the cigarette butt, despite the fact that it is full of potentially explosive vapor. Thereby, it suggest that how vocabulary influence people cognition as provided argument about the strong relationship between language and perception. Moreover, study on English words and people perception in Croatian, provides a little evidence that the use of English words frequently affect to social attractiveness and provide important signal on people perception (Coso & Bogunovic, 2016).

However, the use of picture to provide additional information of language use also has influence toward people perception and behavior. For instance, Hou, Yang, & Sun (2017), investigating effect of menu labeling and menu pictures toward customers' attitude and behavior, find that menu which use descriptive names and supported pictures give positive effect on menu evaluation such as the customers' attitude and the intention to purchase the menu items. Meanwhile, menu with ambiguous names which are not supported by pictures give more positive effect rather than ambiguous names of menu with pictures.

5. Method

This study is characterized as qualitative study since it investigates a linguistic phenomenon in relation the use of spooky terms in culinary menu in Indonesia. In which, it certainly emerges societies' perception on the terms used. Based on the study questions, The data were obtained from website of the restaurants which provide spooky menu and consumers by using observation and interview. At first, the observation was conducted by visiting the websites of the restaurants using spooky menu in the culinary to list kinds of spooky culinary menu and to gather information in relation to the intention of using the spooky menu for the culinary. Then, to get data in dealing with consumers' perception toward using spooky culinary menu, a structured interview, was conducted by arranging some questions which including two aspects: meaning and context (i.e in your opinion, what do spooky menu in the culinary refer to?), and languaage and perception (i.e what is your opinion about using spooky terms to address culinary menu?).

Data collected through observation and interview are then analysed based on the each research question following linked sub-process: data condensation, data display, and conclusion (drawing and verifying) (Miles, Huberman, & Saldana, 2014). Data of the first research question is analysed to explain the word formation process of the spooky culinary menu by correlating to theory of word formation process in accordance with Yule (2010). Data of the research question is analaysed for purpose of describing the intention of using spooky terms for the culinary menu by correlating to theory of meaning and context in accodance with Yule (2010). Data of the last question is analysed to describe the consumers' perception on the spooky culinary menu corresponded to Whorf's theory of language and perception (Holmes, 2012).

6. Results

Based on the result of data analysis, results of study are then presented based on the formulated research questions embracing: word formation process in the spooky menu for the culinary, the intention of using the spooky menu for the culinary, and the consumers' perception toward using the spooky menu for the culinary. In which, this study is focused on the use of spooky menu in Indonesian culinary.

6.1 Word formation process of the spooky menu in culinary

Language as an independent entity means that language depends on the users, in which language develops in line with human thought as language users. Linguistic phenomena could not be controlled in term of the language use, as language shift occurred in term of menu for the culinary in Indonesia. In accordance with the result of observation, originally, name of culinary menu are identical to the name of person or owner of the restaurant, place and hometown. However, now-days, unique terms exist to describe the menu and become a trend in Indonesia culinary menu. The language shift in culinary menu is then classified into terms of traditional menu and updated menu to indicate the distinction.

Table 1: Traditional menu and updated menu in Indonesian culinary

Traditional Menu of Culinary		Updated Menu of Culinary	
Kinds of term	**Menu**	**Kinds of term**	**Menu**

Using name of hometown	*Soto Lamongan* *Pecel Madiun* *Tahu Sumedang* *Tape Bondowoso* *Ayam Taliwang*	Using terms of nature	*Bakso bledheg* *Es pelangi* *Mie petir* *Bakso kabut*
Using name of business owner	*Gudeg Yu Djum* *Pecel Mak Sri* *Trasi Pak Yasin* *Nasi goring Lik Jono* *Rawon Pak Pangat*	Using terms of physical appearance after tasting the food	*Mie ndower* *Mie nyonyor* *Mie jontor*
Using terms of owners' physical Appearance	*Bakso Pak Brengos* *Tahu Pak Gundul* *Lontong Cak Brintik*	Using term of spirit	*Bakso kuntilanak* *Rawon setan* *Tahu jenglot* *Ayam setan* *Bakso gentayangan* *Mie iblis*
Using terms of place	*Kacang ijo klenteng* *Pecel alun-alun* *Pecel ndlusup*	Using terms of hell	*Mie neraka* *Mie jahanam*
Using terms of main foodstuff	*Sate kambing* *Kare sapi* *Es degan* *Es legen*	Using terms of weapon	*Bakso nuklir* *Bakso rudal* *Mie ranjau* *Bakso mercon*

Linguistic phenomenon of the use of spooky terms that exists as updated culinary menu in Indonesian is attracted the researcher to investigate the morphological process in term of word formation in the menu. Based on the result of data analysis, it was found various spooky terms in the updated culinary menu, are formed through compounding process. The following has been presented spooky menu which are formed through compounding.

