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1 Linking Arabic, Islam, and Economy: Onomastics Investigation on Business Name of People of Arab Descent in Indonesia Eric Kunto Aribowo Universitas Widya Dharma erickunto @ unwidha .ac.id Abstract When most of the Indonesian people attempt to name their business with western terms (foreign language), people of Arab descent (PoAD) tend to use Arabic words for their store names .

This research analyzes the form , reference, and function the use of Arabic elements in the business name of PoAD in Pasar Kliwon , Surakarta. Documentation method by capturing the store name written in the plank, banner, and the neon box is employed to maintain data quality and validity. Observation towards the chosen words as the store name is analyzed by orthography or the writing system on the advertisement media by finding its origin from the Arabic language. The reference from the word formation is identified to reveal the attended meaning.

Interview to 10 merchants is conducted to reveal the function of Arabic naming of their business. The analysis found out that naming system of the stores rely upon the socio cultural background of the owner . The store names of PoAD are dominated by single words in Arabic language and only a few of them are Arabic and English combinations .

The personal name, family name, and Islamic places are commonly chosen for store names . Arabic naming of PoAD store is aimed at showing the owner's identity, claiming halal and good - quality products, and helping consumers to identify specific product offered.

Keywords: muwallad , store image, naming system, arabic name, halal products Abstrak Pada saat masyarakat Indonesia berlomba - lomba menamakan usaha mereka dengan

nama kebarat - baratan (bahasa asing), MKA senantiasa menyematkan kata - kata Arab dalam nama tokonya. Penelitian ini menganalisis bentuk, acuan makna, serta fungsi penggunaan unsur Arab pada nama - nama usaha yang dikelola oleh MKA Pasar Kliwon, Surakarta.

Metode dokumentasi dimanfaatkan dengan mengambil gambar media reklame yang berasal dari papan nama, spanduk rentang, dan neon box guna menjamin kualitas dan validitas data. Pengamatan terhadap kata - kata yang dipilih sebagai nama ditelaah melalui ortografi atau penulisan pada media reklame dengan jalan merunut asal - usul katanya dari bahasa Arab. Acuan makna dari kata - kata penyusun nama diidentifikasi dalam rangka mengungkap rujukan makna yang dipakai.

Wawancara terhadap 10 pelaku usaha ditempuh guna menguak fungsi penamaan Arab pada nama toko. Hasil analisis mengungkap bahwa sistem penamaan pada nama toko sangat bergantung pada latar sosiokultural pemilik usaha. Nama - nama toko yang dimiliki oleh MKA didominasi oleh kata - kata tunggal dalam bahasa Arab; sebagian kecil merupakan kombinasi antara bahasa Arab dengan bahasa Inggris. Kata - kata yang merujuk pada nama diri, nama fam, dan tempat - tempat islami menjadi pilihan kata yang banyak diterapkan pada nama toko.

Tujuan penamaan Arab pada toko MKA di antaranya untuk menunjukkan identitas pemilik, mengklaim produk yang halal dan berkualitas, serta memudahkan konsumen dalam mengidentifikasi produk - produk khas yang ditawarkan. Kata Kunci : muwallad , citra toko, sistem penamaan, nama Arab, produk halal Introduction As one of important marketing strategy factors of particular product or service, business or store name is chosen with careful attention by the owner or the manager.

This may result in a unique characteristic of the store , that it might function to distinguish one shop to another. The naming activity is made in order to prevent consumers from visiting different store . As an identity, shop name is strongly related to the background of the owner or manager.

It could be owner's personal name or specific product from a particular place. Although most of the Indonesian people tend to choose to name their shops by western name (Wijana 2014; Riani 2014; Wahyono 2009) , it does not influence PoAD who live in Kampung Arab Pasar Kliwon, Surakarta.

The use of Arabic names in the store banner is an easily found phenomenon along the business district in Pasar Kliwon. Some works on store names in Indonesia show a trending change in the use of words. Lately, shop names are likely affected by English

(Faizah 2009; Kusumaningsih, Sudiatmi, and Muryati 2013; Wahyono 2009) and show English domination over indigenous languages because the names that sound local are no longer used (Wijana 2014; Riani 2014).

