# Foreign Language Lexicons Used in Indonesian Housing Names: A Piercean Semiotics Overview

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**Abstract:** Housing belongs to human basic need since to live properly they need a place to stay. Housing names in Indonesia employ not only Bahasa Indonesia but also foreign language because some foreign lexicons are used in Indonesian housing names. Semiotically, names are symbols that carry meaning in certain context. Indonesian housing names are interesting language phenomena since they reveal the use of language as a social praxis. Legally, the use of language in public space is governed by Indonesian Law No.24, Year 2009 on flag, language, national symbols, and national anthem. In fact, Indonesian housing names do not fully follow the law because foreign language lexicons are also used in Indonesian housing names. This research employed 2000 Indonesian housing names and collected during January 2017 until May 2017. Data indicated that there were lexicons from three foreign languages, namely, English, Spanish, and Arabic. This research belongs to descriptive qualitative research. In-depth interview was also utilized to gain deeper information why developers use certain lexicons. Developers believed that names are supposed to be beneficial and bring luck. Using Peircean semiotic, this qualitative research reveals that lexicons used in Indonesian housing names are used to show place name (Baturraden, Citayam, Batam, Surabaya), settlement (cassa, village, residence, estate, city, garden, hill, valley, river, lake), greatness (grand, grande, great, royal, big), positivity (blossom, lucky, oase, firdaus, sakinah, paradise), preciousness (emerald, platinum, diamond, golden, stone), environmental awareness (green color), purity (white color, jasmine), warmth (red rose), and love (red color, orchid, lily, tulip).

**Key words:** lexicon, semiotics, signs, language policy, Indonesian housing names

***Abstrak:*** *Perumahan merupakan kebutuhan dasar manusia karena untuk dapat hidup layak, manusia memerlukan tempat tinggal. Nama perumahan di Indonesia tidak hanya menggunakan leksikon dalam Bahasa Indonesia karena beberapa leksikon bahasa asing juga digunakan. Dalam kajian semiotika, nama merupakan simbol yang memiliki makna secara kontekstual. Nama perumahan di Indonesia merupakan fenomena kebahasaan yang menarik karena hal itu menunjukkan penggunaan bahasa dalam praktik sosial. Secara hukum, penggunaan Bahasa Indonesia di area publik telah diatur dalam Undang-Undang No. 24 Tahun 2009 yang mengatur mengenai bendera, bahasa, simbol nasional, dan lagu kebangsaan. Faktanya, nama perumahan di Indonesia tidak mengikuti aturan tersebut. Penelitian ini menggunakan 2000 nama perumahan di Indonesia yang dikumpulkan sejak Januari 2017 hingga Mei 2017. Data menunjukkan bahwa terdapat leksikon dari tiga bahasa asing yang digunakan dalam nama perumahan yaitu dari bahasa Inggris, Spanyol, dan Arab. Penelitian ini merupakan penelitian deskriptif kualitatif yang dilaksanakan dengan menggunakan wawancara ntuk memperoleh informasi mendalam yang mendorong pengembang menggunakan leksikon tertentu. Pengembang pecaya bahwa nama memberikan keuntungan dan keberuntungan. Dengan menggunakan semiotika Peirce, penelitian kualitatif ini menemukan bahwa leksikon yang digunakan dalam nama perumahan di Indonesia digunakan untuk menunjukkan nama tempat (Baturraden, Citayam, Batam, Surabaya), tempat tinggal (casa, village, residence, estate, city, garden, hill, valley, river, lake), keagungan (grand, grande, great, royal, big), positivity (blossom, lucky, oase, firdaus, sakinah, paradise), kepositifan (blossom, lucky, oase, firdaus, sakinah, paradise), keberhargaan (emerald, platinum, diamond, golden, stone), kepedulian lingkungan (green), kesucian (white color, jasmine), kehangatan (red rose), cinta (red color, orchid, lily, tulip)*

***Kata kunci:*** *leksikon, semiotika, tanda, kebijakan bahasa, nama perumahan di Indonesia*

## INTRODUCTION

The need of housing keeps on increasing in the present day and developers see it as an opportunity to bring up their selling. As a consequence, they use many ways to attract buyers including the use of foreign lexicon for

housing names in Indonesia. It is, unfortunately, not in line with Indonesian's Law No. 24, Year 2009 that governs the use of Bahasa Indonesia in public space. Article 36 paragraph 3 of Indonesia Law No 24 years 2009 clearly states the following.

