

## **Associative Meanings in Semantic Prototypicality of Durian Naming in Jember, East Java, Indonesia**

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### **Abstract**

*This research aims at revealing the associative meanings of durian naming on the subordinate level. The data of this research are durian names taken from two biggest places producing large number of durian harvesting in Jember, East Java. Employing Leech's classification of meanings, durian as the semantical prototype is broken down into variously associative meanings. Based on the properties that a durian has, the specialties or distinctive marks come to be the characteristics that are associated to the names given. The result shows that among 30 durian names, they are distributed into 4 associative meanings comprising connotative meaning (19 names), affective meaning (6 names), reflected meaning (3 names), and social meaning (2 names). Those groupings of meanings as the subordinate levels of semantical prototype of durian come to exist due to the associatively mental image or concept of experience proximity.*

**Keywords:** *Associative Meaning, Durian, Prototype, Subordinate Level*

## **INTRODUCTION**

Durian as the native fruit of Southeast Asia goes into riveting firestorm because of its smell. Non-native of Southeast Asians dislike this pungent fruit. They, in some articles, tag it smelly, stinky, and awful (Genthe, 1999; Bates, 2017; Jennings, 2023; Vincent, 2023; Ryan, 2024). On his writing, Genthe (1999) quoted some journalists' impressions when they ate durian, comprising "eating durian seems to be the sacrifice of self-respect", "eating durian seems like eating the flesh of some animal in a state of putrefaction", and "durian is yet potently odoriferous". Bates (2017) cited scientists' view on durian smell that although durian was commercially valuable fruit, but it had a bad rap with famously stinky smell. Similar to Bates, Jennings (2023) also asserted that durian got a bad rap due to its strong smell, and that durian was described as tasting like cheese, almonds, garlic, and caramel at once. Further, Vincent (2023) claimed that durian was not only well-known for its delicacy, but also for its stinkiest smell. The smell detected in durian included honey, roasted onion, sulfur, caramel, soup seasoning, rotten egg, rotten cabbage, skunk, and fruit. Ryan (2024) avouched that durian likened the mixing of "sulfur, sewage, fruit, honey, and roasted and rotting onions". All the aforementioned pungent smell of durian is popularly recognized and not all people like its not-so-fragrant reputation, therefore it has been banned from public spaces, airports, hotels, trains, etc.

Despite its smell, durian is very nutritious. Dass (2020) reported that durian consisted of vitamin B, C, and E. Durian was also a source of carbohydrate, protein, iron, and potassium. In addition, Jennings (2023) detailed that one cup of durian (243 grams) provided calories (357), fat (13 grams), carbohydrate (66 grams) fiber (9 grams), protein (4 grams), vitamin C (80% of the Daily Value/DV), thiamine (61% of the DV), manganese (39% of the DV), vitamin B6 (38% of the DV), potassium (30% of the DV), riboflavin (29% of the DV), copper (25% of the DV), folate (22% of the DV), magnesium (18% of the DV), and niacin (13% of the DV). Besides, durian was also rich in healthy plant compounds, covering anthocyanins, carotenoids,

polyphenols, and flavonoids which were functioned as antioxidants. Therefore, durian is labelled as “the king of fruit”.