The names identical with the Javanese language such as Wedangan Kebon Koelon, Sate Jerohan Sapi Yu Rebi, Adem Ayam, Lombok Idjo, Soto Seger Mbok Giyem are no longer used as a naming pattern. Nowadays, most of the Indonesian people begin to name their business using the foreign language, especially English, such as Fortune Cell, Milk Max, Orient Restaurant, Garden Textile Shop, Metro Barber, dan Zona Laundry. As a consequence, consumers are no longer able to identify who the shopkeeper is.

This phenomenon becomes an important issue as it could shrink the potential competitiveness of local product with increasingly massive imported products distributing lately. Uniquely, when most of the businesses or shops run by Javanese people (and Indonesian people in general) use and adopt English words, it does not affect on PoAD. Linguistically, the name used by PoAD showed an interesting phenomenon.

The name formations are still dominated by Arabic elements such as An-Najaah, Al-Hidayah, Al-Barokah, Emirah, Marzains, and Sultan. However, there are few words that are combined with English, such as Faminis Barokah Shop, Fatimah Collection, Umar Gordyn, dan Malika Cell. The naming model that is usually used by adding owner's name, surname (marga), Islamic holy city is the common type used.

The name was chosen always goes with careful attention because it has an important economic contribution (Gunawan, Hatane, and Dharmayanti 2013). This fact reveals that in Indonesia, Arabic name does not only used in Mosque and Prayer rooms as what has been stated by Faisol, Wartiman, Hadi, & Hadi (2014) but also used in shops in Pasar Kliwon, Surakarta that is dominated by Arabic words and phrases. This research focuses on the following problem: 1.

How does the business naming system of PoAD in Pasar Kliwon, Surakarta work? 2. What are the references used in the business or store name of PoAD in Pasar Kliwon, Surakarta? 3. Why do PoAD in Pasar Kliwon, Surakarta tend to name their businesses or stores by using the Arabic language? Studies on onomastics (study of name) are generally dominated by the study of the personal name (Aribowo and Herawati 2016a; Aribowo and Herawati 2016b; Wibowo 2001; Widodo 2013a; Widodo, Yusof, and Dzakiria 2010; Widodo 2013b; Sulistyawati 2004; Rahman 2013). Scholars also have tried to conduct studies on business naming.

Topics related to business name have been conducted from various aspects, from descriptive study to prescriptive ones. However, the studies conducted in Indonesia related to business naming mostly discuss the occurred misspelling (Kusumaningsih, Sudiatmi, and Muryati 2013; Riani 2014; Faizah 2009).

The previous study revealed that business name in Indonesia is lately dominated by foreign words in English (Wijana 2014; Kusumaningsih, Sudiatmi, and Muryati 2013; Faizah 2009; Wahyono 2009; Riani 2014). Some works on business name focus on the meaning (Kusumaningsih, Sudiatmi, and Muryati 2013; Riani 2014; Faizah 2009).

In addition, business naming is related to the effort to language maintenance done in Padang restaurant located in Bukittinggi (Rahmat 2015) and Yogyakarta (Wijana 2014). The naming business practice is actually the representation of the onomastic theory. The research object is to answer basic questions such as characteristics and name meaning, name function, and name function in social communication (Blonar 2009).

Therefore, in order to reveal the name structure and naming system, onomastic is used by investigating components that build the name (Aribowo and Herawati 2016a). Methods Scientific, investigative, and onomastic research method cannot be separated from the linguistic character of the name itself. The basic method of onomastic (similar to the linguistic method) is the deductive and empirical method.

This method covers at least aspects: the description, analysis, and classification. This basic method is partially (in some specific way) applied in the methodological procedure used in descriptive, historical-comparative, typologist, and other ways. From those procedures, the most used one is the formal construction of name; name classification, etymological analysis, and statistic analysis.

The data collection depends on data characteristics. The data sources of the current study are the store names of PoAD in Pasar Kliwon, Surakarta. The stores are specifically located in the business district of Kampung Arab over Kapten Mulyadi Street, Untung Surapati Street, Serayu Street, Ibu Pertiwi Street, Joyo Sudirman Street, Kali Widas Street, Cempaka Street, Sungai Negara Street, Kyai Mojo Street, Cempaka Street, Bengawan Street, Dewutan Street, Kali Sampang Street, and Wiropaten Street. This location is chosen because the majority of PoAD live around the area. Some of their houses are also the store where they sell their products.