Table 2: Compounding process of spooky culinary menu in Indonesia

Spooky Menu	Morphological Pattern
Mie Jahanam	Noun + Noun
	Mie (noodle) + *Jahanam* (name of hell)
Mie Neraka	Noun + Noun
	Mie (noodle) + *Neraka* (hell)
Bakso Gentayangan	Noun + Verb
	Bakso (meatball) + *Gentayangan* (roam)
Bakso Kuntilanak	Noun + Noun
	Bakso (meatball) + *Kuntilanak* (name of spirit in Indonesia)
Tahu Jenglot	Noun + Noun
	Tahu (soybean curd) + *Jenglot*[1] (name of spirit in Indonesia)
Ayam Setan	Noun + Noun
	Ayam (chicken) + *Setan* (devil)
Mie Iblis	Noun + Noun
	Mie (noodle) + *Iblis* (devil)
Rawon Setan	Noun + Noun
	Rawon (Beef stew made with keluak) + *Setan* (devil)
Bakso Nuklir	Noun + Noun
	Bakso (meatball) + *Nuklir* (nuclear)
Bakso Rudal	Noun + Noun
	Bakso (meatball) + *Rudal* (guided missile)
Mie Mercon	Noun + Noun
	Mie (noodle) + *Mercon* (firecracker)
Mie Ranjau	Noun + Noun
	Mie (noodle) +*Ranjau* (mine or bamboo spiked booby traps)
Mie Petir	Noun + Noun
	Mie (noodle) + *Petir* (thunderbolt)

The intention of using the spooky menu in culinary

Beside the use of lexical choice in term of spooky concept to describe or label culinary menu, as form of transactional function in language use, indeed it certainly embeds communicative intention to be manifested through the spooky terms in the menu. the followings have covered some intentions of language users' in using spooky terms for their culinary menu of which those are classified into three: to describe the taste of menu, presentation menu, and open hour.

(1) Taste

Among spooky menu listed in the Table 4.2, some include the intended purpose, to describe the spicy of the menu items such as Mie Jupe, Bakso Mercon, Rawon Setan, Mie Setan, Mie Iblis, Mie Neraka, and Nasi Goreng Setan. The followings are the intention of using spooky terms in some menu such as Mie Jupe and Bakso Mercon, which refers to the taste:

(a) Mie Jupe

A food stall which provides noodle as entree called as Mie Jupe, abbreviation of Mie Juragan Pedas , has many levels of spicy. Those are Jupe Polos (level 0), Jupe Lugu (level 1-5), Jupe Nakal (level 6-10), Jupe Galak (level 10-15), and Jupe Sadis (level 15-20). Furthermore, the highest level of "Mie Jupe" in Jombang is not ended in level 20 in which the consumer could add the level of spicy up to 1000 chili with additional cost.

(b) Bakso Mercon

The use of spooky menu, Bakso Mercon, reflects the spicy of meatball its self which is in globularity of the meatball containing chili peppers which is so spiced.

(2) Menu presentation

Beside to describe the taste of menu item, menu presentation also becomes intention of using spooky menu as provided some menu below:

(a) Bakso Kuntilanak

The use of this spooky term is for purpose of attracting consumers' attention. Furthermore, it is explained that Bakso Kuntilanak she sell has various menu presentation, are 3 months of age of pregnancy, 5 months of age of pregnancy, 7 months of age of pregnancy, and 9 months of age of pregnancy in which each has different size as big as age of pregnancy.

(b) Bakso Rudal

Previously I think to make meatball namely "rudal" because the shape is like nuclear, oval, but I make it globularity.