Durian with its sharp green spikes is the genus of *Durio* whose most common and economically valuable species is *Durio Zibethinus*. The popular name durian is derived from the Malay word “duri” which means thorn, and the species name “zibethinus” is derived from the Italian word “zibetto” which means strong aroma (Ketsa, 2018). Durian is depicted as melon-shaped fruit that has creamy, yellow, custard-like flesh whose pulp encases a hard and light-brown seed (Dass, 2020). Durian’s flesh is not only in yellow color, but it has variegated colors of flesh comprising red, orange, golden yellow, and white. Most agree that the variety of durian is determined by its flesh, although the size also contributes to its particular name of variety. Schwartz & Tomky (2023) confirmed that there were more than 500 types of durian. Some of them are Musang King, Monthong, Hokkien, and Puyat. Musang King has buttery flesh whose taste is the mixing of sweet and a bit bitter flavor, and it is originally grown in Malaysia. Monthong or “golden pillow” in English has thick, creamy, and sweet taste with caramel notes or odor. This smell is milder compared to other variety. Monthong is commonly in big and ovular shape. It is very popular and originally from Thailand. Different from the two previous varieties of durian, Kan Yao is considered as the most expensive durian in the world. It has a custard-like flesh and it is exclusively grown in Thailand. Another durian variety that also grows in Malaysia is Hokkien. Unlike others, Hokkien’s flesh comes in many different colors, from yellow to orange to bright red. The taste of its flesh is creamy, the pulp is slightly drier, and the aroma is milder than other varieties. The last variety, Puyat, is very popular and originally from Philippines. The taste is sweet but it has a little bit bitterness. The shape of this durian is like pear and is large. It has thick brown spikes. Other than those that have already instanced by Schwartz & Tomky, other varieties found in are D24, D101, Red Prawn, and Black Pearl. The letter “D” that might be the initial of this king of fruit is grown and genetically engineered. D24 is native to Indonesia. It has a slightly bitter flavor and a firm texture. Different from D24, D101 has sweet and nutty flavor. Although D24 and D101 is a bit different in flavor but it has similar firm texture of pulp. This D101 is a variety that is native to Vietnam. The next variety, Red Prawn, is native to Thailand. Although it is named as red but the color is not actually in the true red, but it ranges from light orange, pale pink, cream-colored to Salmon. The taste is sweet and fruity, and the texture of its pulp is soft and creamy. The last variety, Black Pearl that is native to Philippines, has creamy flavor and tiny seed. The name implies that this variety is particularly characterized by its pearl-like seed that is very small. The taste of this flesh is bitter-sweetness, and the texture is soft and custard-like (The Taste of Thailand, 2023).

In Indonesia, durian is economically prized. It has widely global markets, from traditional markets to modern ones. It also has various marketing strategies including face-to-face selling to online offerings. The higher the demand and the more various servings, the more potential commodity the durian is. Thus, some genetic engineerings have been curiously conducted to get superior variety. Among 500 types of durian, Indonesia has more than 300 varieties (Amanatillah, 2021). Formerly, naming durian varieties was commonly based on its region where durian tree grew, such as durian Lampung, durian Palembang, durian Padang, durian Banyuwangi, etc. Lampung, Palembang, Padang, and Banyuwangi are the names of town in Indonesia. Nowadays, through cloning methods, new durian varieties with its specific characteristics bring about their new name, such as durian Petruk from Jepara (Central Java), durian Matahari from Bogor (West Java), durian Bokor from Majalengka (West Java), Durian Bawor from Banyumas (Central Java), and durian Bajul from Banyuwangi (East Java) (Safitri, 2019). This new way of naming durian interests the researchers to unveil the meaning beyond the given names.

This research is particularly designed to unravel durians’ names associatively in Jember

Region, East Java, Indonesia. Employing cognitive theory of meaning, this research is purposefully aimed at presenting durian as the prototype of semantical aspect, and elaborating durians' variant names within its conceptual hierarchies of basic level and subordinate level. Looking into their peculiar characteristics of subordinate level of durian variants through their names, this investigation is linked with associative meanings as it is named. Rosch (in Nagy, 2017) proposed the notion of prototype as a psychological approach to acknowledge the linguistic units into categorization. She exemplified the color "red" that was perceived in varicolored "red". The color "red" did not come into only one "red" because some were redder or brighter than others. People might see it as orange red or purple red that was not 'true' red. The idea of perceiving different "red" within "red" domain was assumed that conceptual structure of network of semantic links was naturally based on knowledge of concept.

