



Place Naming of Tourist Destinations in Banyumas Central Java

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Abstract:

Banyumas has a variety of fascinating tourist destinations to visit. Tourism diversity includes natural, cultural, and educational tourism. Moreover, each tourism destination in Banyumas has a unique and diverse name. This study attempts to describe how the tourism destination names in Banyumas are formed. This study explains the meaning of the place naming process of tourist destinations in Banyumas, Central Java. This study explores a corpus of 30 tourism destination names in Banyumas. It is analyzed by identifying the place naming process semantically. In this investigation, the results of this study expose explicitly that the names are interestingly formed by some aspects, namely geographical/nature appearance, similarity, historical background, location, place function, and place description. It is also found that geographical/nature appearance aspects are the dominant type for naming tourist destinations. Hence, the naming place of tourist destinations is uniquely embodied to inform the types, characteristics, or locations of the tourist destinations to attract tourists and create its branding.

Keywords: toponymy; place naming; tourism destination; Banyumas

Abstrak:

Banyumas memiliki berbagai destinasi wisata yang menarik untuk dikunjungi. Keragaman wisata meliputi wisata alam, budaya, dan pendidikan. Destinasi wisata di Banyumas juga mempunyai nama yang unik dan beragam. Penelitian ini mencoba mendeskripsikan bagaimana nama destinasi wisata di Banyumas terbentuk. Secara pasti, penelitian ini menjelaskan makna proses penamaan tempat tujuan wisata di Banyumas, Jawa Tengah. Studi ini mengeksplorasi korpus 30 nama destinasi wisata di Banyumas. Data tersebut dianalisis dengan mengidentifikasi secara semantik proses penamaan tempat. Dalam penelusuran ini, hasil penelitian ini dengan jelas mengungkapkan bahwa nama-nama tersebut secara menarik dibentuk oleh beberapa aspek, yaitu kenampakan geografis/alam, keserupaan, latar belakang sejarah, lokasi, fungsi tempat, dan deskripsi tempat. Ditemukan pula bahwa aspek kenampakan geografis/alam merupakan tipe dominan dalam penamaan destinasi wisata. Oleh karena itu, penamaan tempat tujuan wisata diciptakan secara unik untuk menginformasikan jenis, karakteristik, atau lokasi tujuan wisata untuk menarik wisatawan dan menciptakan *branding*.

Kata kunci: toponimi; penamaan tempat; destinasi wisata; Banyumas

INTRODUCTION

Place naming is not only about names but can also be correlated to history, culture, and other aspects. The place naming or toponym is a crucial issue for all societies in that place names are not merely simple linguistic signs but important symbols carrying historical, cultural, emotional, and political connotations (e.g., Alderman 2008; Kostanski & Puzey 2016; Nyström 2016; Vuolteenaho & Berg 2009). Toponym also becomes part of the place's culture, memory, and identity, playing out emotive values for the inhabitants (Shang & Yang, 2023). In addition, toponyms inform history and serve as a reminder of what happened in a particular place in the past, how people treated the landscape, and how they lived their lives (Nash & Chuk, 2012).

Lynch and Tinsley (2001) state that most studies look at the tourist destination as a system containing several components such as attractions, accommodation, transport, and other services and infrastructure. In contrast, names and place names, in particular, can interest tourists. MacCannell (1989) argued that place names could dislocate the view itself as the tourist attention focus. Light (2013) also claimed that the place name might become a tourist attraction because of its exceptional nature, its greater relevance to popular culture, or its role as a metonym for other aspects of a place, and the place name may be a separate view or point of interest marker, and in some cases may be more important than the point of interest to which the mark refers. It can be said that the place names can attract tourists.