The data, which is in the form of shop name, are taken from plank, banner, and neon box located in the front of the shop or small restaurant like what had been regulated by

Surakarta government. Because the data is visual (picture), therefore, the data is recorded /archived using documentation method by a high - resolution digital camera to guarantee data validity, therefore, it can reflect the real condition. Further, the naming system (both form and structure) could be formulated.

In order to reveal the phenomena that cause the Arabic naming in the business name, the interview method is used in the field study. The interview conducted with 10 shop keepers that are chosen by purposive sampling by considering his/her offered products or services. Snowball interview is used to gather information from shop keeper from one another.

This method is performed to reveal the naming reason from language user perspective, in this case, is Arabic - descendant - people. The collected data from the documentation is then analyzed using padan translational method to identify the naming system. This method is used because language becomes the determiner in this context as what (Sudaryanto 2015) suggested .

In formulating the naming system, the collected shops or business names are then divided based on the structure and form observed from orthography or writing system in advertisement. In structure, identification is conducted through the word formation (word sequence) and composition (language employed through finding the words of origin) ; identification which is related to number of words which formulate the name.

Then, differentiating technique ( a technique which relates, compares, and distinguishes the words ) is employed to identify the language of the business name, which has a tendency to either Arabic language or the combination between Arabic and non - Arabic. Therefore, it may result the business name formation of PoAD .

The method of padan referential , in finding name reference employed for the business name, focuses on reference or meaning reference (Sudaryanto 2015) . Equalizing technique is the next method used to relate the business name with its reference, whether it is from the owner's name, surname , or the sacred city or place. This method is used to identify the reference used in PoAD business .

The collected data from the interview are further analyzed using padan pragmatic method by identifying the information from respondents or interlocutors (Sudaryanto 2015) . This method is used to find the function of naming , that it is able to reveal if the Arabic naming was to highlight Islam (religiosity), as an effort to preserve one's ethnic language (ethnicity), or merely due to economic matter.

Results/ Discussion People of Arab Descent (PoAD) are the descendants of the ancestors who had an exodus from Hadramaut, Yaman to Nusantara (Indonesia's name in the pre - independence era) to trade and spread Islam (M obini - Kesheh 2007; van den Berg 2010) . Even though originally non - Indonesian, they are legal Indonesian citizens according to Indonesian Law due to their high - resolution contribution, especially the time when Indonesia struggled for independence. This is the main reason that the PoAD become part of Indonesian people since hundred years ago.

They are listed and acknowledged as Indonesian citizens earlier than the Chinese descents as the result of Precedential Policy No. 10, 1959. The Arabic ancestors came in some waves which then most of them decided to settle in Indonesia in order to pursue a better life. They started to live in the coastal area like Semarang, Tegal, Madura, and Jakarta .

They started to become Ulama and charismatic figures who involved in the widespread of Islam. In addition, the mausoleum of wali (religious leader) becomes famous tourism destination (Alatas 2016) . Trading is their occupation usually conducted from one generation to that of other , although some had changed their job to fit with the change of era (Zeffry 2004) .

The Arabic culture of PoAD could be seen from some existing traditions including endogamy marriage (Aribowo 2015; Azhari, Muttaqien, and Kurdi 2013; Rahmaniah 2014) , dance (Nurdin 2016) , and architecture (Triyuly 2013) . PoAD speaks Arabic as their ethnic language. It is similar to the Javanese people who speak Javanese and Balinese people who speak Balinese.

It is a common thing when the Arabic language is spoken in daily routine by PoAD as claimed by (Aribowo 2014a; Aribowo 2014b; Azzuhri 2016; Fauziah 2011) . In the context of PoAD , Arabic culture becomes their indigenous culture although some of their cultural products are assimilated into the local culture ( Iwan et al. 2015; Widarti 2010) .