A prototype is an object that is very typical to its kind that has specific characteristics as an entity or predicate. It is supposed to be the most typical of the extension of a predicate (Hufford et al, 2007). Prototype is the central of predicate or the most noticeable representative of a type that displays a set of essential properties of a category (Nagy, 2017). Hufford et al (2007) gave example that a man of medium height and average build, between 30 and 50 years old, with brownish hair, no particular distinctive characteristics or defects could be the prototype of the predicate "man" in certain area of the world. This prototype of the predicate "man" displayed the set of essential properties which fell into basic level of generality. Further, this theory of prototype was conceptualized into hierarchies in terms of the relational natures of their extended or more detailed characteristics. The prototypical hierarchies comprised 3 levels; a superordinate, basic, and subordinate (Nagy, 2017). On the example of the prototype "man", the superordinate level of this predicate is "human", and the basic level is "man". This basic level of this prototype could be specified based on the particularly typical traits into subordinate level into young man, old man, bold man, etc. In this research, the prototype of predicate is "durian". Avoiding misleading perceived meaning, this prototype should be semantically shared, as Hufford et al (2007) convinced that shared prototype should be generally agreed to be "the typical examples of the class of objects described by certain predicate". Durian as the semantic prototypicality has its shared and agreed predicate to have the following essential characteristics: its shapes can be oval or round (melon-shaped), its size can be large or small, its outer shell is hard and spiky, it has creamy and custard-like flesh in the form of pulps, and definitely it has pungent or potent smell. This prototype of predicate "durian" is further examined to its extended or subordinate level. There are various names given to durian variants. The names are specifically given because of its specialties in shape, texture, size, and taste. These specialties or distinctive marks result semantic prototypicality of durian into its subordinate level with various predicates. The subordinate level of predicates is investigated under the theory of associative meaning.

Associative meanings have more complexity in associating the linguistic units with the proximity of experience. They have open-ended and character variables that let them subsist on scales of ranges and that not make them as unconnected entity, either this or that term (Leech, 1981). Associative meanings are assorted into the following summarized types:

Table 1. Five Types of Associative Meaning (Leech, 1981)

Associative Meaning	Connotative Meaning	What is communicated by virtue of what language refers to.
	Social Meaning	What is communicated of social circumstances of language use.
	Affective Meaning	What is communicated of the feeling and attitudes of the speaker/writer.
	Reflected Meaning	What is communicated through association with

		another sense of the same expression.
	Collocative Meaning	What is communicated through association with words which tend to occur in the environment of another word.

Employing the above types of associative meaning, the subordinate level of durian naming within its basic level of domain “durian” is disclosed. The associations of mental connection representing in the specifically displaying characters of durians’ names predicate the subordinate level of semantically prototypical hierarchy.

## RESEARCH METHODS

This research is conducted qualitatively because the data to analyze are in the form of words. Denscombe (2010) avouched that “qualitative data take the form of words (spoken or written) and visual images (observed or creatively produced)”. The data of this research are the names of durian that are grown in Jember. Jember is one of the East Java Districts that supplies a huge number of durian. In 2022, it was reported that durian farmers harvested 116.740 quintals, with 5 sub-districts as the biggest producers including Sumberjambe, Sumberbaru, Ledokombo, Jelbuk, and Panti (Al-Ayubi, 2023). This research took the data in two places, namely Panti and Sumberjambe. These two were chosen due to its location that was close to reach and one of them has built a tourism spot named “kampung durian” (durian village). This tourism spot features natural wonder of forest landmark decorated with attractive recreational facilities, such as camping tent, swimming pool, and local culinary. Surrounded by durian cultivation that has been existing for hundred years, this *kampung durian*, for sure, offers multivarious durian. Sellers guarantee the taste, unless visitors may get it for free.

This study did interview to collect the data. The interviewees were durian farmers who have distributed their durian around the province for years. There were four interviewees whose most of their durian trees were inherited from their grandparents or even their great-grandparents. Therefore, their durian’s names are very local and are adopted from their mother tongue. Some of interviewees were one of the researchers’ friends, and others were obtained on the basis of the referral from the acknowledged ones. The data were taken by note-taking strategy when the interviews were carrying out. The questions were unstructured but with the main questions of durian naming and its meaning. The following step conducted was processing the data. The collected data from two places were alphabetically listed. The same names with the same meaning were dropped to avoid redundant research material. The fixed number of data were identified through detailing the particular characteristics as the specific entities ascribed to each durian name covering the size, the shape, the taste, the texture, and the others. The most dominant characteristics were paired with its name or predicate, and were connected to the assortments of associative meaning. The final step for the analysis was that whether both the specific characteristics and the meaning of given name were the real exact counterpart as the act of semantic associating.

