

## GEOTOURISM BRANDING THROUGH THE NAMES OF TOURISM DESTINATIONS IN UNESCO GLOBAL GEOPARK BATUR BALI: MORPHOLOGICAL AND TOPONYMIC STUDIES

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**Citation:** Pamungkas, K., Sujatna, E.T.S., Darsono, H., & Haron, R. (2020). GEOTOURISM BRANDING THROUGH THE NAMES OF TOURISM DESTINATIONS IN UNESCO GLOBAL GEOPARK BATUR BALI: MORPHOLOGICAL AND TOPONYMIC STUDIES. *GeoJournal of Tourism and Geosites*, 31(3), 966–971. <https://doi.org/10.30892/gtg.31305-528>

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**Abstract:** This research investigates names as brands of geotourism based on morphological and toponymic analysis tourism destinations in (UGG) Batur Bali – Indonesia. Qualitative descriptive method was employed by collecting data from UGG Batur. The purposes of the analysis are to describe the destinations and their branding function based on their word formations and toponyms. The research finds the morphological and toponymic patterns of the names. Their intersection generates the brands of geotourism namely characteristics of geotourisms, association to an event related to a person, memory or in honor of outstanding people, geographical peculiarities and names from one other location.

**Key words:** Geotourism, Word Formation, Toponym, Brands, UGG Batur

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### INTRODUCTION

Well-known as beach and coastal area, Bali is the most famous tourism destination in Indonesia since it has perfect combination of tourism aspects. It has nature, culture, and creativity tourism destinations. From the three aspects of tourism mentioned, Bali is a good model for tourism management and development. Bali has involved their society into the tourism, social and cultural lives, economical aspect, and nature that are melted and supporting one another into tourism. This condition makes Bali as the most visited destination in Indonesia as can be seen in the last five years based on the data of Statistics Agency, (BPS, 2019).

This significant number of international tourists, however, was not in accordance with the environmental issues on beach and coastal area of Bali. *National Geographic* reported, through article entitled Bali fights for its beautiful beaches by rethinking waste, plastic trash, it was reported that every year during wet season from November to March is nicknamed as garbage season since trash by the ton washes ashore (Siddharta and Laula, 2019). This condition was affirmed by a headline reporting Bali's battle against plastic pollution through a video showing a British diver swimming through swathes of rubbish off the coast of Bali of which it was confirmed by diving consultant in Bali told the BBC that it was "quite uncommon" to see such a large amount of rubbish (BBC, 2018). Furtherly, it was worsened with another report that Bali and all Indonesia are such polluted places with water and air pollution. The environment is getting seriously destroyed. Unbelievable, what amount of rubbish we have seen in the waters. Bali is a big tourism business, but it has no waste management. People are burning plastic in the streets. No words, how sad this plastic ocean and human made disaster actually looks like in reality. The way Bali is treated is a shame (Roehles, 2018). The issues on this water pollution become a crucial one since it is directly concerned with sustainable tourism principles, particularly environmental aspect as stated that sustainability as a general concept for tourism has three interconnected aspects: environmental, sociocultural, and economic. Sustainability implies permanence, so sustainable tourism include the optimum use of resources, including biological diversity, minimization of ecological, cultural, and social impacts, and maximization of benefits for the conservation of natural and cultural heritage and local communities" (Farsani et al., 2012). The water pollution issue happening in Bali endangers not only the environment regarding coastal biota, beautiful landscape in short time but also the tourism sector that implies to social and economic aspects of Bali. The oblique tourism information on this case more or less influences the perception of tourist towards the tourism visit to Bali in the future. In that case, there should be some strategic ways in order to restore Bali either the environmental case handling or the perception of the tourists towards Bali as sustainable tourism.