The strength of Arabic culture could be seen from their shops which provide Middle - eastern products including honey, palm fruit, peanuts and others. Arabic culinary is also the main course which might be easily found in Kampung Arab (Ulung and Deeronah 2014) , for instance what is found around Pasar Kliwon. The shops selling Arabic products could be easily recognized by its name which is adapted from the Arabic.

While original Arabians still use Arabic script ( Hij a i y y ah ) for their store, PoAD used Latin (the writing system most widely used in Indonesia). However, the adopted words are originated from Arabic language, not Indonesian or indigenous language. PoAD still

keeps Arabic characters and avoid using the adoption words of Indonesian languages, such as Makkah and Rizqy (compared to Mekah and Rizki in Indonesian). At a glance, the naming of the shops is reflected through the use of the Arabic words which is still used in their original form.

However, when it is further analyzed, PoAD have a specific characteristic in the naming system, which may be seen from the form, structure and reference used in business or store name. 1. PoAD's shops and their business naming system The shop names of PoAD around Pasar Kliwon are commonly originated from noun and adjective of the Arabic language.

Noun and adjective are the Arabic employed in the shop naming (Faizah, 2009; Rahmat, 2015). Words in noun category adopted in store name include Mubarak < م ب ر ك >, Sultan < س ل ط ن >, Yasmin < ي ا س م ي ن >, while the adjective is Tayyiba < ت ا ي ي ب ا >. Figure 1 The distribution of the use of Arabic elements in the store name based on its composition. The shop names around Pasar Kliwon, as shown in figure 1, are dominated by the use of single Arabic element. It uses one word or mononym (Aribowo and Herawati 2016a).

From 48 shops with Arabic name found, 30 of them (or 62%) use the strategy of Arabic naming with mononym, while the rest which is 18 (or 38%) use polynym system or naming system with more than one word. From the 18 shops, 15 of them use two words and 3 store names are composed of three words. It means that no store name with more than three words. Some names are combined with Arabic and English words. 1.1

Form of PoAD's store names: mononym and polynym Mononym is a common naming strategy applied by PoAD to name their shop. Mononym is a naming system which only employs single word without attaching any other words (Aribowo and Herawati 2016a). The used word, which keeps this naming system, is dominated by a single Arabic word as the name of the shops.

Based on the observation, the researchers did not find store names (owned by Arab - Indonesian community) employs non - Arabic word (e.g. English, Indonesian, and Javanese). The implementation of mononym is influenced by the personal naming system of PoAD adapted from Arab naming system that uses a single name (Franz - Christoph 2011; Qasem and Al - Zumor 2009).

The names of PoAD can be identified from the single word as the name construction in their personal name such as Fakfar, Fahad, Mahsin, Zuhair, Mahdi, Fawas, Sami, Haidar, Husam for male; and Ibtisam, Firdaus, Husnah, Nazmas, Fatum, Lubna, 9



Fairus , Shara , Ahlam , and Wafa for female (Aribowo and Almasitoh 2017) . The massive use of a single naming system is dominated by the owners' name (or other family member's name) to name shop.

The following are the example of store names which apply mononym system, single naming. Figure 2 Name board and banner which apply Arabic name with single naming system (mononym ). Photo by Eric Kunto Aribowo (2016) The researcher found Arabic names with single naming system; those are Makkah < م ك ك ك , Al - Hamra < ا ل ه م ر ا , Amirah < ا م ر ا ه , Al - Azhar < ا ل ا ز ه ر as in Figure 2. The names of the shop owned by Arab Indonesian community hold the Arabic originality, in which shown in its authentic writing.

The names do not use the adapted word which has been in accordance with proper Indonesian (compare with Hadi, Soeratno, Ramlan, & Wijana, 2003) . The writing of Makkah still holds the authentic writing/spelling by use vocal /a/ and gemination of consonant /k/, instead of Mekah which has been standardized in Indonesian. Besides the mononym system, it is found polynym system which attaches two or three words to name the shop.

In addition to the single name construction, some names which constructed with combining two words or more to be more meaningful form is called polynym (Aribowo and Herawati 2016a) . The names of the shop owned by the Javanese by English elements (Riani 2014; Wijana 2014) . In fact, some shops completely adapt the English word, without any modification process.