## RESULT AND DISCUSSION

The result shows that among 30 durian names, there are 4 proffered types found, to wit, connotative; social; affective, and reflected meaning. The only collocative meaning is not detected. On the basis of the particular characteristics of durian (size, shape, taste, texture, and

others), the following table presents its names that are connected to most specific characteristic/s and their associative meanings.

Table 1. Durian names and their associative meanings related to their characteristics

No	Durian Names	Characteristics					Associative Meanings
		Size	Shape	Taste	Texture (pulp)	Others	
	bajul	√	√				connotative
	belanda				√		connotative
	bintang			√			affective
	ctm					√	reflected
	fatimah					√	social
	gendon	√	√				connotative
	jurang					√	connotative
	kasur				√		connotative
	kepodang				√		connotative
	kletek					√	affective
	kool				√		connotative
	lancing					√	reflected
	lato-lato	√	√				connotative
	lendhu					√	affective
	matadewa					√	affective
	mban					√	social
	nangka	√					connotative
	nyarwan			√			affective
	nyonya				√		connotative
	plotan				√		connotative
	prabhan					√	reflected
	ronjengan	√	√				connotative
	sakti					√	connotative
	salak					√	connotative
	sebabi	√	√				connotative
	seprit			√			affective
	setur	√					connotative
	si emas / simas				√		connotative
	sukun					√	connotative
	tapai			√			connotative

The above table briefly displays the names of durian that are very local and most of their associative meanings fall under connotative types. It reaches the highest number (19 names) among others because the chosen names connote their very personal, social, and historical association. Naming durian connotatively has specific and special semantic load that is closely allied to its characteristics which sometimes “over and above the conceptual content of the word” (Vizental in Nagy, 2017). The following type of associative meaning is affective which is functioned to express emotions, feelings, and attitude towards things. This type of meaning is found in 6 names. Besides, the reflected meaning that is found in 3 names is related to the various meaning when one sense of a word leads response to another sense. The last type, social meaning presents social circumstances of language use. It is commonly associated with phatic function of language. This type is found in 2 names. The following detail discussion elaborates each type of

associative meaning, comprising connotative meaning, affective meaning, reflected meaning, and social meaning.

### 1. Connotative Meaning

Connotative meaning is “the communicative values an expression has by virtue of what it refers to, over, and above its purely conceptual content” (Leech, 1981). Leech further describes that an expression within this type has properties of meaning, not only physical, but also psychological and social properties. Connotative meaning also includes the putative properties of the referent, due to the viewpoint adopted by an individual, or a group of people, or a whole society. In this research, there are 19 durian names that have connotative meaning. The following table shows durian names with their properties of referent.

Table 2. Connotative Meaning of Durian Names

No	Durian Names	Characteristics				
		Size	Shape	Taste	Texture(pulp)	Others
	setur	very big				
	nangka	big				
	bajul	big	oval			
	ronjengan	big	oval			
	sebab	big	round			
	gendon	small	oval			
	lato-lato	small	round			
	Ttpai			sweet with highly alcoholic taste		
	belanda				The color of the pulp is reddish yellow like the color of Dutch (belanda) people	
	kasur				The pulp has thick flesh and is soft	
	kepodang				The color of the pulp is yellow like oriole bird (kepodang)	
	kool				The pulp flesh is small like snail (kool)	
	Nyonya				The color of the pulp is reddish yellow like the color of Dutch (belanda) lady	
	plotan				The pulp is creamy and sticky	

	si emas/simas				The color of the pulp is golden yellow	
	sakti					The tree is not seasonal, so it is assumed as magic (sakti)
	salak					The tree grows in snakefruit (salak) plantation
	sukun					This durian does not have spikes. It looks like breadfruit (sukun)
	jurang					The tree grows in a canyon (jurang)