By emphasizing the general concepts of tourism towards environment, social and culture, and economics, hence geotourism follows the sustainable principles under the sustainable tourism (Cottrel et al., 2007). It is underlined with the statement that geotourism is the one that has close relation with the sustainable tourism concept (Alan, 2002). Geotourism is in line with the geosites located in village and rural areas which are rich of nature and local culture (Zouros and Martini, 2003). In other words, geotourism encompasses some contexts such as geography, socioeconomy and culture that are positioning under the umbrella of geographical tourism (Dowling and Newsome, 2006). Formally, since 2012 Bali has an area which has been acknowledged as Unesco Global Geopark (UGG) located in Bangli Regency which includes some destinations of geotourism consisting of geodiversity, biodiversity and cultural heritage.

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In promoting the geotourism destinations, it is necessary to maximize the communication science, promotion media, and the language of promotion and branding that employ language as the basic knowledge. One of the ways in order to restore the tourist perception towards Bali in today condition is, in addition to handling the waste and garbage problems in coastal area massively and effectively, the branding or promoting its tourism that is in favor of the environment. On the contrary, the interdisciplinary research involving linguistics, branding, and (geo) tourism have not been conducted jointly. Therefore, this research is investigating the linguistic analysis on branding the geotourism based on morphological and toponymic studies.

## MATERIALS AND METHODS

### 1. Word Formation

As the study of words and how the words are formed and constructed, morphology puts word formation as an important part and main branch of morphological study. Word formation is the branch of linguistics which studies the pattern on which a language forms a new lexical unit, i.e. words (Marchand, 1992). Related to tourism products and brands, word formation plays a strategic role in defining and constructing the naming of the product as the most important element of the brand and branding processes (Sujatna et al., 2019). Definitely, (Lieber, 2009), classified the English word formation into the following:

1. Affixation, word formation by employing prefixes, suffixes both in derivation and inflection, for example: *Depart –Departure, nation – international*.
2. Compounding, word constructed by combining two or more than two words together such as *white-house, blackboard, etc*.
3. Conversion: creating a new word by assigning existing word into a new word such as the word *email* can be used both as noun and changed into verb.
4. Coinage: forming the word by using the existing word that has been popular, such as using name *Sosro* as the name of bottled-tea, derived from the name of *Sosrodjojo* as the founder.
5. Back Formation: Creating the new word by reducing the component of the word such as *televise* is considered as back formation from *television*, etc.
6. Blending, creating a new word by combining the first syllable of the first word and the other syllable of the second word, for example: *brunch* derived from *breakfast and lunch*, *Fintech* is derived from *Financial Technology*, etc.
7. Acronyms (Initialism): creating the new word by using the initial letters of each words, for instances: *UNESCO* is derived from *United Nation Organization for Education Social, Cultural organization*.
8. Clipping: a new word creation by employing the first syllable, second syllable or the last syllable of the words, such as *Prof.* is derived from *Professor*.

### 2. Toponym

Toponymy is a science with geographical names or toponyms as its subjects which belongs to language and the language is the subject of linguistics (Tichelaar, 2002). Since talking about names of place, Toponym is studying about the naming of geographical sites and the naming relates closely to word formation study. This correlation is strengthened with the statement that there is linguistics study in toponym since its process through linguistic aspects (Poenu-Girigan, 2013). Supporting ideas stated by some scholars that toponym represents language units that denote elements of topographic environment (Urazmetova and Shamsutdinova, 2017). This is also in line with Leonovich (1994) in (Urazmetova and Shamsutdinova, 2017) who argued that the lexical system of a particular nation is involved in the geographical names. In addition, place is distinguished from mere location through being understood as a matter of the human response to physical surroundings or locations (Malpas, 1999). This statement is also supported by the argumentation that naming deals with a system of symbols in culture (Prihadi, 2015).

In relation with tourism, especially promoting the tourism destinations, toponym has an important role not only as information but also as the branding of the destination. Etymology or origin of a particular place name gives it emotional or cognitive significance on the basis of personal knowledge or experiences (Eriksen, 2012). From this analogy, it can be concluded that linguistic understanding is necessary for people who have an authority in giving the geographical names because the geographical names will represent the sites. The clearer information of the geographical names, the more interested the tourists to get the information or even visit the destination.