> *Bahasa Indonesia wajib digunakan untuk nama bangunan atau gedung, jalan, apartemen atau permukiman, perkantoran, kompleks perdagangan, merek dagang, lembaga usaha, lembaga pendidikan, organisasi yang didirikan atau dimiliki oleh warga Negara Indonesia atau badan hukum Indonesia.*

> [Bahasa Indonesia must be used for names of constructions or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities]

The above citation explicitly states that Bahasa Indonesia is obliged to be used in particular names such as construction, building, street, apartment or housing, office, trading complex, business institution, educational institution, any organizations built and owned by Indonesian citizens and Indonesian legal entity.

Developers that want to build housing need to get permission from the authority. In this case, they have to propose and fulfil some requirements from BPMPP. It is a government institution that handle that issue. BPMPP (*Badan Penanaman Modal dan Pelayanan Perizinan*) or Board of Investment and Licensing Services as the government representative does not include the use of Bahasa Indonesia for housing names as the prerequisite for developers that want to get building permit or IMB (*Izin Mendirikan Bangunan*) for their housing. This condition shows that even local government bodies do not support the law. As a result, developers use foreign lexicon in the housing names such as residence, valley, paradise, golden, stone, diamond as they can be found in Raffles Residence Baturraden, Citayam Grande Valley, The Paradise Park Residence Yogyakarta, Golden Stone Serpong, Pink Diamond Surabaya, and Orchid Regency Bogor. The use of foreign lexicon in Indonesian housing names happens not because there are no equal Indonesian words for those lexicons but because Bahasa Indonesia has provided lexicon only for *pemukiman, lembah, surga, keemasan, batu, berlian* for residence, valley, paradise, golden, stone, diamond but still developers use those foreign lexicons for the housing names.

Housing names are interesting language phenomena as they can function as signs that carried certain meanings. Those names are not accidentally used but they are carefully chosen by the developers for some specific considerations. Linguistically, housing names are sign that can be interpreted in accordance with their environment. The world we live is a massive sign since it may be variously interpreted based on different contexts. Signs can be broadly defined as anything which stands for something else. In social praxis, signs are represented into words, images, sound, gesture, color, shape, smell and many more. Semiotics concerns how sign-system make meaning and how reality is represented (Chandler, 2007, p.2). From this definition a sign may be interpreted differently based on the context in which the sign occurs. Context covers the physical environment that includes co-text and context of situation. In brief co-text can be defined as a text that precedes or follows a text and context of situation is generally defined as the condition that surround a text, for example, the culture where a text is used or who speaks what to whom. It means that a sign can be seen as a text in which the meaning making process is influenced by the context of the sign.

## LITERATURE REVIEW

A previous definition of semiotics is proposed by Umberto Eco. He said that semiotics involves the study not only of what we refer to as sign in everyday speech but of anything which stand for something else (Eco, 1976, p.7). Relating to Chandler and Eco's concept on sign, a profound definition has been postulated by Peirce. He defines a sign as follows:

> A sign [in the form of a representamen] is something which stands to somebody for something in some respect or capacity. It addresses somebody, or perhaps more developed sign. The sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respect, but in reference to a sort of idea, which I is sometimes called the ground of the representamen (Peirce, 1931, p. 2228).

In a simple way, a representamen is the sign vehicle; an interpretant is the sense made of the sign; and an object is something beyond the sign to which it refers (referent). From his statement, it is clear that sign for Peirce is something that carry meaning to certain people.

Sign for Peirce is different from Ferdinand de Saussure's sign. Saussure' s work on sign are mostly signs in linguistic meanwhile Peirce considers sign as global sign which means it can be found in anything not only a language. Sign for Saussure consisted of signifier and signified (1993) and sign for Peirce contains icon, index and symbol (1931) Sign is anything that can be seen, heard, touch, taste even smell. In general, Peirce's concept of sign can be applied to anything that stands for something else in certain context not only in a language but almost in all social phenomenon. A growling stomach and a massive production of saliva can be and indicator that a person is hungry.