The durian names on the table above are arranged based on their properties of referent as the most dominant durian identities. The first two durian names are identified dominantly through its size, very big. The first durian name, “setur”, is train in English. Train is known as a series of connected vehicle that carries people or freight in a huge number, therefore physically the size of this vehicle is very big. This “very big” is taken as the referent to name durian, since the real size of this durian fruit is uncommonly big. Although it sounds like an overstatement to equate train with durian size, this association implies people’s viewpoint to portray the exceeding phenomenon. The second durian name, “nangka” which means jackfruit is an associative referent to identify this durian’s property. Jackfruit is the tropical fruit growing in an enormous size. The ripe jackfruit may reach 80 pounds in weight, 36 inches long, and 20 inches in diameter (<https://crfg.org/homepage/library/fruitfacts/jackfruit/>). Associating durian name with this jackfruit in terms of its size makes more sense, since both have similarly physical property.

The next three durian names, “bajul” (crocodile), “ronjengan” (mortar for pounding rice), and “sebabi” (*babi* = pig, *se* = similar to, *sebabi* = as big as pig). All those names are given to associatively depict the size. The conceptual content of size is coincident with the real-world experience. Bajul (Javanese) or crocodile (English) has greatly various size among its species. Crocodile starts their life around 20 centimeters long, and the largest species may reach over 5 to 6 meters long. The weight of this reptile family crocodylidae (order crocodylia) can be up to 1200 kilograms. (<https://www.newworldencyclopedia.org/entry/Crocodile>). Therefore, durian with its predicate “crocodile” is big in size and is oval or broadly elliptical in shape. Further, “ronjengan” (Madurese) or “lesung” (Javanese) is mortar for pounding rice that is commonly

made of wood (picture 1). This traditional tool for pounding rice is functioned by pounding the paddy to separate the skin from its grain (rice). It looks like a boat and is about 2 meters long, 50 centimeters wide, and 40 centimeters deep. Although this tool nowadays is not popularly used because people prefer to use rice grinding machine, “ronjengan” or “lesung” is conceptually rooted in people’s mental image. Therefore, durian named “ronjengan” associatively refers to the big size and long (oval) shape. The next durian name, “sebabi” means as big and oval as pig. This name is associated with the physical bigness and shape of pig body. Pig is domesticated animal whose weight is generally between 140 and 300 kilograms. Hence, durian “sebabi” is big and has ovoid shape.



(<https://njombangan.com/2016/05/06/tak-ingin-lupakan-tradisi-jawa-lesung-dilombakan/>)

Picture 1. Ronjengan/Lesung

Unlike the previous names of durian, the next two names, “gendon” and “lato-lato” imply totally different visible appearance, to wit small size. By the virtue of those referents, these names indicate the conceptual content of bigness. “gendon” is the larva of *rhynchophorus ferrugineus* or red palm weevil whose weight ranges from 4 to 6 grams and whose average weight is around 0,90 grams for males and 0,97 grams for female (see picture 2), ([https://www.sciencedirect.com/science/article/pii/S1018364722004530#:~:text=Fully%2Dgrown%20larval%20weight%20ranged,\(77%20%C2%B1%200.9%20days\),](https://www.sciencedirect.com/science/article/pii/S1018364722004530#:~:text=Fully%2Dgrown%20larval%20weight%20ranged,(77%20%C2%B1%200.9%20days),) while “lato-lato” or clackers or ker-bangers (see picture 3) is a toy that is formed out of two solid balls of polymer. It has about 5 centimeters in diameter, and is attached to finger tab with a firm string (<https://en.wikipedia.org/wiki/Clackers>). For that reasons, “gendon” and “lato-lato” are physically small like the larva and the toy. Similar in size, “gendon” and “lato-lato” are different in terms of their shape. “gendon” is having shape of a larva (oval), and “lato-lato” is having round-shape like a ball.