(3) Open hour The culinary businessmen have their own idea to attract the consumers' attention by making use the unique names for their culinary menu. Beside it is intended to describe the taste and the food presentation, the intention also address to the open hour of the culinary business, as stated in the following:

(a) Rawon Setan

Rawon Setan is one of spooky menu in Surabaya in which the intention of using the term setan instead of devil (in English) to describe open hour of the culinary stall, at night, and is connected to the devil that commonly appears at night. In accordance with Endang, one of culinary business owners of Rawon Setan in Surabaya, the germinal idea of using the term "setan" in term of Rawon Setan is because her food stall used to open at 10.00 pm up to predawn. The open hour is similarly regarded as devil that commonly appears at night. However, Rawon Setan of Miss Endang's has been opened at 07.30 am up to 10.00 pm on Sunday until Tuesday, and at 07.30 am up to 03.30 pm on Wednesday until Saturday.

(b) Bakso Gentayangan

A meatball stall that opens at night only, at 07.00 pm up to 02.00 am, becomes intention of using term Bakso Gentayangan that means this stall roams at night. In addition, considering business opportunity at night in which many kiddies like to hang out and to seek spicy food, it is decided to open culinary business with name Bakso Gentayangan.

6.3 Perceptions on the use of spooky terms in culinary menu

For culinary businessmen, attracting the consumers' attention is one of objectives for the goal, to increase the sales. Therefore, the use of unique terms even spooky for the culinary menu is an attempt to achieve the goal as stated above, in intention of using spooky menu. The use of spooky menu which becomes trend in Indonesian culinary certainly emerges any perceptions in side to the consumers on behalf of the society. Based on the result of interview with the consumers (coded by C1, C2, C3, up to C6) some perceive that the use of spooky menu for culinary successfully attracts consumers' attention and the innovation is regarded as creativity in doing business, as stated below:

| (1) | C1 | Penggunaan istilah istilah menyeramkan dalam menu makanan, saya pikir merupakan hal yang unik, kreatif, and membuat rasa penasaran terhadap menu itu seperti rasanya kayak apa atau juga | The use of spooky terms in culinary menu, I think it is unique, creative and make us curious toward the menu such as what the taste or the menu presentation is like, |

		bentuknya kayak apa (Interview, 1/8/2018).	
(2)	C2	Saya rasa menu menu yang menggunakan istilah istilah "spooky" itu bermaksut untuk menarik perhatian pelanggan and juga tentunya untuk meningkatkan nilai penjualan (Interview, 1/8/2018).	I think the use of spooky menu is to attract the consumers' attention and to increase the sales.
(3)	C3	Saya pernah mencoba beberapa menu dengan istilah yang menyeramkan karena saya tertarik dengan namanya (Interview, 1/8/2018).	I have ever tried some menu which use spooky terms because I am interested to the spooky name.

On the other hand, some have notion that the use of spooky menu are supposed always deals with spicy taste, so that the use of spooky menu that becomes trend has been common and predictable in term of the intention, as the following statements:

(1)	C4	Kebanyakan menu yang menggunakan istilah istilah menyeramkan itu identik dengan rasanya yang pedas (Interview, 1/8/2018).	Mostly the menu using the spooky terms identically refer to spicy taste.
(2)	C5	Persepsi saya terhadap menu menu yang menyeramkan seperti halnya makanan makanan yang menggunakan istilah setan, itu sering berkaitan dengan rasanya yang pedas (Interview, 1/8/2018).	My perception toward the spooky menu such foods using the term "Setan" are merely connected to spicy taste.
(3)	C3	Menurut saya, jika ada menu menu dengan nama yang menyeramkan pasti tidak lepas dengan kepedasanya karena sebagaimana anak muda bilang makanan tanpa ada sensasi pedas itu kurang berasa (Interview, 1/8/2018).	For me, if there are spooky menu, those must be identical of spicy because as kiddie perceives that eating food without spicy sensation is tasteless.

Furthermore, not all people perceive the use of spooky menu well in which some perceive that spooky terms used to describe or label an object is not allowed in perspective of religion, and considering that the spooky menu for culinary are not only noticed by teenager or adult, but also children in which it may influence their cognition toward the menu using spooky terms.

(1)	C6	Yang saya tau, menggunakan istilah yang menyeramkan itu tidak diperbolehkan dalam agama karena nama adalah doa (Interview, 1/8/2018).	As I know that the use of spooky terms in culinary menu is not allowed in perspective of religion because the name is blessed by god.
(2)	C3	Sejujurnya, saya tidak suka dengan adanya fenomena menu kuliner yang menggunakan istilah istilah "spooky" gitu karena bisa saja berpengaruh pada pembelajaran kepribadian generasi kita selanjutnya, yang mana seakan akan menanamkan rasa takut terhadap anak anak dari nama nama menu itu meskipun itu sekedar nama. Namun bisa saja itu berakibat pada pemikiran anak anak (Interview, 1/8/20180).	Honestly, I dislike the phenomenon of using spooky menu because it may affect to our next generation for personality learning in which it may embed the fear toward the children through the menu names although it is no more than a name. However, it may affect to the children's thought.