Chandler (2007) clearly explains that Peirce divides sign into three modes such as icon, index, and symbol (pp. 36-37). Icon is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it-being similar in possessing some of its qualities. Symbol is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional-so that this relationship must be agreed upon and learned. Index is a mode in which the signifier is not arbitrary but is directly connected in some way (physical or causally) to the signified (regardless of intention)-this link can be observed or inferred.

Peirce's semiotic approach is chosen due to the fact that his model is considered as a triadic compared to Saussure's dyadic model. In Saussure's concept, signified is not considered as an external referent but it is an abstract mental representation. On the other hand, Peirce's' object is not referred into an abstract representation but it also gives space to materiality. In a simple way, Chandler (2007) concludes that the Peircean model explicitly allocates a place for materiality and for reality outside the sign system which Saussure's model did not directly feature (p. 33). Based on this consideration, Peircean model is applied in this research.

The realization of language in our daily basis is a key marker of our social identity. Language becomes the signs in our daily basis and the sign's making meaning process is culturally bounded as it happens to the developers who chose certain codes in their housing names. They chose the lexicons with purpose and buyers buy the housing sometimes without considering the name of the housing. Buyers perceive those lexicons as the realization of culture unconsciously. It is in line with Hall (1973, p. 132) who explicitly stated as follows.

Certain codes may... be so widely distributed in a specific language community or culture, and be learned at so early an age, that they appear no to be constructed-the effect of an articulation between sign and referent-but to be 'naturally' given. Simple visual sign appears to have achieved a 'near universality' in the sense: though evidence remains that even apparently 'natural' visual codes are culture-specific. However, this does not mean that no codes have intervened; rather, that the codes have been profoundly naturalized.

In Hall's perspectives of sign and referent, it is not naturally given or that sign has gained a near universality although in fact culture takes part in constructing meaning. A sign cannot be purely universal and so do lexicons as the realization of sign in human daily conversation. Lexicons are chosen for certain reason in certain culture and context. Developers chose the lexicons in the hope that those lexicons will bring luck to their property business. Thus they carefully chose the lexicons for their housing names without considering the Indonesia Law No. 24, Year 2009 that governs the use of Bahasa Indonesia in public space.

Name as a realization of word is also a sign and it can be used as a medium to represent a hidden reality. Many researches have been conducted on names (Leino, 2006; Smith, 2006; Starks & Taylor-Leech, 2011). Name as the object of semiotics research has been also investigated by Filani & Melefe (2014) and Sanz-Marcos (2018). Filani &Melefe investigated name as a tool for constructing identity and Sanz-Marcos investigated the importance of signs and symbols relating to brand management. However, none of them discusses housing names by using foreign language lexicons. Thus, this article tries to reveal the meaning of foreign lexicon used in Indonesia housing-names by utilizing Peirce's semiotic approach. As Peirce seized signs into three different modes; icon, index, and symbol; this article attempts to reveal the meaning of foreign lexicons in housing-names in Indonesia by considering those three aspects.

## METHOD

The research of the use of foreign language lexicons in Indonesian housing names is qualitative research since it tries to analyze language use as social praxis and present the result in words instead of number (Silverman, 1993). In addition, this research qualitatively elaborates the meaning of certain lexicons in Indonesian housing names. The data of this research is housing names in Indonesia which contained foreign lexicon. There are 2000

housing names in Indonesia contained foreign lexicons collected during research period January-May2017.

Those lexicons include English, Javanese, Spanish, Sanskrit, and Arabic. English lexicon used in housing names is residence as it can be seen in Raffles Residence Baturraden. Javanese lexicon found in Indonesian housing names is griya as it is found in Griya Satria Purwokerto. Spanish lexicon casa is indicated in Casa Royal Residence and Sanskrit *lavali* is found in Grand Lavali Karangwangkal. The last is the Arabic word *sakinah* which is found in Perumahan Sakinah Bekasi. I obtained the data by visiting the developers and sending emails to them asking the brochures that contains the housing names. Some emails were answered by providing the brochures and some were not. Besides I also elicited the information why developers use certain lexicon.