[https://bobo.grid.id/read/08677079/ulat-sagu-si-empuk-yang-padat-gizi#google\\_vignette](https://bobo.grid.id/read/08677079/ulat-sagu-si-empuk-yang-padat-gizi#google_vignette)



Picture 2. “gendon” (red palm weevil)



[https://id.wikipedia.org/wiki/Latto-latto#/media/Berkas:Kliklak\\_02.jpg](https://id.wikipedia.org/wiki/Latto-latto#/media/Berkas:Kliklak_02.jpg)

Picture 3. “lato-lato”

The next durian name that is specifically identified through its taste is “tapai”. Tapai or sometimes called “tape” in this region is traditional fermented cassava that has sweet and sour taste and contains alcoholic substance. These essential nature and particular characteristic becomes its properties of referent that cause this durian name to exist.

The other names of durian that have specific color of pulps that are associatively referred to the color of things are “Belanda”, “nyonya”, “kepodang”, “simas/si emas”. Durian with names “Belanda” (Netherland) and “nyonya” (lady) have the same referent. Both refers to Dutch (Nethreland people). “Belanda” referring to the name of the country Netherland had occupied Indonesia since 1800 until 1942, and had built economic and political power over Javanese trough trade and plantation. Dutch people whose country, Netherland, is located in Northwestern Europe, of course, has different appearance from Javanese. They are tall and has white skin tone, while Javanese is short and has light to dark brown skin tone. This contradictory look becomes the visible distinguishing property to associate durian names. Durian named “Belanda” and ‘nyonya” are characterized with its specific color of pulps which is linked to the color of Dutch skin. Although the color of Ducth skin is white, but Javanese presume that the Dutch skin tone is reddish yellow. This presumption might be caused by the reaction of sunburn when the Dutch skin is exposed to the sun. Therefore, these durians have reddish yellow pulps. Another durian which is named and predominantly characterized by the peculiar color is “kepodang” (oriole bird). This durian is associated with the color of birds’ plumage. Oriole birds have orange-and-black or yellow-and-black feathers. The chosen color representing the color of durian “kepodang” is yellow (picture 4). Similar to durian “kepodang”, durian “simas/si emas” also has yellow color but it is associated with gold color (golden). This specific color becomes the nature of property that characterizes durian “simas/si emas”.



<https://abcbirds.org/blog20/orioles-species-united-states/>

Picture 4. Oriole bird

Sharing the same property, durian “kasur” and “plotan” are identical in the taste of their pulps. Durian “kasur” has thick flesh and is soft. The word “kasur” refers to the traditional bed for sleeping that is made of ceiba pentandra tree. The tree is cultivated because it has cottonlike seed fibre, or it is also known as the Java cotton or Java kapok (picture 5). This Java cotton is collected and put into square cloth sheet whose edges have been stitched (picture 6). Thus, the pulp of durian “kasur” is as thick as “kasur” and as soft as its “kapok” (cotton). The word “plotan” refers to glutinous rice or sticky rice. This type of rice is named glutinous because it has sense of being glue-like or sticky ([https://en.wikipedia.org/wiki/Glutinous\\_rice](https://en.wikipedia.org/wiki/Glutinous_rice)). This characteristic of glutinous rice is predicated to the name of durian whose pulps are sticky. Durian “plotan” as it is associated with the characteristics of glutinous rice, also has creamy texture. Creamy texture is also related to the word glutinous which means not liquidy. Therefore, the informant confirmed that durian “plotan” has creamy and sticky pulps.



<https://lindungihutan.com/blog/mengenal-pohon-randu-dan-manfaatnya/>

Picture 5. Java cotton



<https://morefurniture.id/artikel/jenis-kasur-tingkatkan-kualitas-tidur>

Picture 6. Kasur

The last four durian names within this connotative meaning are not associatively connected to their characteristics. They are “sakti”, “salak”, “sukun”, and “jurang”. Durian “sakti” does not have any relation with its fruit’s characteristics, but it refers to the characteristic of the tree. The tree is not seasonal like other durian trees; hence it is called as “sakti” or “magic” in English. Unlike durian “sakti”, durian “sukun” is named as “sukun” or “breadfruit” in English because of its appearance. This durian is totally different from other durians because it does not have spikes, thus it looks like breadfruit (picture 7). The last two durian names “salak” (snakefruit) and “jurang” (canyon) are associated with their place when they were grown. Durian “salak” is grown within snakefruit plantation, and durian “jurang” is grown in a canyon.



