

## THE LINGUISTIC CREATIVITY AND ITS IMPACT ON LOCAL ECONOMIC POTENTIAL AND GLOBAL INCOME

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### ABSTRACT

This study examines the linguistic creativity in the naming practices of restaurants in Manado, Indonesia, focusing on the influence of local culture, language, and global trends. The research analyzes a sample of 230 restaurant names to explore the types of languages used, including Indonesian, local dialects, foreign languages, and hybrid combinations. The findings show that Indonesian names dominate the market, making up 51.3% of the total sample, followed by foreign language names at 16.1%, and local dialect names at 12.2%. Hybrid names combining local and foreign elements account for 32.2% of the total, reflecting a blending of local and global influences in Manado's culinary scene. The study also explores the use of linguistic strategies such as wordplay, alliteration, and metaphors, highlighting their role in shaping brand identities and consumer perceptions. These creative strategies not only enhance brand recall but also serve as powerful tools for differentiation in a competitive market. The research emphasizes the significance of cultural and regional factors in shaping naming trends, with local dialects and cultural references playing a central role in creating authentic and relatable brands. It also compares the naming practices in Manado with those in other regions, suggesting that while global influences are present, the local culture remains a key element in restaurant branding. The paper concludes with practical implications for restaurant owners and marketers, providing insights into effective naming strategies to attract and engage customers. The study further identifies limitations, such as its sample size and geographic scope, and suggests areas for future research, including expanding the study to other cities or focusing on specific restaurant types.

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### INTRODUCTION

In the era of globalization, the culinary sector in Indonesia has experienced significant changes, not only in terms of food offerings but also in the way restaurants market themselves to the public. The growing influence of foreign cultures, facilitated by technology and media, has made its mark on the restaurant industry, especially in urban areas (Leung & Loo, 2020; Madanaguli et al., 2022; Swink et al., 2022). As global trends are adopted, one of the most visible changes is the shift in restaurant naming conventions. A restaurant's name is not just a means of identification, but it serves as an important marketing tool that helps position the business in the minds of consumers. A well-chosen

name can instantly evoke a particular image, set expectations, and attract a specific customer base. In today's competitive market, restaurateurs are increasingly aware that a unique and creative name can make a significant difference in standing out from competitors, building brand loyalty, and creating a lasting impression on customers (Barbosa et al., 2023; Huang & Chen, 2021; Yunpeng & Khan, 2021). The choice of language in a restaurant's name plays a central role in shaping its image. In Indonesia, names can range from traditional ones, such as "Warung" or "Kedai," to modern and international-sounding names like "Cafe," "Restaurant," or even names in foreign languages like English, Japanese, or Italian. The use of foreign languages is often seen as a strategy to convey modernity, sophistication, or an international flair. On the other hand, local names are perceived as more authentic and grounded in tradition, appealing to a sense of cultural pride and nostalgia. The choice between these two approaches depends on the target audience and the type of experience the restaurant owner wishes to offer. With the increasing prevalence of foreign-owned restaurants in Indonesia, the question arises: to what extent does linguistic creativity, in both local and foreign language usage, impact the success of a restaurant's brand?

Linguistic creativity in naming restaurants is not a trivial matter; it requires careful consideration of various factors such as target market, cultural trends, and even the geographic location of the restaurant. A name that resonates with customers in one city may not have the same effect in another, particularly when the names reflect local or regional characteristics (Huang & Chen, 2021). In a multicultural country like Indonesia, the use of regional languages can serve as a powerful tool for connecting with the local community, while foreign-language names can appeal to the more cosmopolitan and international segments of the market. Furthermore, some restaurants in Indonesia use names that combine both elements, thereby reflecting the glocalization trend where local culture meets global influences. This blending of identities can make the restaurant more appealing to both local and international consumers, offering a unique blend of authenticity and modernity.

This research aims to explore how linguistic creativity in naming restaurants in Manado, a city with diverse cultural influences, impacts both the local economic potential and the restaurant's ability to attract global customers. Manado's rich cultural heritage, combined with its growing tourism sector, offers a unique case study for examining the relationship between restaurant names and business success (Yunpeng & Khan, 2021)). By analyzing 230 restaurant names in the city, this study will investigate the various linguistic strategies employed by restaurant owners and the impact these names have on their competitive edge. Additionally, the study will look at how language choice in naming restaurants can affect customer perceptions, loyalty, and overall business performance. Through this research, it is hoped that a deeper understanding of the role of linguistic creativity in culinary branding will emerge.