In order to identify the types of toponym as the tourism brands, it is signed by the elements found in the names. There are two important elements namely (1) The generic element referring to the form of relief, hydrographic or orthographic phenomena such as hill, mountain, plain, river, etc. and (2) The specific element through which geographical reality is distinguished by description and by reference to a person or a social-historical fact such as *High Hill* (Poenu-Girigan, 2013).

Stewart in (Urazmetova and Shamsutdinova, 2017) classified toponym into the following categories:

- 1) Descriptive names and compass-point names, giving description and characterization of the object's quality or its location;
- 2) Associative names, generating associations with different objects;
- 3) Incident names, deriving from an event associated with a person, acts of God, calendar names, animal names, names of human actions, names from feelings, and names from sayings;
- 4) Possessive names, deriving from ownership of something;
- 5) Commemorative names, relating closely to memory or in honor of outstanding people and names for abstract virtues;
- 6) Commendatory names, relating to some attractive geographical peculiarities;
- 7) Folk etymologies, deriving from false etymology;
- 8) Manufactured names, being consciously constructed of fragments of other words, or names from initials, by reversals of letters or syllables, or in other ways);
- 9) Mistake names, appearing from a mistake made in the transmission from one language to another, either from inaccurate hearing of what was said, or because of faulty rendering of the sounds in writing;
- 10) Shift names, naming which have been moved from one location to another.

Furthermore, toponymic studies also have a portion in geotourism studies. Toponymically prepared in this way, tourists have excursions where they will consciously perceive the encountered names and also be able to verify directly on the ground whether those natural features that at one time caused the appearance of one or another name have been preserved (Abdullina et al., 2019).

### 3. Brands in Tourism

Branding is an effective marketing strategy tool that has been used with frequent success in the past (Rooney, 1995). It has been proven

to match with the human characteristics, life style and preferences (Jamaluddin et al., 2013). Branding research is talking around consumer goods markets and recently attention has been given to business markets (Cretu and Brodie, 2007). In addition, a consumer’s brand image is the mental picture, that is, what is depicted in the minds of consumers of the products or services offered by marketers (Herman et al., 2016). Related to the tourist perception about a destination, strong and powerful brand equity is a crucial factor to influence (Yoo and Donthu, 2001; Ritchie and Ritchie, 1998; Konecnik and Gartner, 2007). Such a brand is resulted by great comprehension of brand equity that could make potential visitors and tourists (Blain et al., 2005), (Sasmita and Mohd Suki, 2005). Destination branding (DB) is considered as one of the most important and effective strategies in the marketing area for tourism destinations (Shafiei et al., 2017).

Regarding to tourism products and brands, place names are important features of national and territorial identity (Saparov, 2003). In addition, words used as place names play an important role on a regional and national level in which the names may create strong feelings among large groups of people, especially in multi-ethnic areas towards the place names which have intimate relationship with the places (Helleland, 2012). Furthermore, word formation plays a strategic role in defining and constructing the naming of the product as the most important element of the brand and branding processes (Sujatna et al., 2019).

**RESULTS DISCUSSIONS**

**Tourism Destination Naming**

**1. Compounding**

From 54 data of tourism destination in Unesco Global Geopark Gunung Batur Bangli Bali, there are 7 destinations which are using compounding by combining two or more words into one compounding word or phrase as seen in Table 1.

Table 1. Tourism Destination Names using Compounding

No	Destinations	Object
1-4.	<i>Oemah Strawberry, Agro Kopi Jeruk, Pendakian Gunung Abang, Agrowisata Jeruk Sirsak</i>	Nature
5.	<i>Stone Garden</i>	Geology
6-7.	<i>Taman Bali Raja, Resto Apung</i>	Culture

Table 2. Tourism Destination Names using Coinage

No	Destinations	Object
1.	<i>Maha Praja</i>	Culture
2-3.	<i>Dukuh Hill, Ampupu Kembar</i>	Nature

Morphologically, the names of tourism destination in table 1 are composed from local language such as *Oemah Strawberry* ‘The House of Strawberry’, *Stone Garden* ‘An area that has may stones as tourism object’, *Taman Bali Raja* ‘A park that used to be a part of King in Bali’, *Agro Kopi Jeruk* ‘Plant of Coffee and Oranges’, *Pendakian Gunung Abang* ‘Hiking in Red mountain’, *Agrowisata Jeruk Sirsak* ‘plantation of soursop and orange’, *Resto Apung* ‘A restaurant on the water’. The local words are compounded and producing a new meaning different from their root meaning. Then, the meanings are being discussed further in toponym and branding.