In the other hand, in case of PoAD, Arabic words is attached to the name as the primary element. The act of giving priority to Arabic element is obviously illustrated on the placement of word, which always put as the first name then followed by the English element, e.g. Salmin Cell .

The common combination is pictured in the bundle of Arabic as the first element and English as the second element (or last component), e.g. Najwa Collection ( Najwa < ن ج و ا ), Salmin Cell ( Salmin < س ل م ن ), Safiera Food ( Safiera < س ف ي ر ا ), Nabila Catering & Snack ( Nabila < ن ب ل ا ), and Umar Gordyn ( Umar < ا م ر ). Figure 3 Name board and banner which attach Arabic with multiple naming. Photo by Eric Kunto Aribowo (2016) 1.2

Structure of PoAD's store nama: Arabic precedes English The element of English commonly is only used to give the further description of the offered commodity or service. Karima Collection is used by the shopkeeper to show an indication ' clothing line owned by Karima', meanwhile Kareema Catering ' catering service owned by



Kareema' is used to figure the offered - service.

Besides, the application of English word as a strategy to show the business field impacts of the pattern of phrase on the name; in which it is adapted from the pattern of English.11 Karima Collection – Word 1 Word 2 – Arabic English – Modifier Modified Figure 4 The distribution of Arabic and English in the name of PoAD's store The illustration in Figure 4 shows that the word Karima is Arabic placed in the first position, while the word Collection in English placed in the next word (last constituent).

By observing the fact, it can be seen that the construction of the name is the impact of the English use on the names of business widely spread in Indonesia ( see Faizah, 2009; Kusumaningsih et al., 2013; Wijana, 2014) . The pattern is shown in the pattern of Modified - Modifier (M - M) as the characteristic of English structure (Faizah 2009; Riani 2014) .

Recently, the naming of some shops in Indonesia is commonly dominated by ad options of English words to name the shop (Faizah 2009) . The word or term in English as the name of business is easily found in some regions in Indonesia, such as Armada Finance , Beteng Trade Center , Malacca Trust , Computer Center Point , Olive Chicken , dan Universal Intertainment (Kusumaningsih, Sudiatmi, and Muryati 2013) .

The domination of foreign language (English, French, and Japanese) also appears in the names of shops in Indonesian, Javanese, and other local languages (Wijana 2014) . It indicates the less existence of local languages because it is unable to compete with foreign languages. Uniquely, the PoAD is one of the minorities among 1.300 other ethnics in Indonesia (Naim and S yaputra 2011) who is still consistent to name their shop by embedding their ethnics' language, Arabic . 1.3

The Reference of PoAD store name: personal name, surname, and geographical name The shopkeepers commonly chooses particular words which have positive and strong meaning for their store name. It means that the word is easy to remember, specific, closely related to the product and service in commerce, and has a deep meaning. It is conducted because naming is one of the key factors to increase the interest and consumer attraction (Fox 2012) .

The following figure is the reference distribution adapted as the names of shops among PoAD in Pasar Kliwon , Surakarta . Figure 5 The distribution of reference in the store name It is clearly illustrated in Figure 5 that the personal name takes the highest frequency followed by the geographical name, surname , hope s or prays, and other.

Based on the intensity, 20 names of shops refer to personal name; 14 shops refer to geographical name; 4 shops adapted from the surname; and the rest of names refers to the hopes/pray and unclassified. The used - words as the name of shops are commonly adapted from the name of the owner or name of the family (in some cases is taken from their child's name).

The personal name is mostly used reference as the name of shops among PoAD. Names such as Amirah < ??? 'princess; noble', Nauwara < ??? 'brilliant', Ghani < ?? 'rich', and Afza (< ?? 'raise') Computer are the name which refers to the personal name.<sup>13</sup> Figure 6 The names of shops refer to personal name.

Photo by Eric Kunto Aribowo (2016) Globally, personal name is adapted as manufacturer name, brand, or well - known shop such as Armani®, Maserati®, Honda®, Calvin Klein® (Kashmiri and Mahajan 2010; Olivares - Delgado, Pinillos - Laffón, and Benlloch - Osuna 2016; Danesi 2011). Those names are indeed taken from the pioneer or organizer of the business. Moreover, some products are labeled with the personal name.

