

ABSTRACT

Riska Arini. 2025. “An Analysis of Compound Word Strategies in Food and Beverage Brands: A Case Study of *Gacoan* and *Wizzmie*”

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This study aims to analyze compound word strategies based on the names of food and beverages at *Gacoan* and *Wizzmie*. In analyzing the types of compound words, the writer applies the theory of Bauer (1983). The writer also combines the linguistic theory of Haspelmath (2002) and the branding theory of Chaer (2003) to find product naming strategies. This study uses a descriptive qualitative research method. The writer collects data by observing, documenting, and identifying the menu names at *Gacoan* and *Wizzmie*. Furthermore, the writer analyzes the data by identifying, classifying, and coding the data. The results of this study indicate that of the 5 types of compound words, there is only a compound noun because the object of this study is the name of the food and beverage menu. Compound nouns have 9 different types of structures, in this study there are only 3 types of compound nouns with noun plus noun, as many as 58, noun plus verb as many as 8, and adjective plus noun, as many as 12. The amount of data is divided into two categories, namely the Transparent meaning category of 68, and the opaque meaning category of 17. The product naming strategies that the writer found include: understanding the structure of compound words, analyzing the characteristics of products, applying pragmatic elements, and considering the social and cultural context.

Keywords: Bauer Theory, Chaer Theory, compound words, *Gacoan*, Haspelmath Theory, *Wizzmie*.

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Penelitian ini bertujuan untuk menganalisis compound word strategies dengan berdasarkan nama makanan dan minuman di Gacoan dan Wizzmie. Dalam menganalisis jenis-jenis compound word, penulis menerapkan teori dari Bauer (1983). Penulis juga menggabungkan teori linguistic dari Haspelmath (2002) dan teori branding dari Chaer (2003) guna menemukan strategi penamaan produk. Penelitian ini menggunakan metode penelitian descriptive kualitatif. Penulis mengkoleksi data dengan melakukan observasi, dokumentasi, dan identifikasi terhadap nama menu di Gacoan dan Wizzmie. Selanjutnya penulis melakukan analisis data dengan mengidentifikasi, mengklasifikasikan, dan memberi kode pada data. Hasil penelitian ini menunjukkan bahwa dari 5 jenis compound word hanya terdapat compound noun karena objek penelitian ini merupakan nama menu makanan dan minuman. Compound noun memiliki 9 jenis struktur yang berbeda, dalam penelitian ini hanya terdapat 3 jenis compound noun dengan noun plus noun sebanyak 58, noun plus verb sebanyak 8, dan adjective plus noun sebanyak 12. Jumlah data tersebut terbagi kedalam dua kategori, yaitu kategori transparent meaning sebanyak 68, dan kategori opaque meaning sebanyak 17. Strategi penamaan produk yang penulis temukan antara lain : understanding the structure of compound word, analyzing the characteristic of product, applying pragmatic elements, and considering the social and cultural context.

Kata Kunci: gabungan kata, Gacoan, Teori Bauer, Teori Chaer, Teori Haspelmath, Wizzmie.