**2. Coinage**

Since the names of tourism destination in Unesco Global Geopark Gunung Batur mostly use the local language, it is found the majority of the names are coinage i.e. formed from existing word which is usually words that have been popular and are intended to maintain the popularity of the words or to make them more popular, they are seen in Table 2.

According to word formation theories, the names of *Maha Praja* ‘names of area which means very big’, *Dukuh Hill* ‘A hilly area in Dukuh village’, *Ampupu Kembar* ‘name of tree that is twin as the gate of the destination’. The names of tourism destination have been previously popular as the identity of the area where the destinations are located such as *Praja*, and *Dukuh*. Furthermore, a name means the thing that can be found in the area of destination as the identity namely the Ampupu tree.

**3. Compounding + Coinage**

Different from the previous data that only employ single word formation, the following data use two or double word formation, that is Compounding + Coinage. The data have compounding process in which one of the words is also coinage or the words that have been popular and reused to keep the popularity or to make them easily recognized. They are seen in Table 3.

Table 3. Tourism Destination Names using Compounding + Coinage

No	Destinations	Object
1-14	<i>Air Terjun Kuning, Air Terjun Tibumana, Air terjun Yeh Empel, Bukit Srokadan, Air terjun Krisik, Pancaran Solas, Panorama Jehem, Air terjun Kutuh, Air terjun Yeh Mampeh, Air terjun Desa Bunutin, Air Terjun Kubu Salya, Pendakian Gunung Batur, Batur Natural Hotspring, Hot Spring Toya Devasya</i>	Geology
15-30	<i>Guliang Kangin, Lembah Pantunan, Bukit Srokadan, Bukit Pucaksari, Bukit Bangli, Waterboom Sidembunut, Pancaran Solas, Desa Wisata Pengotan, Agrowisata Temen, Panorama Jehem, Wisata Kintamani, Pendakian Gunung Batur, Batur Natural Hotspring, Hot Spring Toya Devasya, Desa Bayung Gede</i>	Nature
31-45	<i>Pura tirta sudamala, Pura Kehen, Pura Dalem Jawa Langgar, Penglukatan Beji Selati, Desa Wisata Penglipuran, Desa Wisata Cekeng, Desa Wisata Undisan, Pura Puser Tasik, Pura Tirta Payuk, Candi Tebing Jehem, Desa Wisata Songan, Wisata Kintamani, Desa Bayung Gede, Pura Ulun Danu Batur, Pura Tirta Pancoran Solas</i>	Culture

Morphologically, the names of the tourism destinations in this category use local language that have been popular, then they are included as Coinage such as the names of *Kuning, Bangli, Sidembunut, Kehen, Selati, Pengotan, Penglipuran, Undisan, Payu, Jehem, Pucaksari, Kutuh, Salya, Songan, Kintamani*, and *Batur*, are the names of village, known as *Banjar* in Bali. They give information that the tourism destinations are located in the mentioned area. Meanwhile, the part of the names of tourism destinations such as *Sudamala* ‘To clean the body from negative or evil characters’, *Langgar* ‘there is a room for moslem praying inside the pura’, *Solas* ‘the eleven number’, *Krisik* ‘sounds of water falling on the stones continuously’, *Pantunan* ‘a field which is full of rice plant’, and *Tasik* ‘a permanent spring water that always flows even in dry season’, are the local languages that give descriptions of the tourism destinations. Then, the coinages above are compounded with other words to make brands of the tourism destinations such as *Air Terjun Kuning* means a waterfall in Kuning village, *Pendakian Gunung Batur* means a track to climb the mount Batur as tourist attraction.