The 2000 housing-names data were then classified into icon, index, and symbol and they underwent Peirce's semiosis process. A lexicon/ representamen that has a direct similarity with its object is classified as an icon, a representamen which is directly connected in some ways is considered as an index and a representamen that is fundamentally arbitrary or purely conventional is classified as a symbol. The classification is conducted by utilizing qualitative approach by considering the context in which those lexicons are used. Context can be broadly defined as the situation that accompanies the data.

## RESULTS AND DISCUSSION

Based on data that consist of 2000 housing names in Indonesia, I conclude that there are nine groups of lexicons, which are commonly used in Indonesian housing-names. Those lexicons are lexicons relate to place name, greatness, settlement, positivity, preciousness, environmental awareness, purity, warmth, and love. Based on Peircean semiotics, lexicons related to place names and greatness are classified into icon; lexicons related to settlement are categorized into index and lexicons related to positivity, preciousness, environmental issue, purity, warmth and love belong to symbols. The following part explains those lexicons in detailed.

### A. Lexicons Related to Place-Name

Place-names are usually found in Indonesian housing names as it can be seen in Sapphire Village Baturraden, Citayam Grande Valley, Green Lake City Surabaya, and Lucky Hill Residence Batam.   Baturraden, Citayam, Surabaya,

and Batam are examples of place names in Indonesia. Those place names indicate the location of the housing. In semiotics point of view those place names act as icon since it is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting, or smelling like it) being similar in possessing of its qualities (Chandler, 2009, pp.36-37). Iconic interpretation is a basic recognition of sameness to think of something as a result of seeing likeness (Smith, 2006). In a simple way, it can be said that the lexicon showing a place-name is the resemblance of the place itself. It can be clearly seen that a place name (Baturraden) which occurred in Sapphire Village Baturraden is used to show the place-name or the city where the housing is. In fact, Baturraden is a place name in Central Java and it is a resemblance of a place in Central Java that has latitude of 7°18'0"S and a longitude of 109°13'0"E or -7.3 and 109.216667 respectively.

Having possessed the exact latitude and longitude to a certain place (entity) with a certain name, Baturraden acts as an icon of that place correspondingly. Thus, it indicates that the element of place-name in housing names in Indonesia functions as an icon since it shows the location of the housing itself. In consequence, Sapphire Village Baturraden is found in Baturraden and Green Lake City Surabaya is located in Surabaya similarly.It is line with Cobley (2001) who says that iconic similarity is a special kind of similarity (p. 204); it is an abstraction on the basis of a convention, for it privileges given traits of similarity and not others.

Peirce further explains that an icon is a sign which renders it significant, even though its object had no existence. This leads to the idea that place name in Indonesian housing names acts as an icon. In accordance with Indonesian-housing names, I do not find any of housing-name using certain place-names which is not situated in the mentioned place-names, for instance, I do not find Pink Diamond Surabaya housing-names in Purwokerto instead I find it in Surabaya because Surabaya function as an icon, the resemblance of lexicon Surabaya with the city of Surabaya.

In different contexts, a place name may function as something else. A food stall's name 'Mie Ayam Jakarta' (Jakarta Chicken Noodle) can be found in Banyumas, a district in Central Java. The word 'Jakarta' in 'Mie Ayam Jakarta' does not function as an icon since it does not refer to a place (entity) with particular latitude or longitude. It tends that the word 'Jakarta' in Mie Ayam Jakarta serves as index which means it relates something to Jakarta. It may index the taste of the food, the style of the food, or the owner of the food

stall, etc. A profound analysis is needed to get deeper insight on this phenomenon.

Based on the analysis above, it can be explicitly stated that icon in housing names is identified to show the place-name as it shows the resemblance of that lexicon with its referent in the real world. Developer use place-names to help their potential buyer remember the location of their housing. By stating Sapphire Village Baturraden, developers also help their potential buyer to recognize the location of the housing that it is in Baturraden, a sub district of Banyumas regency.