Banyumas, one of the regencies located in Central Java, provides some exciting tourism destinations. Banyumas areas and their surroundings have great potential, which can be developed as an integrated tourism destination (Priyono, Widodo, & Hariyadi, 2019). It has various tourist destinations, which are natural, cultural, and educational tourism. The natural beauty is clearly illustrated through Banyumas Regency, which is on the slopes of Mount Slamet. Beautiful and natural conditions make nature tourism in Banyumas still very well maintained so that it can attract many tourists.

These tourist destinations in Banyumas are also named by unique names, for instance, '*Curug Pengantin*.' The tourist destinations in Banyumas were also visited by approximately 2 million tourists in 2022, claimed Wardoyo, Head of the Tourism Department of Youth Sports Culture and Tourism (Dinporabudpar). Thus, the tourist destinations in Banyumas

are no less attractive than Bali, so they should be explored more, especially linguistically related to the names.

Studies related to the toponymy of tourist destinations have been conducted before. Light (2013) explored the relationship between tourism and toponyms (place names) at various scales and in various contexts. Many of these studies have focused on tourism destination naming from the perspective of the morphological process. Sujatna, Heriyanto, & Pamungkas (2016) studied the place-naming of tourist destinations in Jawa Barat related to their types and processes morphologically. Pamungkas et al. (2020) researched names as brands of geo-tourism based on morphological and toponymic analysis of tourist destinations in Batur Bali, Indonesia. Fadhilah & Heryono (2022) also discovered a morphological process of place-naming tourist destinations in West Java. Moreover, Aditya (2020) investigated the form of linguistic units in naming, the naming process, and the dynamics of the names of tourist objects in the Kuningan Regency, West Java.

Therefore, the previous studies had limited analysis of the meaning process and primarily studied the morphological process of tourism destination names. Furthermore, since having some exciting place names, Banyumas should be exposed more particularly connected to tourist destinations. The present study investigates how the tourist destinations in Banyumas are named. Explicitly, this study is conducted to explore the meaning of the place-naming process of tourist destinations in Banyumas, Central Java. The answers to these questions can advance our understanding of the meanings of the place naming of tourism destinations.

LITERATURE REVIEW

Toponyms, also known as place names or geographical names, use language symbols to describe objects, concepts, and processes in naming places that relate human ideas to objects, such as mountains, rivers, seas, islands, cities, villages, and so on (Komara et al., 2019). It is also described as the study of a place based on historical and geographical information, using words or a collection of words to express, discover, and categorize a geographical area (Bishop et al., 2011). Besides, the place names can reflect language users' insights and relations with their environment, formed by complex interactions between mind, culture, and environment (Taylor, 2016). Thus, not only does toponym study names, but also it is interrelated to more complex aspects of human life.

METHOD

This study explores 30 tourism destination names in Banyumas. Data were collected by conducting literature studies and interviewing local people. The data were analyzed using Sudaryat's theory (2009) mentioning three aspects of naming namely physical, social, and cultural. Therefore, in this study, they were summarized into some categories: geographical/nature appearance, similarity, historical background, location, place function, and place description. After data collection, the tourism destination names were categorized according to the meanings and characteristics of their names.

RESULT AND DISCUSSION

This study looks into the aspects of the place naming of tourism destinations. The place naming aspects can be categorized into six aspects: geographical/nature appearance, similarity, historical background, location, place function, and place description. The number and percentage of place naming aspects are shown in Table 1 below.

Table 1. Number and Percentage of Place Naming Aspects

No	Place Naming Aspects	Freq.	%
1	Geographical/natural appearance	12	40
2	Similarity	6	20
3	Location	5	16,7
4	Historical background	4	13,3
5	Place description	2	6,7
6	Place function	1	3,3
	Total	30	100

It can be seen in Table 1 that aspects of geographical/natural appearances are by far the most popular, accounting for nearly 40 percent (n=12). Other types of foreign toponyms are comparatively less in quantity, for instance, for similarity aspect (20 percent, n=6), location (16,7 percent, n=2), historical background (13,3 percent, n=4), place description (6,7 percent, n=2), and place function (3,3 percent, n=1). Hence, place naming of tourist destinations in Banyumas is dominantly named by representing their geographical/natural appearance aspects.