**4. Compounding + Blending Naming**

Not only employing compounding + coinage, Tourism Destinations in Unesco Global Geopark Gunung Batur Bangli Bali also employ Compounding + Blending in their word formation. Firstly, there is blending process in the names of the destination, then the blended names are combined with other words to become compounding as the names of the tourism destinations, it is showed in Table 4.

Table 4. Tourism Destination Names using Compounding + Blending

No	Destinations	Object
1.	<i>Pura Dalem Balingkang</i>	Culture
2.	<i>Desa Wisata Trunyan</i>	Nature, Culture

Table 5. Tourism Destination Names using Compounding +Back formation

No	Destinations	Object
1.	<i>Air Terjun Dedari</i>	Geology, Nature

Based on morphological analysis, the names of tourism destinations in this combination employ some words that is blended names joined with others such as *Balingkang* is the blended name from Bali + Ing + Kang that means 'A King of Bali in the past married with Kang Ci Wi, a chinese young woman a daughter of a rich Chinese merchant'. Another name of tourism destination in Geopark Gunung Batur with blending is *Trunyan* that derives from *Taru + Menyan* that has meaning 'the tree Taru and Menyan, fragrant materials for rituals'

#### 5. Compounding + Back Formation Naming

The last word formation found in the name of tourism destination of Geopark Gunung Batur is Compounding + Backformation. There is a backformation process firstly, and then it is followed by compounding process afterward. This process can be seen in Table 5. According to morphological process, the name of tourism destination in this type use one or some words that have backformation process, namely the name *Dedari* is derived from *Bidadari* that experiencing backformation. The meaning of *Dedari* is similar with its root word *Bidadari* that means 'angel'.

### Toponym and Branding

#### 1. Descriptive Names

The names of tourism destination in Unesco Global Geopark Gunung Batur Bangli Regency Bali use descriptive name as their toponym. The names of such tourism destinations give description and characterization of the object's quality or its location. This type of toponym of the data can be seen in Table 6. Some data show that the names describe the tourism destination such as the beauty of the condition like *Air terjun Dedari* that means the waterfall is very beautiful like an angel, the quality of the destination such as *Bukit Bangli* where people can see the beauty of Bangli from the hill, the character such as *Pura Tirta Sudamala* in which the water spring can be used to holify, the physical appearance of the destination tourism such as *Pancaran Solas* and *Air Terjun Tibumana*, *Air Terjun Krisik*, *Lembah Pantunan*, etc. Hence, it can be summarized that the brands of tourism destinations with descriptive toponym are description of the destination, the appearance of destination and the characters of the tourism destination.

#### 2. Incident Names

This toponym means the tourism destination is deriving from an event associated with a person, acts of God, calendar names, animal names, names of human actions, names from feelings, and names from sayings. This incident names as toponym can be found in Table 7.

Table 6. Descriptive Toponym and Branding

No	Destinations	Branding
1.	<i>Air Terjun Dedari</i>	Beautiful waterfall like angel
2.	<i>Bukit Bangli</i>	A hill where beautiful Bangli area can be seen
3.	<i>Stone Garden</i>	A garden presenting the beauty of stones
4.	<i>Pura Tirta sudamala</i>	A Pura owning water spring that can clean the body from negative or evil character
5.	<i>Pura Dalem Jawa Langgar</i>	A Pura with Moslem pray site in it
6.	<i>Pancaran Solas</i>	Eleven holy water spring
7.	<i>Air terjun Tibumana</i>	Waterfall with deep river in it
8.	<i>Pura Pecampuhan Sala</i>	Pura near river Pecampuhan in Sala village
9.	<i>Air terjun Campuhan</i>	Twin waterfall meet on one spot
10.	<i>Air terjun Krisik</i>	Waterfall with gurgling water
11.	<i>Lembah Pantunan</i>	A hill with beautiful paddy field view
12.	<i>Bukit Pucaksari</i>	A hill with beautiful Pura Pucaksari view
13.	<i>Pura Puser Tasik</i>	A pura with continuous water spring in all season
14.	<i>Air terjun Yeh Mampeh</i>	A high and beautiful Waterfall
15.	<i>Candi Tebing Jhem</i>	Temple on the cliff in Jhem village