Previous studies have highlighted the growing importance of linguistic creativity in restaurant branding, but much of the research has focused on the use of foreign languages in the naming process. Using foreign languages in restaurant names, especially English, is often associated with higher customer perceptions of quality and exclusivity (Dsouza & Sharma, 2020; Karagiannis & Andrinou, 2021; Remar et al., 2021). This practice appeals to customers who seek an international dining experience, often associating foreign names with sophistication and modernity. With English-language names tend to attract a higher number of urban customers and tourists, as they are perceived as more contemporary and cosmopolitan. This aligns with the global trend where restaurants try to create an international appeal to cater to a broader audience, especially in tourist-heavy cities. However, studies also show that using local languages in restaurant names remains highly effective, particularly in establishing a connection with local consumers. Another researcher (Harba et al., 2021; Jeong et al., 2021; Remar et al., 2021) found that when restaurants use local language names, they are more likely to evoke feelings of cultural pride and nostalgia among customers. This can be especially important for businesses targeting the local population, as it strengthens the emotional bond with the

community. Furthermore, regional language names can signal authenticity and a commitment to preserving local culinary traditions. This is particularly relevant in cities with rich cultural heritages, where customers may prefer dining experiences that reflect their local identity. In this sense, the use of local languages offers restaurateurs a way to differentiate their businesses from the globalized trend of foreign-language naming.

Recent research by (Deng & Yang, 2021; Madeira et al., 2021; Rita et al., 2022) has also highlighted the role of linguistic creativity in shaping a restaurant's brand identity. Beyond the choice of language, the creative use of metaphors, puns, and alliterations in restaurant names has been found to improve customer recall and brand recognition. Linguistic creativity in restaurant naming can also help businesses tap into local trends, cultural references, and humor, making the name more relatable and memorable. This creative approach allows restaurants to communicate a specific message about their culinary offerings, atmosphere, and overall dining experience. In particular, creative restaurant names can serve as conversation starters, attracting customers through curiosity or humor, and thereby increasing the chances of word-of-mouth marketing.

Although previous research has addressed the importance of language choice in restaurant branding, there is a significant gap in understanding the interplay between linguistic creativity and the economic success of restaurants, particularly in terms of both local economic growth and global market reach (Harba et al., 2021). Existing studies tend to focus either on local or international branding strategies, without fully considering how linguistic creativity can bridge these two aspects. There is also limited research on the specific impact of restaurant names on the competitiveness of businesses in cities like Manado, where regional language and local culture play a significant role. This study aims to fill these gaps by examining how creative restaurant names, influenced by local and global linguistic elements, affect both local customer loyalty and broader international appeal.

Moreover, while much of the previous research has been conducted in metropolitan cities such as Jakarta and Surabaya, there has been limited exploration of smaller cities or tourist destinations like Manado. The linguistic dynamics in these regions may differ significantly from those in larger cities due to their unique cultural, historical, and economic contexts ((Deng & Yang, 2021). By focusing on Manado, this study will provide insights into how restaurant names contribute to local economic development, tourism, and the global competitiveness of culinary businesses. The findings could help bridge the gap between theoretical knowledge of branding and practical applications for restaurant owners, especially in emerging markets.

This study brings a fresh perspective by examining the relationship between linguistic creativity in restaurant naming and its impact on both local economic potential and global revenue. Most existing research on restaurant branding has primarily focused on the use of language in marketing communication, consumer perception, or advertising (Rita et al., 2022). This study, however, extends that focus by investigating the role of linguistic creativity in building a restaurant's brand identity and how it influences its business performance. By emphasizing the economic implications of restaurant naming, this research offers a new angle on the role of language in culinary entrepreneurship and business success.

Additionally, this research introduces the concept of glocalization within the culinary industry, focusing on how restaurant owners combine local and global linguistic elements in their names. While some studies have touched on glocalization in other industries, few have explored its application in restaurant branding (Harba et al., 2021). By combining local culture and international appeal, restaurateurs can cater to both local and international customers, a strategy that has been underexplored in the context of the restaurant business. This unique approach will offer valuable insights into how linguistic creativity can be leveraged to create brands that resonate with diverse consumer segments, contributing to both local and global business growth.