### B. Lexicons Related Greatness

Similar to lexicons related place name, lexicons related greatness are also classified as icon since those lexicons show the greatness of the housing. Lexicons-related greatness in housing names are grand, grande, great, royal, and big as they can be found in Grand Satria Hill, Grand Safira City Arcawinangun, Citayam Grande Valley, Great Sriwijaya Residence Jakabaring, Casa Royal Residence, and Big Garden Residence Kebon Besar Tangerang. Grande, great, royal, and big are English word and grande is Spanish. The lexical meaning of grand is magnificent and imposing and it is similar to grande in Spanish that also means big. In addition, great is defined as 'of an extent, amount, or intensity considerably above average or important or most important. The word royal also has similar nuance as the other lexicond-related greatness; it is considered as of a quality or size suitable for a king or queen. Last but not least is the word big that is described as of considerable size, power, or extent or large than others of the same kind. The underlying concept inferred from the lexicons *grande*, great, royal, and big is something great, thus, those lexicons can be used to show greatness.

From those definitions of lexicons-related greatness, it can be summarised that those lexicons reflect the greatness of the housing offered by the developers. The developer of Grand Safira City Arcawinangun, for example, provides big-size housing and they never build small-size housing. The lexicon related to greatness indicates the big house that developers want to sell as those lexicons have resemblance with big. Thus, developers use those lexicons to attract potential buyers so that they want to buy the house due to the greatness and the bigger size of the product.

### C. Lexicons Related to Settlement

The word-related settlement used in Indonesian housing names are casa, village, residence, estate, city, garden, hill, valley, river, and lake as they can be

seen in the following house names Casa Royal Residence, Sapphire Village Baturraden, Green Bangli Residence, Puri Langen Estate, Grand Safira City, Neu Garden Regency, Lucky Hill Residence, Citayam Grande Valley, River View Medan, and Green Lake City Surabaya. Casa is taken from Spanish meanwhile village, residence, estate, city, garden, hill, valley, river, and lake are English words. Settlement in its board sense is a place where people establish community. Those word-related settlements in housing names function as index since they indicate a place to resolve. An index, by contrast, is a sign that is clearly recognized as something different from that to which it refers. However, it is closely associated with the referent in time or space. Casa is a Spanish word that means house and village is defined as a group of houses situated in a rural area, larger than a hamlet, and smaller than a town, or a municipality with limited corporate powers.

Residence is explained as the official house of a government minister or other official figure. Estate is a property consisting of a large house and extensive grounds. City is termed as a large town, in particular a town created a city by charter and typically containing a cathedral. Garden is a piece of ground adjoining a house, used for growing flowers, fruits, or vegetables. A hill is a naturally raised area of land, not as high or craggy as a mountain. A valley is a low area between hills or mountains, typically with a river or stream flowing through it. River is a large natural flow of water travelling along a channel to the sea, a lake, or another river. Lake is a large area of water surrounded by land.

From these lexicons found in Indonesian housing names, settlement is the core meaning because developers hope that the houses they offer become the settlement for their buyers even though a house can be an investment as well. Cobley (2001) states that an index is a sign that signifies its object by a relation of contiguity, causality, or by some other physical connection (p.205). Words can function, in part as indices quite often. Names are words that may function primarily as indices insofar as they are used as simple labels with relatively little additional meaning (Smith, 2006). Word-related settlements, for instance, village, residence, regency, estate, casa, city, garden, valley, river, and lake are primarily used to label a place where people live.

Considering lexicons related to settlement, developers state that they choose certain lexicon for certain reason. For example, they choose village in their housing names because the housing location is near to village or they build the concept of village in the housing. Usually when people live in housings, they tend to be selfish, when they come home from work, they will

spend the rest of the day in the house for resting. It is very different compare to the live in the village. People like to gather around when they finish their working day and they chat with their neighborhood. Like in Sapphire village Baturraden, developers do not build fence for each house that enable people to communicate easily with their neighbor. By not building fence for each house, developer manage to create the atmosphere of village in their housing.