<https://www.alodokter.com/kandungan-dan-manfaat-buah-sukun-bagi-kesehatan>

Picture 7. Breadfruit

## 2. Affective Meaning

Affective meaning is what is communicated of feeling or attitudes of the speaker or writer towards interlocutors or topic of discussion. Leech (1981) asserted that “it is often explicitly conveyed through the conceptual of connotative content of the words used.” The following durian names are associated with connotative contents whose meanings are linked to the feeling of the name givers.

Table 3. Affective Meaning of Durian Names

No	Durian Names	Characteristics				
		Size	Shape	Taste	Texture (pulp)	Others
	bintang			delicious, sweet and bitter		
	matadewa			extremely very delicious like “matadewa” (looking at God)		
	nyarwan			very sweet like it is stung by bee		
	seprit			like drinking soda with tingling sensation		
	kletek					The sound of (kletek) “clicking” heard from the tool for picking the durian.
6.	lendhu	very big				Since the size of fruit is very big, it causes shaking like the shaking of (lendhu) earthquake

The six listed names of durian on the above table are closely associated with the very personal feeling and attitude towards mostly taste of durian. The first name of durian is “bintang” (star) which contains connotative content, namely being superior, outstanding, supreme, or incomparable. The durian with its predicate “bintang” is incomparable, because the taste of this durian is very deliciously sweet and bitter. There are no other durians that have this such supreme flavor. This name of durian is completely based on the name giver’s personal preference of taste. People who dislike bitter taste will not perceive this durian to have extremely delicious taste. Thus, the attitude towards taste influences the way how this durian is associatively named.

The following affective meaning of durian name is also based on the taste. Although the informant did not mention clearly the definite taste, the taste of this durian “matadewa” is vividly conceived as exceedingly tasty flavor. The word “matadewa” consists of two words “mata” (eyes) and “dewa” (god). God in this compound word (matadewa) to name durian has connotative content, to wit, supreme or being perfect in anything. Connecting to the taste of durian, accordingly “matadewa” has perceived to own perfect taste and perfect pulp shape like eyes.

The next two durian names are “nyarwan” and “seprit”. Both durians are associatively connected to the sensation of eating the flesh. “Nyarwan” (Madurese) or bee (English) has stinger which contains poisonous gland. When a person is stung by bee, some symptoms that usually develop very quickly are a feeling of uneasiness, tingling sensation, and dizziness (Arnold, 2018). Similar to the sensation of being stung by bee, drinking “seprit” (sprite – carbonated water produced by Coca-cola Company) gives sensation of crisp and tangy taste. The sensations felt, either stung by bee or drinking sprite, are connected affectively to the sensation of eating durian flesh. Although being stung by bee may be interpreted negatively, but its sensation of tingling arouses physical stimulus to sense the delicious durian flesh, thus it is ideated positively. All in all, durian “nyarwan” and “seprit” have excessively flavorful taste that cause a tingling sensation.

Durian named “kletek” is associated with its onomatopoeic naming. The word “kletek” is derived from the sound “tek tek” (clicking sound). This clicking sound is produced by the tool to pick durian fruit. There is no further information what kind of tool is used to pick durian fruit, but people commonly used bamboo to help them lowering down durian from its very high tree. This assumption of clicking sound generated by bamboo is based on the reasoning that the size of durian fruit is very big, so it presses the bamboo stick that might not be solid enough or too rickety to bring the large durian.

The last durian name in this type is “lendhu”. “lendhu” (Madurese) is similar to earthquake in English. This durian is predicated with this name because when it is ripe and drop or fall from the tree as if the earthquake occurs. The shaking or trembling of the earth caused by earthquake is depicted similarly to the shaking or trembling caused by the falling durian. This depiction might be too excessive to associate, but it is affectively connected to the feeling sensed to give a strong mental image of how big the durian fruit is.