Table 7. Incident Toponym and Branding

No	Destinations	Branding
1.	<i>Pura Dalem Balingkang</i>	Pura with a Chinese young girl and Balinese young man marriage story

The data of tourism destinations in Geopark Gunung Batur Bali that use incident name is *Pura Kehen* in which there is name of material in the naming that is *Kehen* in which in the past story there was a story about the Pura. There was a God of Fire doing activities in the Pura. *Kehen* in Balinese means Fire. Starting from saying it name, *Kehen*, then the name of the place becomes *Pura Kehen*. Related to branding of the tourism destination, this toponym put a brand that there is an interesting and epic story behind the destination.

#### 3. Commemorative Names

The toponymic names of the destination are relating closely to memory or in honor of outstanding people and names for abstract virtues. The names of tourism destination employing commemorative name can be seen in Table 8.

Table 8. Commemorative Toponym and Branding

No	Destinations	Branding
1.	<i>Pura Kehen</i>	Pura with God of Fire story
2.	<i>Pura Taman Bali Raja</i>	Pura used by Bali Kings

There are two data in this part that use Commemorative name as the toponym, they are *Pura Dalem Balingkang* dan *Pura Taman Bali Raja*. Toponomically, the name of *Pura Dalem Balingkang* means there were two outstanding persons behind the story, a Bali young man married with a Chinese young girl named -Kang, completely *Bali + ing + Kang*. Then the word *Balingkang* becomes the part of toponym. Another example is *Pura Bali Raja* which means that the Pura is always used by the king of Bali to do worship. Therefore, the branding of the two tourism destinations is that the destinations have outstanding people behind the story of the Pura. The names as toponym put the outstanding persons as the brands of the destination.

#### 4. Commendatory Names

Comendatory name relates to some attractive geographical peculiarities. The examples of Commendatory names as the brand of tourism destination in Geopark Gunung Batur Bali can be found in Table 9.

Table 9. Commendatory Toponym and Branding

No	Destinations	Branding
1.	<i>Oemah Strawberry</i>	A house with Strawberry icon
2.	<i>Stone Garden</i>	A garden presenting the beauty of stones
3.	<i>Air terjun Tibumana</i>	Waterfall with deep river in it
4.	<i>Air terjun Campuhan</i>	Twin waterfall meets on one spot
5.	<i>Air terjun Krisik</i>	Waterfall with gurgling water
6.	<i>Pura Puser Tasik</i>	A pura with continuous water spring in all season
7.	<i>Air terjun Yeh Mampeh</i>	A high and beautiful Waterfall
8.	<i>Candi Tebing Jehem</i>	Temple on the cliff in Jehem village
9.	<i>Ampupu Kembar</i>	A forest with Ampupu trees endemics and twin Ampupu as the gate
10.	<i>Hot Spring Toya Devasya</i>	A natural hot spring swimming pool
11.	<i>Pura Ulun Danu Batur</i>	Pura on the edge of Batur Lake