## D. Lexicons Related to Positivity

Lexicons related to positivity in housing names are classified into symbols in Peircean semiotics because their meaning are constructed based on society's agreement. We know that paradise is a good place and it has positive nuance for people who belive in God. If they are atheist, for instance, they may not agree that paradise is a good place to live in. Lexicons-related positivity in housing names found in data are blossom, lucky, oase, firdaus, paradise, and *sakinah* as they can be found in Perumahan Blossom Depok, Lucky Hill Residence Batam, Oase Residence Purwokerto, Firdaus Estate, The Paradise Park Residence Yogyakarta, and *Perumahan* Sakinah Bekasi. The word firdaus and paradise mean both mean heaven in Arabic and English. Developers use this name to provoke their potential buyer to buy the house because they consider that the houses they offer, can be the paradise or heaven for their buyer. Hopefully buyer will feel that their house is their paradise. The word s*akinah* comes from Arabic that means peaceful and calm.

Developers use that lexicon in their housing names to attract potential buyers to buy the house. When they buy the house, they will live peacefully and calmly. Blossom means a mass of flowers on a tree or bush or the state or period of flowering. Lucky means having or bringing or resulting from good luck. Oase comes from Arabic word and in English it becomes oasis. It is a fertile spot in a desert where the water table rises to ground level. Developers state clearly that those lexicons bring positive energy to the surroundings and they hope these positive energies can be transformed into a good living condition in the housing. Lexically, the word 'paradise' means idyllic place or state and it has positive meaning compare to hell. The symbolic meaning of paradise is very contextually bounded to those who believe in God. For atheists this symbolic meaning may not exist. Peirce in Chandler (2007) furthers explain that a sign [in in the form of representamen] is something which stands to somebody for something in some respect or capacity (p. 29). Thu,s the lexicons related to positivity are considered as a symbol since it is very contextually bounded.

## E. Lexicons Related to Preciousness

Data shows the existence of lexicon related preciousness in Indonesian housing names. Using Piercean semiotics, those lexicons belong to symbols because it takes more than a resemblance or relationship between lexicons and its meaning. The lexicons related preciousness in housing names are emerald, platinum, diamond, golden, and stone as they can be found in Emerald Garden Regency Cepu, Grand Platinum Residence Purwokerto, Perumahan Pink Diamond Surabaya, Golden Park Serpong, and Perumahan Brown Stone Cilegon.

Preciousness is symbolized by using precious stone name. Indonesian housing names use emerald, platinum, diamond, golden, and stone. The use of emerald in Indonesia housing name can be found in Emerald Garden Regency Cepu. Emerald is a gemstone and a variety of the mineral beryl colored green by traced amounts of chromium and sometimes vanadium. The beauty symbolizes different things in different culture. Green as the color of emerald is the most shooting color on the color wheel and it symbolizes growth, peace, balance, healing, and fertility.

Eternity is also reflected by the emerald since green color relentlessly renews itself in nature through generation in various cultures. To Hindu culture, emerald signifies a more mature love while in Christian belief it is the symbol of hope and faith. Some Islamic followers engrave verse from the Koran on emerald and use it as their amulet. Ancient Egyptians use emerald to signify rebirth and fertility. Nero in Ancient Rome used to watch gladiator through emerald due to its calming green color to reduce brutality. Emerald is supposed to bring good luck and it is usually worn on Thursdays.

The elicitation with the developers reveals that lexicon related preciousness were chosen because they hope their housing will be considered as a precious thing for their buyer. A house is a place where all family member stays together and share their time and story of their daily routines. It is not only the physical house that matter and precious but also the soul and memory that live in their house. Based on this consideration, developers use lexicons related preciousness in their housing names.

## F. Lexicon Related to Environmental Awareness

Environmental awareness is other issue used by developers in their housing names. Day by day people show good awareness to the environmental though there are still other who act indifferently. Lexicons relate to

environmental awareness in Indonesian housing names are represented by using color lexicon that is green. Color is classified as symbol by Peircean semiotics. Relate to environmental awareness, developers use 'green' as it can be found in 'Green Andara Residence Jakarta Selatan', 'Green Garden residence Jakarta Barat', and 'Green Lake City'. Green is used in house naming because it signifies something. For most people, color is purely considered as cosmetic devices, in fact, it is a nature's powerful signaling system. Whenever people see a thing, what comes into their minds is color. Color is a sign that carry message; as we know that sign is anything that stands for something else (Chandler, 2007, p. 2). Green is balance. Green strikes the eye in such a way as to require no adjustment whatever and is, therefore, restful.