Geographical/Natural Appearances

There are some tourism destination names associated with geographical/natural appearances. This aspect involves several tourism destination names, for instance, 'Pancuran Telu,' 'Pancuran Pitu,' 'Curug Telu,' 'Curug Lima,' 'Curug Song,' 'Goa Selirang,' 'Bukit Watu Meja,' 'Kalibacin,' and 'Wisata Pereng.' Some are named since they have specific water streams, such as 'Pancuran Telu' and 'Pancuran Pitu.' They are derived from Javanese: 'Pancuran' means waterfall, 'Telu' is three, and 'Pitu' is seven. Therefore, 'Pancuran Telu' is called since it has three water streams and 'Pancuran Pitu' naturally has seven water streams.

In addition, 'Curug,' derived from Sundanese, means waterfall, but 'telu' and 'lima' come from the Javanese language, which means three and five. Thus, 'Curug Telu' and 'Curug Lima' is called since their natural appearance that they have three and five water streams. In contrast, the 'Curug Song' name is not created because of the amount of water stream but because there is a hollow in the stream. It happens for the reason that Song means hollow. Moreover, for 'Goa Selirang,' 'goa' means cave, and 'selirang' is supposed from the word *belerang*, or 'sulfur,' so it is described as a cave formed from sulfur. 'Bukit Watu Meja' is termed as there is a table-sized rock in the hill as *Bukit* (hill), *watu* (stone), and *meja* (table). 'Kalibacin,' *kali* (river) and *bacin* (bad smell), is also called for their natural appearance that the water smells bad. Wisata Pereng, *wisata* (tour) and *pereng* (the edge of a cliff or mountain), is a tourist destination on the edge of a cliff or mountain.

This geographical/natural appearance aspect is used to name tourist destination places in Banyumas. It is also derived from various Javanese, Sundanese, and Indonesian languages. The appearance also describes its water stream, water, and stone appearances contained in the places. It directly defines its geographical or natural appearance for tourists visiting the places. Therefore, from creating the names, it can become natural attractions appealing to tourists since its names come from its natural beauty or the beauty of the landscape.

Similarity

This naming practice describes that the tourist destination place is considered to have similarities to a specific object. This aspect shows in names such as 'Curug Pengantin,' 'Curug Kembar,' 'Curug Nangga,' 'Grojogan Ratu,' 'Situs Watu Lumpang,' and 'The Village.' The aspect takes from the similarity of metaphorical characteristics or shape of the place.

The metaphorical characteristic describes place by showing its similarity with something else. There are '*Curug Pengantin*', '*Curug Kembar*', and '*Grojogan Ratu*' for metaphorical characteristics. '*Curug Pengantin*,' '*Curug* (waterfall) and '*Pengantin*' (married couple) is taken from their position where there are two waterfalls side by side, like a married couple. Furthermore, '*Curug Kembar*,' *curug* (waterfall) and *kembar* (twin) is formed since this waterfall stream is split into two equal parts like a twin. For '*Grojogan Ratu*,' *grojogan* is derived from the Javanese language and means waterfall, while *ratu* is Indonesian, meaning queen. It is called since the water stream is beautiful, like a queen.

Besides, the similarity is created by the place shape. It is titled '*Curug Nangga*' (Ladder Waterfall) since its waterfall shape resembles a ladder because it has seven levels of waterfall steps. Another tourist destination in this aspect is '*Situs Watu Lumpang*' (Mortar Stone Site). It is a place with a stone shaped like a mortar (a vessel for pounding rice, coffee, and other materials). For the last, The Village is undoubtedly derived from the English language. The buildings in that place are designed in European village style, so The Village names it. Thus, this aspect is embodied to attract tourists through its unique names when they do not know about the place's image before.