Table 10. Shift Toponym and Branding

No	Destinations	Branding
1.	<i>Air Terjun Kuning</i>	Water fall in Kuning village
2.	<i>Guliang Kangin</i>	Cultural attractions of Guliang Kangin Village
3.	<i>Waterboom Sidembunut</i>	Swimming pool in Sidembunut village
4.	<i>Penglukatan Beji Selati</i>	A holy Pura in Selati village
5.	<i>Desa Wisata Pengotan</i>	Cultural attraction in Pengotan village
6.	<i>Desa Wisata Panglipuran</i>	Cultural attraction in Panglipuran village
7.	<i>Air terjun Yeh Empel</i>	Waterfall in Empel river
8.	<i>Agrowisata Temen</i>	Agrotourism in Temen village
9.	<i>Desa Wisata Cekeng</i>	Cultural attraction in Pengotan village
10.	<i>Bukit Srokadan</i>	Beautiful scene on Srokadan hill
11.	<i>Bukit Demulih</i>	Beautiful scene on Demulih hill
12.	<i>Pura dalem Bangun Lemah</i>	Holy Pura in Bangun Lemah Village
13.	<i>Air Terjun Tukad Cepung</i>	Waterfall in Cepung river
14.	<i>Desa Wisata Undisan</i>	Cultural attraction in Undisan village
15.	<i>Panorama Jehem</i>	Beautiful view in Jehem village
16.	<i>Maha Praja</i>	Holy Pura in Maha Praja village
17.	<i>Dukuh Hill</i>	Beautiful scene on Dukuh hill
18.	<i>Pura Tirta Payuk</i>	Water Pura in Payuk village
19.	<i>Air terjun Kutuh</i>	Waterfall in Kutuh village
20.	<i>Candi Tebing Jehem</i>	A temple on cliffs in Jehem
21.	<i>Air terjun Desa Bunutin</i>	Waterfall in Bunutin village
22.	<i>Air Terjun Kubu Salya</i>	Waterfall in Salya village
23.	<i>Pendakian Gunung Abang</i>	Hiking track in Mount Abang
24.	<i>Desa Wisata Songan</i>	Cultural attractions in Songan village
25.	<i>Wisata Kintamani</i>	Beautiful scene on Kintamani area
26.	<i>Pendakian Gunung Batur</i>	Hiking track in Batur mount
27.	<i>Batur Natural Hotspring</i>	Natural hot spring pool n Batur
28.	<i>Desa Wisata Trunyan</i>	Cultural attraction in Trunyan village

The data show that many tourism destinations employ commendatory name which means that there are interesting and attractive geographical peculiarities such as *Stone Garden* shows that stone is the main commodity of tourism in this area. People come there to enjoy the attractions dominated by stone. In addition, *Air terjun Campuhan* also presents the geographical character. It can be summed that the branding of the destination employing commendatory toponym are the peculiarities of tourism destination.

#### 5. Shift Names

Shift naming means the name of the destination is derived from the existing naming which have been moved from one location to another. The names of tourism destinations in Geopark Gunung Batur that use shift name can be seen in Table 10.

The tourism destination in this type of toponym is *Air Terjun Kuning*, *Guliang Kangin*, *Waterboom Sidembunut*, *Penglukatan Beji Selati*, *Desa Wisata Pengotan*, and *Desa Wisata Panglipuran* etc. The names of *Sidembunut*, *panglipuran*, *Temen*, *Cekeng*, etc. They are the existing naming compounded with other words to form the toponym. There is a moving from one place to others, and the words are reused and become the names of different one. Therefore, the branding of the tourism destination is the famous naming that has been used by other name before.

#### CONCLUSION

Based on the data analysis and result, it can be concluded that the tourism destinations especially the geotourism in the area of UGG Batur, morphologically, employ compounding of two or more than two words, coinage from the words existing in local language and culture, blending from two or more than two words, combination between compounding and coinage in local language, combination between compounding and blending of some words, and combination between compounding and backformation. Toponymically, the names mean the descriptive ones that give descriptions and characterization of the tourism destinations, the incident one deriving from an event associated with a person, names of human actions and from feelings, the commemorative names relating closely to memory or in honor of outstanding people in the tourism destination, commendatory names relating to attractive geographical peculiarities of the destination, and shift names that the names are moved from one location to another. Related to branding, it is identified that the names of tourism destinations have brand function in line with their word formation and toponyms, then they are branding the area or location of the destination, the nature

peculiarities of the destinations, the cultural aspect, and also the religious purposes. Furthermore, names have important role to communicate the types and characteristics, the facility, and the location of the nature tourism objects and destinations to form the geotourism branding.

### Acknowledgments

Big gratitude is conveyed to Rector of Universitas Padjadjaran that has facilitated the process of the research for 3 (three) years through RDDU grant, Office of Tourism and Culture Bangli Regency and the Center of UGG Batur Bangli Residence Bali for the data supports.

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Article history:

Received: 29.04.2020

Revised: 06.06.2020

Accepted: 14.07.2020

Available online: 31.07.2020