Being in the middle of the spectrum, green is the color of balance a more important concept than many people realize. This color has positive and negative effect. (Tavaragi & Sushma, 2016). The positive effects of green are harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium peace. The negative effects are boredom, stagnation, blandness, and enervation. In creating housing names, developers consider the positive effect of color to attract their buyers. Based on the information from the developers, they choose green color in their housing names, in the hope that their housing will give harmony, balance, refreshment, universal love, restoration, reassurance, environmental awareness, equilibrium, and peace to their buyer and most of all, developers wish that people who buys their house will get more environmental awareness.

## G. Lexicons Related to Purity

Purity is a condition where everything is clean and color as well as flower are used as symbols to show purity. Relate to housing names, purity is reflected in white color and jasmine. Lexicon 'white' can be seen in 'Perumahan White House Garden Medan' and White House Ring Road Medan' are instances of Indonesian housing names which use color white. White is associated with purity, cleanliness, and the safety of bright light. It is also used to project the absence of color, or neutrality. In some eastern part of the world, white is associated with mourning. White is also associated with creativity. It is a compression of all the colors in the color spectrum and white is a total reflection. It reflects the full spectrum into our eyes. White is purity, uncompromising; it is clean, hygienic, and sterile. The concept of sterility can also be negative. Visually, white gives a heightened perception of space. The negative effect of white on warm color is to make them look and feel garish.

The positive effects of white are hygiene, sterility, clarity, purity, clearness, simplicity, sophistication, efficiency.

In addition to white color, jasmine is also used to express purity as it can be found in *Jasmine Residence Jakabaring* and *Perumahan Jasmine Fajar Sumedan* 'are the examples Indonesian housing names that use jasmine. Jasmine is the national flower in Pakistan. In various contexts, jasmine has various functions. In Philippines, jasmine is used in religious ceremonies while in Indonesia, jasmine and red rose are used in wedding day. In Thailand, jasmine symbolizes mother and portrays love and respect while in the United Stated, jasmine is used to signify beauty, love, and romance. Jasmine is associated with love, beauty, sensuality, appreciation, good luck, and purity. Developers highlighted that the lexicon white and jasmine in their housing names are meant to show purity.

## H. Lexicons Related to Warmth

Warmth is a condition or quality of being warm. Lexicons related to warmth are classified as symbol since the meaning of these lexicons must be interpreted contextually not merely depend on resemblance or causal relation. Similarly, to lexicons related to purity, lexicon related to warmth are also realized into color and flower in Indonesian housing names. A warm house will give convenient atmosphere to the whole family. Developers seized that chance by using color and flower to show warmth. Red color as well as red roses are identified as symbols of warmth. Relate to housing names, lexicon red can be traced from Red Tulip Madiun', Red Palm Residence' and 'Red Sapphire Residence'. These are the examples of Indonesian housing names.

The color red is used in those three names. Red is the color of energy and it is associated with movement and excitement. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath Red is a symbol of life as well. Red is physical; red is strong and very basic. Pure red is the simplest color, with no subtlety. It is stimulating and lively, very friendly. At the same time, it can be perceived as demanding and aggressive. The positive effects of red are physical courage, strength, warmth, energy, basic survival, fight or flight, stimulation, masculinity, and excitement. In addition of those positive energy carried by red color, developer expect that the house will give warmth to its buyer.

Red rose is also considered as a symbol of warmth.  Lexicon rose can be found in Indonesia housing names such as *Perumahan Rose Garden* and

*Perumahan Rosewood Cileungsi.* Rose is a signified that stands for something else. Rose signifies several meanings depending on the color. In a brief, red rose indicated an unmistakable expression of love. It conveys deep emotion- be it love, longing or desire. Red rose can also be used to convey respect, admiration or devotion and warmth. By ruminating red, developers believe that the positive effect carried by this color will influence the buyer as well as the dwellers.