The main objective of this research is to analyze the role of linguistic creativity in the naming of restaurants in Manado and examine how language choice, creative structures, and cultural elements impact the competitiveness of these businesses in both local and global markets. By exploring the effects of different naming strategies, this study aims to uncover how restaurants can enhance their appeal and attract diverse customer bases. This research will provide valuable insights for restaurateurs and culinary entrepreneurs, helping them understand the impact of linguistic creativity on brand development and business success. The findings will guide restaurant owners in choosing names that not only attract local customers but also increase their appeal in global markets. Additionally, this study can contribute to the broader understanding of how restaurant names influence customer loyalty, market positioning, and the long-term success of culinary businesses.

## METHOD

This study employs a mixed-methods approach (Asad et al., 2022; Gupta et al., 2024), combining both quantitative and qualitative research techniques to provide a comprehensive understanding of linguistic creativity in restaurant naming in Manado. The first phase involves quantitative data collection through a survey of 230 restaurant owners or managers in five districts: Malalayang, Wenang, Singkil, Paal 2, and Kairagi. The survey will gather numerical data on restaurant naming trends, patterns, and linguistic choices, including factors such as the use of local versus foreign languages and target market considerations. This phase aims to capture broad trends and provide statistical insights into the common naming practices across the city. In the second phase, qualitative data will be collected through semi-structured interviews with a subset of restaurant owners to explore the underlying creative processes and motivations behind restaurant names. The interviews will focus on understanding the linguistic, cultural, and market-driven factors that influence naming decisions. Open-ended questions will allow participants to share their personal experiences and creative thought processes in choosing names for their establishments. The qualitative data will enrich the quantitative findings by providing a deeper, context-specific understanding of the linguistic creativity involved in restaurant naming.

Data analysis will involve both descriptive statistical analysis for the quantitative data and thematic analysis for the qualitative data. Descriptive statistics will be used to examine the frequency and distribution of various naming patterns, while thematic analysis will identify recurring themes, motivations, and linguistic strategies in the interviews. The integration of both methods will ensure a comprehensive understanding of the linguistic creativity in restaurant names and allow for triangulation of the results. Ultimately, this approach will provide a detailed analysis of how linguistic elements and creative processes influence restaurant branding and consumer perception in Manado.

## RESULTS AND DISCUSSION

### Result

The data reveals a diverse range of naming strategies, reflecting both local traditions and global influences. The use of different languages and terminologies demonstrates the cultural richness of the city and the growing impact of globalization on the culinary industry. The frequency distribution of language categories provides insights into the preferences of restaurant owners in selecting names that resonate with their target market. Additionally, the analysis of linguistic creativity highlights how various naming structures, wordplay, and metaphors are utilized to create distinct and memorable restaurant identities. These findings shed light on how language and culture intersect in the local food industry, shaping both consumer perceptions and branding strategies. The following tables illustrate the frequency of language use and the creative aspects of restaurant names.



**Table 1: Frequency of Restaurant Naming**

Language Category	Count	Percentage (%)
<b>Indonesian</b>	118	51.3
<b>Foreign</b>	37	16.1
<b>Local</b>	28	12.2
<b>Indonesian-Foreign</b>	38	16.5
<b>Indonesian-Local</b>	36	15.7
<b>Local-Foreign</b>	3	1.3
<b>Total</b>	<b>230</b>	<b>100</b>

The data in Table 1 shows the frequency distribution of language categories in the naming of restaurants in Manado. The category "Indonesian" dominates with 118 names, comprising 51.3% of the total. This suggests a strong preference for using the national language in restaurant names, reflecting the cultural connection to Indonesia's culinary heritage. The "Foreign" language category, representing 16.1% of names, indicates a growing trend of global influence in the local food scene. "Indonesian-Foreign" and "Indonesian-Local" categories, each comprising around 16%, further illustrate the blending of local and international elements in restaurant names. This reflects a fusion of global and local culinary identities, which cater to diverse consumer preferences. The "Local-Foreign" category, however, is the least frequent, with only 1.3%, suggesting that combining local and foreign languages in one name remains a rare practice in Manado's restaurant naming conventions. Overall, the data highlights how language choices play a crucial role in shaping restaurant branding, with a clear inclination towards maintaining local identity while adapting to global trends.