Location

Place naming of tourist destinations in Banyumas is also referred to because of its location. This category is shown in several names, for instance, '*Air Terjun Baturaden Ganda Tapa*' (Ganda Tapa Baturaden's Waterfall), '*Kebun Raya Baturaden*' (Baturaden's Botanical Garden), '*Loka Wisata Baturaden*' (Baturaden's Tourist Location), Baturaden Adventure Forest, and '*Hutan Pinus Limpakuwus*' (Limpakuwus Pine Forest). Essentially all of them are located in the Baturaden area. However, two places also mention their specific area in Baturaden: '*Air Terjun Baturaden Ganda Tapa*' and '*Hutan Pinus Limpakuwus*.' It is well-known for its natural beauty and pleasing views and is one of the most prominent tourist destinations. Additionally, in this aspect, the place naming of tourist destinations is derived from the Indonesian language, except Baturaden Adventure Forest from English.

Tourist destinations are so-called by revealing their location makes it easy to be found by tourists. When they want to visit the places, they will precisely identify and know in what area it is. The location aspect of place naming may be used to form its location branding, especially in tourism destination branding. Therefore, mentioning the location

in the place naming of tourist destinations can be an alternative and slightly necessary to create the place naming.

Historical Background

The historical aspect also accounts for the place naming of tourist destinations in Banyumas. This aspect is created for some place names, explicitly '*Telaga Sunyi*' means 'Silent Lake,' '*Curug Cipendok*' or 'Cipendok Waterfall,' '*Curug Jenggala*' 'Jenggala Waterfall,' and '*Sendang Bidadari*.' '*Telaga Sunyi*' is named because people often visit this place to be alone or meditate in the past. '*Curug Cipendok*' has its story believed by local people that a person named Raden Ranusentika was fishing and what he got was not a fish, but a '*pendok*.' '*Curug Jenggala*' refers to the name '*Jenggala*' that means '*Piningit*' or Main Knight. Then, '*Sendang Bidadari*' is the origin of the name '*Bidadari*' (Angel) is believed because, according to the local community, it is the location of the angel coming down to the earth.

Place naming is inseparable from human life, such as historical aspects. It is correlated to the culture believed by the local people. This finding aligns with the statement that culture is historically a social innate or tradition from generation to generation and culture symbolically (Liliweri, 2014). Moreover, place naming origins the path is knowledge of the history of the local people. Thus, not only does place naming refer to geographical aspects but also its historical background.

Place Description

Another aspect of place naming is place description. Here are two places that originated from its description, i.e., '*Taman Miniatur Dunia*' (Small World) and '*Taman Balai Kemambang*.' '*Taman Miniatur Dunia*' is a tourism destination providing miniature buildings of various places or monuments located worldwide. Whereas '*Taman Balai Kemambang*' derives from *Balai*, a gathering place or sitting around casually to talk, and '*Kemambang*' is floating, so '*Balai Kemambang*' can be interpreted as a relaxing place.

Place Function

The last aspect is the place function aspect. The functional aspect is discovered in naming the tourism destination in Banyumas, '*Taman Andhang Pangrenan*.' The word '*Andhang*' means place, and '*Pangrenan*' is happy, so it can be described that the place is used to have fun and be happy. It is named based on its function rather than other aspects. Nevertheless, this aspect seems rarely found in the place naming origin.

CONCLUSION

In conclusion, the tourist destinations in Banyumas are interestingly named in some aspects. These aspects include geographical/natural appearance, similarity, historical background, location, place function, and place description. According to the aspects, the tourist destinations in Banyumas highly use their geographical/natural appearance to create the names and directly describe their natural beauty. On the other hand, the other aspects are uniquely embodied to communicate the types, characteristics, or the site of tourist destinations to create its branding. Thus, the name of the tourist destinations should be memorable so that it can be a favourable brand image in tourist experience which will advance the sustainability of tourist destinations.

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