## I. Lexicons Related to Love

Indonesian housing names also reflect the concept of love as it is symbolized by pink color and orchid, lily and tulip. Those lexicons of color and flower are considered as symbol based on Peircean semiotics. Lexicon pink can be found in Pink Diamond Surabaya. Being a tint of red, pink also affects people physically, but it soothes, rather than stimulates. Psychologically, pink is a powerful color. It represents feminine principle, and survival of the species; it is nurturing and physically soothing. It is known that too much pink is physically draining and can be somewhat emasculating. The positive effects of pink are physical tranquility, nurture, warmth, femininity, love, sexuality, survival of the species. Despite the many positive effect of pink color, developers stress that pink symbolizes love and they hope the house will be full of love.

Relate to flower, love is symbolized by orchid, lily and tulip. Lexicon orchid can be discovered in 'Orchid Regency Bogor' and 'The Orchid Green Park Depok'. Orchid in different culture has different functions. In ancient Greek, orchids were a symbol of virility; The Aztec uses it to create a tasty elixir. Nowadays, orchid has some meaning as love, beauty, fertility, refinement, thoughtfulness, and charm. Lily is also used to show love as it can be found in Lilly Spring Garden' and Lilly Cluster Pekanbaru' are instances of Indonesia housing name using the word lily. Unlike most other flowers, the perennial lily never truly goes dormant. The strength and beauty of this international flower has cemented its place in the cultures of the world. With such an elegant look, it's no wonder the flower means love, royalty, and rebirth.

In addition to orchid and lily, tulip is also used to show love. Tulip can be caught in Tulip Sentul City' and 'Cluster Tulip Kemayoran'. Tulip carries the meaning of charity and supporting the less fortunate; abundance, prosperity, and indulgence, undying passionate love, whether the passion is spurned or returned; perfect, enduring love between partners or family

members. Developers emphasized that love is the feeling that is shown by those three flowers. Developers believe that house must be a place where love is, it is not only love between husband and wife but also parents and children, family and pets, family and environment. Considering the importance of love in people's life, developers highlight the love issue in their housing names.

## CONCLUSION

Name is a language phenomenon that is worth investigating semiotically since it acts as a symbol that need a complex element to extract its meaning. People use names in all aspect of their lives include housing. Interestingly, despite the Indonesia Law No. 24, Year 2009 that governs the use of Bahasa Indonesia in public space, housing names in Indonesia still employ several foreign language lexicons. This research reveals that foreign language lexicons in Indonesian housing names are realized into lexicons related to place-name, greatness, settlement, positivity, preciousness, environmental issue, purity, warmth, and love. Lexicons related to place-name and greatness are considered as icon based on Peircean triadic semiotic, lexicons related to settlement are grouped into index since they index a relationship between the lexicon and their meanings. Lexicons related to positivity, preciousness, environmental issue, purity, warmth, and love belonged to symbol since their meaning do not merely depend on the resemblance and indexical of the symbols.

The analysis shows that a place name function to show the location where the housing is. Lexicons related to place name are used to indicate the real place. In addition, it is used as an icon. In different context, a place name is not used to show the place where the object is, such as in the case of *Mie Ayam Banyuma'* but the location is in Jakarta. In fact, it is used as an index, showing a certain relation between the sign and the referent. A deeper analysis can be conducted to get a fuller insight of this phenomenon.

Based on the analysis, it can be seen that housing names represent various meaning depend on the context. Developers carefully pick those names due to some consideration. Semiotic analysis can reveal the meaning of those housing names. This work can be practically used by other party that want to create a name for their business. In addition, the finding can also contribute to the law enforcement in Indonesia context. The government, in this case is represented by Board of Investment and Licensing Services or BPMPP (*Badan Penanaman Modal dan Pelayanan Perizinan*) can add

requirement for developers who want to build housing in certain their area. Developers are forced to use Bahasa Indonesia for their housing names because Bahasa Indonesia is a prerequisite in public space including in housing names. In case developers resist to use Bahasa Indonesia in their housing names, BPMPP can hold the license.

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