**Table 2: Linguistic Creativity**

No	Category of Study	Short Description	Example Restaurant Names from Your Data
1	Language Choice	Choice of language in naming: Indonesian, local, foreign, or mixed	Rumah Makan Tude Manado, Pepper Lunch, Popolulu
2	Name Structure	Name form, name length, abbreviation, phrase, metaphor, word combination	RM. BENPOL, Raja Oci, Rumah Makan Nyuk Nyang Ba Om Marthen
3	Local Elements and Cultural Identity	Use of local culture, regional identity, place names, or tradition	Warung Lamongan Khanza, Rumah Makan Minahasa Blessing
4	Semantic and Lexical Creativity	Wordplay, puns, alliteration, rhyme, new words, abbreviations	Ayam Goreng RADJA, Popolulu, RM. BENPOL
5	Globalization Influence and Foreign Language	Use of foreign terms or hybrid language in naming	Ichi Ban, President Bakery, Deep Sea Tuna House & Cafe
6	Communicative Function and Branding	Names conveying messages, food types, quality, or values of the business	Rumah Makan Ayam Lalapan Khas Yogya, Warung Makan Selera Minahasa
7	Phonological Aesthetics and Sound Beauty	Name sound beauty: alliteration, assonance, rhythm, ease of pronunciation	Raja Oci, Popolulu, Ayam Goreng RADJA
8	Use of Symbols and Metaphors	Use of symbols, metaphors, or connotations to add meaning and appeal	Raja Sate, Rumah Makan Ragey Kaaruyen
9	Name Differentiation and Uniqueness	How names differentiate businesses from competitors, creating uniqueness	Padang Raya, Pepper Lunch, Deep Sea Tuna House & Cafe

Table 2 provides a breakdown of the linguistic creativity observed in restaurant names in Manado. This table highlights various aspects of creative language use, including language choice, name structure, local cultural elements,

and the influence of globalization. The "Language Choice" category shows how different languages are incorporated into names, ranging from local languages to foreign terms. "Name Structure" focuses on the variety of naming styles, such as abbreviations, metaphors, and combinations of words. The inclusion of "Local Elements and Cultural Identity" reveals the importance of regional and traditional influences in creating authentic connections with consumers. "Semantic and Lexical Creativity" demonstrates how wordplay and alliteration contribute to creating memorable and engaging names. The table also highlights the growing influence of globalization, with many restaurants adopting foreign language elements to attract a wider market. Furthermore, the communicative function of names ensures that the restaurant's offerings and values are clearly conveyed. Lastly, the use of phonological aesthetics and metaphors enhances the appeal and differentiation of restaurant names in a competitive market.

### Discussion

The survey data provides valuable insights into the trends surrounding restaurant naming practices in Manado, which reflect the influence of both local cultural elements and global trends. A notable observation is the predominance of Indonesian language in restaurant names, which makes up over half of the sampled names. This suggests that the local community still strongly values its cultural and linguistic heritage, even in the context of the rapidly globalizing restaurant industry. The significant number of hybrid language names, such as "Indonesian-Foreign" and "Indonesian-Local," further highlights the blend of traditional and global influences. This duality in naming suggests that restaurant owners are conscious of catering to both local sensibilities and the growing international tourism sector in Manado. The use of foreign languages, though less common, is a response to the increasingly globalized market, allowing businesses to attract a broader and more diverse customer base. This pattern of incorporating both local and global elements into restaurant names serves as an effective branding tool, allowing owners to balance tradition with modernity.

The broader naming trends in the survey reveal a complex interplay of local and global influences that shape restaurant branding in Manado. The data suggests that while local language remains dominant, there is an increasing shift toward incorporating international elements, particularly English, in restaurant names. This is likely a response to the growing influence of global food trends and the influx of international tourists in the region. Interestingly, hybrid names combining Indonesian with foreign terms or local dialects seem to serve as a middle ground, reflecting both local pride and cosmopolitan aspirations (Rita et al., 2022). The trend towards linguistic creativity, seen in the use of metaphors, alliteration, and wordplay, is another prominent feature. This creative naming strategy enables restaurants to establish memorable identities that are easy to recall, thereby enhancing brand recognition and customer loyalty.

The data also points to an interesting correlation between the type of restaurant and the naming conventions employed. For example, fine dining establishments tend to use names that incorporate foreign terms or cultural references to evoke sophistication, exclusivity, and an international appeal. Conversely, local eateries and casual dining establishments often favor names rooted in Indonesian or local Minahasa language, emphasizing authenticity and cultural connection. This differentiation in naming patterns underscores the importance of aligning the restaurant name with the overall dining experience and the target demographic. High-end restaurants, seeking to cater to a more upscale clientele, are more likely to incorporate foreign words or phrases that convey luxury and refinement, while casual dining spots rely on familiar, culturally resonant names that resonate with the local community. This pattern of naming based on restaurant type helps position the brand in the market and communicates the level of formality and experience that customers can expect.