### 3. Reflected Meaning

Reflected meaning is what is communicated through association with another sense of the same expression. Reflected meaning arises “in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense” (Leech, 1981). In this research, there are three durian names that are associated with another sense of the same expression.

Table 4. Reflected Meaning of Durian Names

No	Durian Names	Characteristics				
		Size	Shape	Taste	Textur e(pulp)	Others
	CTM					CTM stands for s(c)i

						tampok miring which connotatively refers to woman's genital organ (vagina)
	lanching					"lanching" is a boy who has not yet been married.
	prabhan					"prabhan" is a girl who has not yet been married.

All the aforementioned durian names are derived from the correlated sensing response originated from the original source of conceptual meaning of given words. The first durian name, "CTM", is pronounced /ʃē tē em/ which stands for *Si Tampok Miring*. Although the first letter in the abbreviation is written "C" and is pronounced /sē/, but it represents *Si* in the complete phrase. This phrase is not popularly known by public because this predicate belongs to taboo word referring to woman's genital organ (vagina). The phrase as the original source of conceptual meaning brings a mental image of a source of sexual joy or pleasure. This mental image gives associative response to what is communicated through the related sense of its imagery and actual action, namely eating the extremely delicious durian. This reflected meaning of "CTM" is also mirrored in the next two durian names, "lanching" and "prabhan". Both refers to a young boy and a young girl who are not married, and are still virgin. This predicate implies that those people are still pure and decent, and become the exclusive source of sexual imagery. This imagery is the correlated sensing response and becomes the reflected meaning of durian names.

#### 4. Social Meaning

Social meaning refers to language use that conveys the social circumstances. Some words may tell something about geographical or social origin of speaker, social relationship between speakers and hearers, and a scale of status usage (Leech, 1981).

Table 5. Social Meaning of Durian Names

No	Durian Names	Characteristics				
		Size	Shape	Taste	Textur e(pulp)	Others
	Fatimah					It is the name of the durian owner who won durian competition.
	Mban	big		less delicious		Since the taste is not delicious enough, this durian fruit is commonly given to the (mban/emban) servant

The least number of durian names falls under the category of social meaning. The first durian name belonging to social meaning is "fatimah". "Fatimah" is the name of a woman who has won

durian competition (in this region). Winning competition is prestigious, therefore to honor the winner, her name is pinned into her durian. Thus, naming this durian with its owner's name tells a status usage of "fatimah" that raises fame, either the owner or the fruit. The second durian name "mban" is the clipping of word "emban" which means servant. A servant is employed to do house chores. On the basis on cultural perspective in this community, being a servant is socially subordinate, therefore naming durian within this culturally social circumstance implies associatively a lower position. Durian "mban" has bland taste. Although it is physically big, but it has insipid flesh. Thus, the employer or the boss gives this durian to the servants.

## CONCLUSION

The various names found on the revealed subordinate level of durian names are associatively connected to the mental connection representing mental concept linked to linguistic units of the proximity of experience. Among 30 names, 19 names fall under connotative meaning category, 6 names belong to affective meaning, 3 names are classified into reflected meaning, and 2 names are on social meaning. Those durian names grouped into connotative meaning have communicative values as the expression showing conformity to the mental concepts of name givers' proximate experience as the referents. The 6 names grouped into affective meaning reveal that naming durian is basically influenced by the feeling or attitudes toward an object, and is sometimes conveyed through connotative meaning content of the words used. The next 3 names assorted to reflected meaning show that the linguistic units used are the result of associative response towards another sense of words used.

All durian names under this category are related to the sense of sexual pleasure generated from the sense of words used. The last 2 names are assorted to social meaning because they convey social circumstances that beget the status usage of the chosen words. The associative meanings categorized into connotative, affective, reflected, and social meanings become the subordinate level of meaning upon semantically prototypical naming of durian fruit.

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