7. Discussion

This section discusses those findings by correlating with any theories which are appropriate to this study, especially to answer the each research questions have been formulated in relation to the use of spooky menu in Indonesian culinary:

7.1 Word formation process of the spooky menu in culinary

Based on the finding presented in the Table 4.1, about word formation process in the spooky menu, spooky terms used to describe or label the culinary menu are derived from names of spirit (Tahu Jenglot. Rawon Setan, Ayam Setan, Mie Iblis, and Bakso Kuntilanak), associated term of spirit (Bakso Gentayangan), names of hell (Mie Neraka and Mie Jahanam), name of nature (Mie Petir) and names of weapon (Bakso Nuklir, Bakso Rudal, Mie Ranjau and Mie Mercon). The word formation process found in the spooky menu of Indonesian culinary are then discussed in accordance with the kinds of word formation process. According to Yule (2010), that a language may enrich its vocabularies could be classified into ten word formation processes: Etymology, Coinage, Borrowing, compounding, clipping, blending, backformation, acronym, and derivation.

Based on the result of analysis, most of spooky culinary menu are formed through process of compounding (also called composition), derived from two bases or independent words which are put together to perform a new word (Plag, 2002). In such combination, one word has function as modifier and one as head (Booij, 2005). For instance, Mie Neraka, Mie Jahanam, Mie Mercon, Mie Ranjau, Mie Iblis, Mie Petir, Tahu Jenglot. Rawon Setan, Bakso Nuklir, Bakso Rudal, Bakso Kuntilanak, and Bakso Gentayangan. The compounding process in the spooky menu, most follow morphological pattern 'Noun-noun Compounds' (NNCs) and one menu have pattern 'Noun-verb Compound' which are written separately. Spooky menu which are derived from NNCs could be found in some culinary menu with kinds of foodstuff such as noodle, rice, soybean curd, and meatball.

(1) Noun-noun compounds (NNCs)	(2) Noun-verb compound
a. Mie Neraka	a. Bakso Gentayangan.
b. Mie Mercon	
c. Mie Ranjau	
d. Mie Petir	
e. Tahu Jenglot	
f. Rawon Setan	
g. Bakso Nuklir	
h. Bakso Rudal	
i. Bakso Kuntilanak	

Mie Neraka is formed by combination of Mie (noodle) and Neraka (hell), Mie Mercon is result of combination of Mie (noodle) plus Mercon (firecracker), Mie Ranjau is a combination of Mie (noodle) and Ranjau (mine or bamboo spiked booby traps) and Mie Petir is formed by Mie (noodle) plus Petir (thunderbolt). Furthermore, compounding process with the same pattern [Noun + Noun] is also occurred in other kinds of menu such as soybean curd and rice. For instance, Tahu (soybean curd) is put together with Jenglot (a name of spirit) to produce a phrase Tahu Jenglot, and Rawon (beef stew made with keluak) plus Setan (devil) becomes Rawon Setan. Then, lexical choice used to describe menu of meatball also encounter compounding process in term of compound noun, for instance, Bakso (meatball) plus Rudal (guided missile) becomes Bakso Rudal, and Bakso (Meatball) is combined with Kuntilanak (a name of spirit) to form Bakso Kuntilanak. Meanwhile, it is also found a spooky menu formed by combination of 'Noun + Verb' such as Bakso Gentayangan which is formed by Bakso (meatball) plus Gentayangan (roam). To gather what the compounds mean, Booij suggested that "we have to interpret that relationship on the basis of the meanings of the compound constituents, our knowledge of the world, and sometimes the context in which the compound is used" (2005, p. 76).

7.2 The intention of using spooky culinary menu

Particular lexical choice used to label object is one of language uses to help people identifying the object through term of address as part of social interaction. The use of spooky terms in culinary menu is a linguistic phenomenon regarding to naming object or term of address for culinary menu such as foods and beverages. Kridalaksana (1974) revealed that particular term of addressing is used by individuals as form of social interaction. According to Dunkling (1990), the term of address has closer meaning with vocative, which is from the same umbrella terms embracing a great deal of sub-categories. In this view, name is the most crucial part in addressing in which all terms of address used are merely referred to name. Vocative forms are divided into calls and addresses, the former is used to catch the people attention and the latter to maintain or emphasize the contact between the communicators (Griffin, 2010).