### **Comparison of Findings with Existing Studies on Restaurant Naming and Linguistic Creativity**

When comparing the findings of this study with existing research on restaurant naming and linguistic creativity, there are several points of convergence and divergence. Previous studies have similarly highlighted the importance of language in creating a restaurant's brand identity, with some research suggesting that names that are easy to pronounce and recall are more likely to be successful. The use of wordplay, alliteration, and metaphors in restaurant names has also been identified as a key factor in establishing a strong brand presence (Choi & Seo, 2021; Hay et al., 2021; Safeer & Liu, 2022). However, this study adds a unique perspective by focusing specifically on the dynamic relationship between local language, culture, and global influences in a rapidly evolving market like Manado. Unlike studies conducted in other regions, where globalization often overshadows local influences, the data from Manado shows a balance between the two, with restaurant owners blending both cultural pride and international appeal in their naming practices.

Linguistic creativity plays a significant role in shaping restaurant names in Manado, as it allows owners to craft unique identities that resonate with customers. Common strategies include the use of wordplay, alliteration, and the incorporation of cultural references, which make the names more memorable and engaging. The use of metaphors and symbolic language, such as "Warung Lamongan Khanza" or "Raja Sate," adds depth to the restaurant's identity, signaling not only the type of cuisine but also the cultural or regional influence that the restaurant embodies. Alliteration, as seen in names like "Ayam Goreng RADJA," serves a dual purpose: it creates a catchy, rhythmic name that is easy for customers to remember while also providing an auditory sense of harmony and appeal (Rita et al., 2022). This creativity is a vital tool in restaurant marketing, as it helps to differentiate one restaurant from another in a crowded and competitive market.

### **How Linguistic Creativity Influences Brand Identity and Consumer Perception**

Linguistic creativity significantly impacts a restaurant's brand identity and how it is perceived by consumers. A well-crafted name can evoke specific emotions, cultural associations, or expectations about the dining experience. For example, the use of local dialects or culturally significant terms in restaurant names helps build a connection with the local community, while the inclusion of foreign language elements signals a modern, cosmopolitan approach to dining. The creative use of language also aids in making restaurant names more memorable, which is crucial for customer retention and brand recognition (Fahmi et al., 2021; Gu et al., 2022; Lin, 2021). As customers often form perceptions of a restaurant based on its name, the right linguistic choices can set the tone for the overall dining experience. Furthermore, names that are playful, catchy, or culturally meaningful can spark curiosity, encouraging customers to visit and explore the menu.

The findings of this study have important implications for restaurant marketing and customer engagement. By understanding the role of linguistic creativity in restaurant naming, owners can leverage it to build a stronger brand identity and connect with their target market. For example, restaurants that aim to attract a younger, trend-conscious audience may benefit from using more modern, international-sounding names that appeal to cosmopolitan tastes. On the other hand, restaurants that wish to appeal to local customers may focus on names that reflect cultural pride and authenticity (Remar et al., 2021). Marketing efforts can further be aligned with the naming strategy by highlighting the cultural or linguistic significance of the restaurant's name in promotional materials. Engaging with customers through storytelling—such as explaining the cultural meaning behind a name—can create a deeper connection and enhance brand loyalty. By aligning restaurant names with broader marketing strategies, owners can effectively enhance customer engagement and retention.

Local culture and language play a crucial role in shaping restaurant names in Manado. The use of Minahasa language and cultural references in restaurant names reinforces the region's culinary traditions and enhances the authenticity of the dining experience. Names like "Warung Makan Selera Minahasa" or "Rumah Makan Tude Manado" serve as direct indicators of the type of cuisine offered and the cultural context from which it originates. This practice not only appeals to local customers but also attracts tourists seeking authentic regional cuisine (Remar et al., 2021). The cultural influence is not limited to language alone; it also encompasses the values and identity associated with local food practices. For instance, the naming of restaurants that focus on traditional Minahasa dishes signals a commitment to preserving culinary heritage, which is an important selling point for consumers interested in experiencing local flavors.