The tradition of naming the shops using the personal name commonly occurs in Indonesia, e.g. Siomay Mang Ujang, Sop Pak Min, Soto Mbok Giyem, Gudeg Yu Djum, dan Sate Cak Umar. However, the naming system using personal name among Javanese take term of address, such as Pak, Mas, Mba, Bu, Mbok, etc.

Name of business (mostly name of food stall) which embeds term of address offers special products with taste and local atmosphere. Personal name and some family name are commonly chosen as the name of a product or business (Olivares - Delgado, Pinillos - Laffón, and Benlloch - Osuna 2016). Personal name that often used is the name of the owner or the pioneer of the business.

The term of matronymic is used as if the used - name refers to the female, meanwhile patronymic refers to the male (Aribowo and Herawati 2016a). The name of Amira and Nauwara refer to the female, while Ghani and Afza refer to the male. Some of the surnames are used to emphasize the strong connection between the family and the business.<sup>14</sup> Figure 7 The Names of shops refer to surname.

Photo by Eric Kunto Aribowo (2016) The Figure 7 is clearly pictured the name of shops which refer to the surname, such as: Assegaf, Al - HabsyiShop, F5A Bahasyuan, dan Al - Adeny. Assegaf and Al - Habsyi are the two well - known surnames not only known among people of Arab descendant but nationally. The popularity of those family names is the results of its track record in the greatness of Islam in Indonesia.

Habib 1 Anis ibn Alwi al - Habsyi and Habib Syech Abdul Qadir As - Seggaf are two famous ulama from both families. Habib Anis is one of the figures from Hadhramaut, Yaman who came to Indonesia to spread Islam. A haul (commemoration) is held annually in Riyadh Mosque , Gurawan to venerate Habib Anis.

The haul tradition invited the great ulama from Hadramaut, Habib Umar ibn Ahmad Bafaqih . Upon Habib Anis passed away, Habib Hasan ibn Anis ibn Alwi as the successor of his father continue the tradition of *rauhah* (Islamic teaching program about Sirah Nabawiyah ) which was hold every day before dhuhr and reciting Maulid Shimthud - durror and qasida (ode) every Friday night in Riyadh Mosque.

In a connection, Habib Syech Abdul Qadir As - Seggaf is a well - known figure with his tradition of sholawat among Nahdhatul Ulama community (Rosyid 2012) . He is the pioneer of majlis ta'lim and sholawat " Ahb a bul Musthof a" . He visited almost of big cities in Java, even he was invited by the Indonesian people who work in Malaysia, Singapore, Brunei 1 The term Habib is refer to the decendants of Mohammad PBUH15 Darussalam, Korean , and Hongkong for several times. Thousands of his follower s are named themselves as Syek h ermania .

In addition to the use of personal and family name, the naming process also takes the place of origin (owner and the products) or geographical area which has influence toward the business. The attachment of geographical name is commonly found in the naming model of shop s not only in Pasar Kliwon but also other areas. However, the geographical names are not taken from the name t heir ancestor origin, Hadramaut but the name of citie and area in Saudi Arabia such as Riyadh , Marwa , Al - Madinah , Asshafa , Makkah , Al - Haramain (Mecca dan Madina); Middle East country and Iran, such as: Emirat , Marakez , and Marocco Lounge .

Mecca, Madina, and Jerusalem are three cities which have spiritual symbol in accordance with Islamic tradition (Alli - Farouk 2004; O'Connor 2009) . Those three cities are the city where the holy mosque of Moslem is placed; Masjidil Haram in Mecca, Masjid Nabawi in Medina, dan Masjid Al - Aqsa in Jerusalem. Mecca is the center of the holy city since pre - Islam. In that period, the pagans worshiped to the idols which place inside Ka'ba (Alli - Farouk 2004) .

Mecca is the holy city for Moslem because it relates to Islamic ritual called haj j (pilgrim) with agenda of sa' i (jogging) from the hill of Safa to Marwa (O'Connor 2009) . The use of names which has closing meaning with Saudi Arabia is related to the haj j and umrah did by Moslem. The following figure is the examples of names of shop which refer to Islamic cities and areas . Figure 8 The Names of shops referring to geographical names .