Menu of culinary "is a list of itemized dishes from which diners choose for their meals, usually in a restaurant" (Chau, 2014, p. 143). Thus, menu plays role as a mode of communication and sell (Kincaid & Corsun, 2003) which means that "it communicates not only the food and beverage offerings, but also the image of the firm" (Ozdemir & Caliskan, 2014, p. 4). Recall the terms used to describe the culinary menu above, the spooky terms are derived from the names of spirit (e.g. Tahu Jenglot. Rawon Setan, and Bakso Kuntilanak), names of hell (e.g. Mie Neraka and Mie Jahanam), and names of weapon (e.g. Bakso Rudal and Mie Ranjau). The use of such lexical

choices to address the menu, of course, it could not be interpreted literally of which it must be there communicative intention why such spooky terms are chosen to label the menu. Such a thing is on the ground that meaning of language is not only influenced by conceptual meaning, but also influenced by other aspects of meaning which are known as context and the language user's communicative intention. Thereby, what the speaker or writer intend to convey could be gathered by considering the context of the language used.

According to Yule (2010), there are two kinds of context: linguistic context and physical context. In case of using spooky terms in culinary menu that use terms of spirit such as setan in menu Rawon Setan or Kuntilanak in menu Bakso Kuntilanak, we could gather that what the language user or culinary business owners mean toward using the term setan or kuntilanak in their menu are associative meaning rather than literal meaning that refers to spirits because the word s setan is used together with the word Rawon or Kuntilanak used together with a word Bakso. In which, we have a general knowledge that Rawon and Bakso are culinary terms addressed to food or menu, so we could assume that Rawon Setan and Bakso Kuntilanak are spooky terms used to describe menu. Such investigation is called linguistic context,

Meanwhile, physical context refers to location of the conversation, the presented object, and the action (Jannedy, Poletto, & Weldon, 1994). For instance, in the findings, intention of using spooky menu in the culinary has been classified into three: to describe the spicy taste of the menu, the menu presentation, and the open hour of the food stall. If the word Setan, Kuntilanak, Ranjau, and other spooky terms are written on the wall of building in a restaurant or food stall supported with picture of the object of Mie or Meatball, the typical location will influence our interpretation in which we could gather that the spooky terms are used to address the culinary menu.

The use of different concepts in the menu as mentioned above could be categorized into two: common descriptive names and ambiguous names. The former is typical and specific (e.g. Pecel Mak Sri to describes the owner or Sate Kambing to describe the ingredient), while the latter is more abstract and untypical (e.g. Bakso Kuntilanak and Mie Jahanam). Moreover, the use of ambiguous names more stimulate people imagination rather than descriptive names (Hou, Yang, & Sun, 2017). The use of ambiguous names such as spooky names in culinary menu is certainly not apart from the creativity of the language user and the innovations reflected in various word choices in the culinary menu are rich of morphological process such how the word formation process of the culinary menu. Zlatev et al. (2010) studied culinary menu which concerns to interpretation of novel Danish noun-noun compounds (NNCs) formed combination of place-name + food-term (e.g. Provence pudding) in food product. It suggests "a qualitative difference between novel pre- contextually biased NNCs and conventional NNCs, and has implications for the semantics-pragmatics boundary" (p. 2799).

All in all, playful names used to address product including the use of spooky terms for culinary which becomes trend in Indonesian culinary are no more than marketing strategies to attract customers' attention and interest to the menu items for the purpose of increasing the sales. Khasanah et al. (2015) who investigated the use of foreign language in naming culinary business in Indonesia found that the main reason of trend of foreign language use in culinary business is for purpose to enhance mutual restaurant image and to attract the customers' interest.