### **The Role of Local Dialects, Traditions, and Cultural Identity in Shaping Restaurant Branding**

Local dialects and traditions play a vital role in shaping restaurant branding in Manado. By using the Minahasa language or references to local customs, restaurant owners are able to create names that resonate deeply with the community. This connection to cultural identity not only helps reinforce local pride but also contributes to the authenticity of the dining experience (Jeong et al., 2021). For instance, "Raja Sate" and "Rumah Makan Minahasa Blessing" reflect both local culinary traditions and the region's cultural significance. These names appeal to customers who value authenticity and seek out places that offer a true taste of the region. The use of local dialects and cultural symbols in restaurant names helps establish a sense of belonging and familiarity, particularly for the local population. This strategy also helps restaurants stand out in a competitive market, where authenticity can be a significant differentiating factor.

When compared to other regions in Indonesia, the naming practices observed in Manado reveal both similarities and differences. In larger cities such as Jakarta or Bali, restaurant names tend to be more influenced by global trends and international cuisines, with English-language names often serving as a marker of sophistication. In contrast, Manado's restaurant names reflect a stronger emphasis on local culture and language. While there are certainly international influences, as evidenced by the use of English and hybrid language forms, the cultural connection to Minahasa traditions remains a central theme in many restaurant names (Jeong et al., 2021). This regional difference highlights the importance of cultural identity in the naming process and reflects the broader culinary landscape of Indonesia, where local customs continue to play a significant role in shaping the dining experience.

For restaurant owners and marketers, understanding the trends in restaurant naming is essential for creating effective branding strategies. One of the key takeaways from this study is the importance of aligning a restaurant's name with its target market and the overall dining experience. For restaurants that aim to appeal to a global audience, incorporating foreign languages or modern naming conventions may be beneficial. On the other hand, establishments targeting local customers may benefit from names that emphasize authenticity, cultural heritage, and regional identity. Restaurant owners should also consider the use of linguistic creativity, such as wordplay and alliteration, to make their names more memorable and engaging. Finally, marketers can leverage these naming trends in promotional campaigns by highlighting the cultural significance of restaurant names and reinforcing the connection between the name and the dining experience.

While this study offers valuable insights into restaurant naming practices in Manado, it is not without its limitations. The sample size is relatively small, and the study is confined to a specific geographic area. Future research could expand the scope by including other cities in Indonesia or even other countries to provide a more comprehensive understanding of restaurant naming trends across different cultural contexts (Harba et al., 2021). Additionally, future studies could explore the relationship between restaurant names and other business metrics, such as customer loyalty,



sales performance, and brand recognition. Investigating how the naming of a restaurant influences customer behavior and business success would provide deeper insights into the practical implications of naming strategies. Further research could also examine how naming trends evolve over time in response to changes in consumer preferences and market dynamics.

## CONCLUSION

In conclusion, the study of restaurant naming practices in Manado reveals that linguistic creativity, cultural identity, and market positioning all play pivotal roles in shaping restaurant names. The data indicates a clear preference for names that incorporate local languages, particularly the Minahasa dialect, which helps reinforce cultural ties and authenticity. However, the incorporation of foreign language elements and hybrid names suggests that restaurant owners are also responding to global food trends and catering to a broader, more cosmopolitan audience. The strategic use of wordplay, metaphors, and alliteration further enhances brand memorability, which is essential for customer engagement and market differentiation. These linguistic strategies are not only creative but serve as effective marketing tools to attract and retain customers. By aligning restaurant names with the cultural values of the local community while embracing global influences, restaurant owners can establish strong brand identities that appeal to a wide range of consumers. The findings underscore the importance of naming as an integral part of restaurant branding and positioning in the competitive market. Therefore, linguistic creativity remains a valuable asset for restaurants seeking to differentiate themselves and build lasting connections with their customers.

Furthermore, the study highlights the importance of considering local cultural and regional influences when crafting a restaurant's name. In Manado, the use of cultural references and local dialects has proven to be an effective way to evoke a sense of community and authenticity. This approach resonates deeply with both local customers and tourists seeking an authentic dining experience. While international influences are also evident in some restaurant names, they do not overshadow the significance of local culture in shaping the overall brand identity. Future research could expand on these findings by exploring how naming trends evolve in other regions or by examining the impact of naming on business outcomes, such as customer loyalty and sales. As the culinary landscape continues to evolve, understanding the relationship between restaurant names, linguistic creativity, and consumer perception will be crucial for restaurant owners and marketers. By carefully considering naming practices, restaurants can strengthen their market presence and enhance customer engagement, ensuring long-term success in a competitive industry.

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