

ABSTRAK

Ikhsan, Farid Nur. 2020. “Jenis, Struktur, dan Dasar Penamaan Nama Badan Usaha di Jalan Pakem—Turi Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta Pada September-November 2019”. *Skripsi Strata Satu (S-1). Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma.*

Penelitian ini membahas nama badan usaha di Jalan Pakem—Turi Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta pada September-November 2019. Rumusan masalah yang dibahas dalam penelitian ini adalah jenis, struktur, dan dasar penamaan nama badan usaha di Jalan Pakem—Turi Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta.

Dalam penelitian ini menggunakan 3 teori yaitu teori jenis, struktur, dan dasar penamaan. Data dalam penelitian ini berupa nama badan usaha di Jalan Pakem—Turi Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta pada September-November 2019. Pengumpulan data menggunakan teknik *libat cakap*, rekam, wawancara, dan teknik pilah data. Setelah data sudah terkumpul kemudian data dianalisis menggunakan metode *padan* dan metode *agih*.

Penamaan nama badan usaha di Jalan Pakem—Turi Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta pada September-November 2019. Berdasarkan jenisnya nama badan usaha dibedakan menjadi nama badan usaha dagang dan jasa. Nama badan usaha dagang yang ditemukan berjumlah 167 data dan nama badan usaha jasa berjumlah 51 data. Nama badan usaha dagang dibedakan menjadi 15 jenis yaitu, (i) makanan, (ii) toko kelontong, (iii) pakaian, (iv), *counter handphone* (v) material, (vi) meubel, (vii) kendaraan, (viii) elektronik dan listrik (ix) minuman, (x) perlengkapan kaca, (xi) olahraga, (xii) perlengkapan bayi, (xiii) perlengkapan tani, (xiv) perlengkapan ternak, dan (xv) kesehatan. Sedangkan nama badan usaha jasa terbagi menjadi 21 jenis yaitu, (i) bengkel motor, (ii) jasa salon, (iii) jasa fotokopi, (iv) jasa *laundry* pakaian, (v) penginapan, (vi) bank, (vii) jasa jahit, (viii) notaris dan PPAT, (ix) pemotongan ayam, (x) mesin, (xi) jasa rias pengantin, (xii) servis elektronik, (xiii) biro jasa, (xiv) pencucian motor dan mobil, (xv) MUA dan *wedding organizer*, (xvi) jasa foto, (xvii) reparasi jam, (xviii) jenis warung *internet*, (xix) jenis kesehatan, (xx) jasa bordir pakaian, dan (xxi) persewaan tenda.

Berdasarkan strukturnya nama badan usaha yang ditemukan di Jalan Pakem—Turi berstruktur FN Atributif dan FN Koordinatif yang terbagi menjadi 4 jenis, yaitu (i) frasa nama badan usaha yang terdiri dari dua kata, (ii) frasa nama badan usaha yang terdiri dari tiga kata, (iii) frasa nama badan usaha yang terdiri dari empat kata, dan (iv) frasa nama badan usaha yang terdiri lebih dari empat kata. Frasa nama badan usaha yang terdiri dari dua kata masih terbagi menjadi dua bentuk yaitu UP + Atr dan Atr + UP.

Dasar penamaan nama badan usaha di Jalan Pakem—Turi dibedakan menjadi 80 jenis berdasarkan referennya dengan (jenis usaha dan nama pemilik)

dan (jenis usaha dan harapan) yang dominan digunakan untuk dasar penamaan nama badan usaha di Jalan Pakem—Turi.

Kata Kunci: jenis, struktur, dasar penamaan, FN atributif, FN koordinatif, referen



ABSTRACT

Ikhsan, Farid Nur. 2020. "Kind, Structure, and Basic Naming of Corporation's Names on Pakem—Turi Street Pakem Subdistric, Sleman Distric, Special Region of Yogyakarta in The Period September-November 2019". An Undergraduate Thesis (S-1). Indonesian Letters Department, Faculty of Letters, Sanata Dharma University.

This research is discussing names of a corporation on Pakem—Turi Street Pakem Subdistric, Sleman Distric, Special Region of Yogyakarta in the period of September-November 2019. The problem formulation discussed in this research are kinds, structure, and the basic naming of corporation's names located on Pakem—Turi Street Pakem Subdistric, Sleman Distric, Special Region of Yogyakarta.

There are three theories used in this research, such as: theory of kind, theory of structure, and basic naming. The data in this research is in the form of corporation's names on Pakem—Turi Street Pakem Subdistric, Sleman Distric, Special Region of Yogyakarta in the period of September-November 2019. The data collection is using *libat cakap* technique, record, interview, and pilah data technique. After collecting the data, then the data is analyzed using *padan* and *agih* method.

The result of this research are includes kind, structure, and corporation's basic naming on Pakem—Turi Street Pakem Subdistric, Sleman Distric, Special Region of Yogyakarta in the period of September-November 2019. Based on its kind, corporation's names are distinguished into trade corporation's names and service corporation's names. There are one hundred and sixty-seven data of trade corporation's names and fifty-one data of service corporation's names found. The trade corporation's names are distinguished into fifteen kinds: (i) food, (ii) grocery store, (iii) clothes, (iv) hand phone counter (v) store building, (vi) furniture, (vii) transport, (viii) electronics and electricity (ix) beverages, (x) glasses store, (xi) sport, (xii) baby stuff, (xiii) farm equipment, (xiv) livestock equipment, and (xv) healthcare. Meanwhile the service corporation's names are divided into twenty one kinds: (i) motorcycle repair service, (ii) salon service, (iii) photocopy service, (iv) laundry service, (v) lodging, (vi) bank, (vii) tailor service, (viii) notaries and PPAT, (ix) chicken slaughtering, (x) machinery, (xi) bridal makeup service, (xii) electronic service, (xiii) service bureaus, (xiv) motorcycle and car washing, (xv) MUA and wedding organizer, (xvi) photo service, (xvii) watch repair, (xviii) types of internet cafes, (xix) types of health, (xx) clothing embroidery services, and (xxi) tent rentals.

Based on its structure, corporation's names found on Pakem—Turi Street are FN Atributif structured and FN Koordinatif structured which are divided into four kinds: (i) name phrase consist of two words, (ii) name phrase consist of three words, (iii) name phrase consist of four words, dan (iv) name phrase consist of more than four words. The basic naming of the corporation's names on Pakem—Turi Street are distinguished into eighty kinds based on its referent (kind of corporation

and the owner name) and (kind of corporation and hopes) which mostly used for the basic naming of corporation on Pakem—Turi Street.

Keywords: kind, structure, basic naming, FN atributif, FN koordinatif, referent