Photo by Eric Kunto Aribowo (2016)<sup>16</sup> Naming a shop is a crucial agenda and important key in developing the business. The process of naming is well - planned before determining the selected words. It means that the naming is not done randomly since it is the long - term decision in which rarely changed in the future because it will impact the market and outcome.

Choosing a proper name is a strategy and persuasion technique which commonly used by the businessman to attract the consumers. 2. The function of Arabic naming of a business name The name of the business is a key point to expand the market. Hence, the name of a business will be selected as accurate as possible, that it can represent the products or the quality of product/service in commerce.

Name of business also considers as a media to promote the products so that increase the interest of the customer or user. The consumer knows the product they want to buy through the name. Besides, the name can be the identity and distinguish character, so it will be easy to identify or remember the visited shop or recommended by others (Rahmat 2015) . Wijayanti, Suharyono, & Suyadi (2013) argue that the name can build the image of the shop in consumer's mind (store image).

The name of shop becomes one of the key factors that influence the consumer's interest to purchase (Gunawan, Hatane, and Dharmayanty 2013) . 2.1 Showing the identity of the owners The shops in Kampung Arab , Pasar Kliwon are not only owned by PoAD but some shops are owned by Javanese and Chinese who live around the area. Hence, the use of Arabic and Islamic personal name, surname, and geographical name can be the identifier or icon for the costumers.

Therefore, the costumers can easily identify that the manager or the owner of the shops are originated from PoAD . It becomes a prominent effort since the market of the commodity not only local communities but also pilgrims and visitors who come from various regions of Indonesia ( even some visitors comes from Singapore and Malaysia ) especially close to Ramadan.

The visitors are a big marketing target for the businessmen, particularly shopkeepers in Pasar Kliwon area. Therefore, the good strategy is needed to promote their products. One of the strategies is using the Arabic name on the shops to have the good image in the eye of costumers.<sup>17</sup> A name is the first step for branding , besides logo, design, slogan, and textualization (Danesi 2013) .

As Danesi (2011) stated in another study, seven strategies are used by the market player

to construct the brand: manufacture/ producer names , fictitious character names , descriptor names , suggestive names, iconic names , metaphor/ hyperbolic name, and symbolic name . In fact, naming by using the owners' name is the most widely used because most of the shop is managed by their descendant as a legacy .

Danesi (2013) named the strategy as heritage name. The use of personal naming, besides reputation, is functioned to trigger more costumers' opinion because it deals with bigger social responsibility regarding the quality of products instead of using the non - personal name.

Additionally, Kashmiri and Mahajan (2010) stated that an effort by using the personal name is more significant to increase the rate of investment because it is considered as "more professional" viewed from the image of the business, besides higher trust and guarantee. The name of a shop (even the name of big company) often illustrates the social identity of the owner (Fox 2012) .

In addition, a name has direct and indirect effects toward the success of a business, generally and commercially (Olivares - Delgado, Pinillos - Laffón, and Benlloch - Osuna 2016) . Therefore, the function of the name is to emphasize and give a spotlight to the public. 2.2 Easing the identification of the traded commodity There have been various strategies and persuasive techniques employed by PoAD to promote their product.

One of them is the use toponymy, the use of words indicating the geographical location (Aribowo and Herawati 2016a) such as the name of a country, city, and places from which the products are originated. This strategy is also commonly used by PoAD in Pasar Kliwon, Surakarta by adopting names referring to the names of cities such as Riyadh , Madinah , Makkah , Shafa , dan Marwa .

The use of toponymy is the owner's strategy to show the consumers that the shops sell commodities needed for hajj and umrah as well as their merchandises such as ihram clothes, muslim clothes, caps, body lotions, perfumes, date palms, zam - zam water, honey, sarongs, prayer mats, etc. In addition to easing potential buyers to know the owner of the shop, Arabic names are also used to identify the sold products.

The products consumers look for can be more easily identified and reached just by looking at the name of the store. Commodities sold in shops located in Kampung Arab , Pasar Kliwon are not that varied because almost every store sells similar merchandise, perfumes for worship, date palms, honey, Middle Eastern snacks, Islamic clothes and books, herbal medicines ( thibbun nabawiy ), and the equipment and souvenirs of hajj and umrah .