7.3 Perception toward the use of spooky culinary menu

In an attempt to increase the sale in the middle of business competition of culinary, one of strategies used by culinary businessmen is using unique terms even spooky to address the menu. According to Dittmer and Griffin, "language used to describe menu items may make a good impression and induce customer orders which may help to increase a number of sales" (1994, p. 297). Spooky terms which are derived from the names of spirit, hell and names of weapon (see Table 2), now-days, become trend in Indonesian culinary. However, apart from how the spooky menu are formed, and what the spooky menu means, another important thing to discuss is what the people or consumers perceive toward the linguistic phenomenon, the use of spooky menu in culinary. According to Karasik (Lockyer, 2006), transaction of purchase and sale is much like acting of which an actor attempts to persuade an audience through emotion evoked, as in culinary that the words to address menu emerge mental images of the food choice. Thereby, "the perception of the customer contemplating the meal which aids the purchase decision is what the menu is seeking to shape" (2006, p. 22).

Particular labels used in names of food and beverage to create a certain emotional context, certainly provide any perception of consumers' toward the manufactured goods, by referring them to the specific concepts (Giboreau, 2017). Whorf (Holmes, 2012), in its investigation about the relationship between language and perception, he noticed that particular lexical choice used to describe or label objects often affect to people's perception and behavior. Furthermore, menu is a base on which the customers make their food choices and a well-designed menu can direct customers' attention to the items the firm wants to sell more (Antun & Gustafson, 2005). Based on the result of interview, most of consumers perceive that the spooky terms in culinary menu are a positive thing, in which those terms are successfully attract their notice and decide to visit and buy the menu. For instance, the use of spooky menu is regarded as something unique and creative (see statements by C1 & C2), even it attracts consumers' interest to try the menu (C3).

Furthermore, sociolinguistics argued that language may influence people such what attracts their attention, what categories they establish, and what choices which are supposed available (Holmes, 2012). Thereby, the use of spooky terms in culinary menu, indeed, emerges any perception of the consumers on behalf of society. The perception may determine what attitude is given by people toward the linguistic phenomenon. In line, Lockyer

(2006) who examined the influence of lexical choices on menu items toward customers' attitude, provides evidence that the use of particular word and the intention of the label used to describe the items have potential impact on customers exactly what they perceive through the language use of the menu item. In the finding (see point 6.3), it provides some views that the use of spooky menu are regarded as a common, always deals with spicy taste, so that some people perceive that if there is spooky terms in names of food, it must not be apart from spicy taste such as Rawon Setan, Bakso Kuntilanak, Mie Setan, Mie Iblis, and Bakso Mercon. As what consumers (C4 and C5) perceive that mostly the menu using the spooky terms identically refer to the spicy taste. Baker & Kim (2018), conducted an experimental study in business context, one of the findings showed that language used by employees gives a significant influence toward the consumers' perception of authenticity and satisfaction.

On the other hand, not all people perceive the use of spooky menu well in which some perceive that spooky terms used to describe or label an object is not allowed in perspective of religion (C6). In addition, one of consumers (C3) stated her contrary idea in relation to the use of spooky menu in culinary, that the spooky menu for culinary are not only noticed by teenager or adult, but also children in which it may influence their cognition toward the menu using spooky terms. Thereby, the use spooky terms in culinary menu does not only emerge positive perception, but also negative.

8. Conclusion

In business world, particular strategies are needed for purpose of enhancing the sale, including culinary business. In the middle of culinary rivalry, it demands the culinary businessmen to be as creative as possible. Using unique terms, including spooky, is a creativity providing an innovation in an attempt to attract consumers' attention. Spooky terms which are engaged as identity of menu is a linguistic phenomenon that indicates language shift in culinary as what is occurred in Indonesian culinary. Moreover, it also suggests that language development move in line with human development.

Phenomenon of spooky menu that becomes trend in Indonesian culinary, indeed, attract scholars to investigate, such as in this research, the researcher puts interest to investigate using spooky terms in Indonesian culinary in perspective of morphology and pragmatic. Based on the result of research, it could be concluded that spooky menu in culinary, are mostly formed through process of compounding such as noun-noun compounds (NNCs) and noun-verb compound. Spooky terms which are used in culinary, indeed, have communicative intention in which it could be assume through its context. Thereby, it is found that spooky terms which are used to label the culinary menu have some intentions such as to describe the spicy taste, to describe the food presentation, and to describe the open hour of the food stall or restaurant. Furthermore, regarding to the relationship between language and perception, it is also found that spooky terms in culinary menu are not only perceived positively as form of creativity and innovation, but there are some perceive that spooky terms, in religion perspective, are not good to be label of food and beverage. In addition, spooky menu are not only noticed by teenager and adult, but also children, thereby, it may influence children' thought toward the menu such embedding fear to children toward the menu

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