Besides equipment and souvenirs of hajj and umrah , typical culinary of Middle East is also available in this area, as offered in Marakez Resto. This restaurant provides typical Middle Eastern food and beverages such as mugalgah lahm , mugalgah duja j , mugalgah khudhor , mugalgah khibdah , shish tawo k , shaksh uka , kabsah lahm , ma'shoub , hummush , sambosa , falafel , umm 'ali , ma'shoub , etc.

The use of geographical names is often related to the origin of the products offered. Date palms, honey, zam - zam water, nuts, raisins, chocolates, perfumes, and prayer mats are imported from Middle East. The authenticity of the offered products is trustworthy, for they are directly imported from their home region.

In relation to the food or culinary, this condition also becomes an allure for consumers because it serves a distinctive taste of the original region. The use of the flavors and ingredients directly imported from their origins guarantee the taste including recipes, ways, or food processing. 2.3 Claiming h a lajl and the good - quality product Indonesian and worldwi de consumer demand on halal products is increasing recently (Awan, Siddiquei, and Haider 2015; Ali, Xiaoling, and Sherwani 2017) .

It indicates that Islamic teachings related to the consumption of halal food is one of the factors that influences the decision of consumers to buy (Wijayanti, Suharyono, and Suyadi 2013; Maulidia 2013) . Indonesia as the largest Muslim country, including the region of Surakarta, becomes a great chance to embrace market target. In fact, the strategy to boost sales by processing halal certification is one of the key factors to conduct.

Restaurants like KFC and McDonald's also begin to introduce halal products to attract more customers (Awan, Siddiquei, and Haider 2015) . Several recent studies show that consumers now pay more attention to the products they buy and consume, e specially halal foods and cosmetics (Sara et al. 2014; Sandi, Marsudi, and Rahmawanto 2011; Aisyah and Muniaty 2016) . One of halal sign is halal certificate or label on the product package.

Halal certificates play an important role in the preference of a product in the Islam because it is a license proving that the product is good for consumption. Even foreign products who want to expand to Muslim countries, halal certification becomes one of the requirements to meet (Rios 2014) . Halal certification for Talib & Chin (2017) is as a license for logo, seal or stamp seal to inform the customer that a particular product is originated, processed and distributed according to strict standards of Islam .

One of the uses of Arabic name is aimed at creating a positive perception towards consumers that the products are halal. The high development of stores lately lets consumers more selective in choosing products. Making sure if the product is halal is one of their criteria. Arabic naming of the stores serves to claim the guaranteed quality of the traded products.

The quality of the product is maintained by proving that they are halal and good (not bad, defects, break, scratch, etc.) which is known as "halal a la lan th ayyiban". PoAD are known for their strict principle to uphold the values of Islamic Sharia or Islamic Law (Safira and Haidar 2014).

It automatically warrants the quality of the traded products in terms of halal. Conclusion The naming system of store highly depends on the owner's sociocultural background to create context and meaningfulness as a form of social communication through naming. The shopkeepers background is reflected in the selection of words presented in their store name.

The name of a store plays as a character and quality differentiator of a product because recently consumers are more selective in choosing a product. Studies on the name of store s are commonly related to commerce which is usually the main profession selected and passed on by PoAD. They tend to choose Arabic words for the name of their stores, either full or partially (combined with English words).

Words which has a close relation to the context of Arab and Islam become the main choice to introduce the stores to consumers. The use of personal and family names becomes an important part of kinship in Indonesia. The claim of identity as an Arabic ethnic descent in Indonesia is maintained by sticking and embedding Arabic words in the name of their shops.

The names of countries, cities, and regions closely related to Islamic agendas are also their characteristic or uniqueness compared to the stores of indigenous people. Considering the strategic functions of selecting the store name must become an important factor to ensure the existence of their business. Through the use of Arabic names, the impact may claim that the identity of the owner, the quality of the product, and the identification of the commodities can be achieved in order to increase consumer interest in the offered products. Bibliography Aisyah, Muniaty, and Muniaty. 2016.

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