

Traces of Foreign Language Absorption in the Lexicon of Packaged Cooking Spices in Indonesia: An Etymological Study

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Abstract—This study maps the traces of loanword absorption in the lexicon of packaged spices in Indonesian by linking the historical-cultural dimensions of the spice trade and inter-regional contact at the level of naming ready-to-eat food products. This study aims to identify the source language, types of borrowing, and patterns of orthographic-phonological, morphological, and semantic adaptation, as well as to map code-switching or code-mixing practices on bilingual labels. A descriptive-analytical design was used in this study. Data were collected from spice packaging through offline documentation of the front and back panels, spelling normalization, and variable coding covering source language, type of borrowing, form adaptation, meaning change, and code-switching or code-mixing. The analysis was conducted at the micro level, namely etymology and form-meaning correspondence, while the analysis at the macro level took the form of distribution tabulation and n-gram collocation. The results of the study show that three layers of stratification were found: *first*, local-historical, which makes the naming of Indonesian the anchor of identity; *second*, English as the language of instruction on labels for technical categories and descriptors; *third*, East Asian or ASEAN elements as an index of origin or culinary authority. The Indonesian morphotactic pattern is N + N; N + N + Adj, adaptation of loanword spelling, and code-switching or code-mixing directed by the ID-EN or vice versa arrangement pattern, which shows globalization, namely local readability juxtaposed with global access without obscuring the core product categories.

Index Terms—packaged spice lexicon, loanword etymology, morphophonemic adaptation, code-switching or code-mixing, globalization of naming

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I. INTRODUCTION

The lexicon of spices and seasonings in Indonesian, including a variety of terms from different regions, reflects the long history of language contact. This historical trace was formed through the South Asian spice trade route, the China-Archipelago trade network, and the colonial influence of Portugal and the Netherlands (Basundoro & Nugroho, 2024; Siregar, 2024). The spread of terms related to classic spices, fermentation techniques, and processed food commodities shows how trade and migration flows shaped the culinary vocabulary (Rohmawati, 2024; Mufrodi, 2022). Thus, the mention of spice lexicon functions not only as language naming, but also acts as a socio-historical archive that records inter-regional interactions and culinary cultural transformations in maritime Southeast Asia (Schapper & Zielenbach, 2025; Syukur, 2025; Wijaya, 2019).

This study examines the origins (etymology) and absorption pathways in the spice lexicon, highlighting sound, morphological, and semantic adaptations after the process of nativization. Phonotactic adjustments such as consonant cluster simplification and vowel normalization are among the main strategies for integrating loanwords (Suhandano et al., 2024; Hoogervorst, 2024). In addition, the productivity of affixation allows loan forms to function actively in everyday speech, demonstrating how foreign elements merge into the recipient language system (Cenderato et al., 2023). From a semantic perspective, the dynamics of meaning shifts in the form of narrowing or broadening often occur, especially in the culinary context, resulting in cross-linguistic synonyms and register differences between market, household, and industrial terms (Parti, 2023; Schapper & Zielenbach, 2025).

The naming of cooking spices is the focus of this study, with four main objectives: *first*, to trace the source language from which the names of products and variants on labels are derived or adapted; *second*, to analyze the orthographic-phonological and morphological adaptation patterns that appear in product brand names and flavor descriptors; *third*, to examine the possibility of narrowing or broadening meanings as a result of naming and branding strategies; *fourth*, examining the practice of code-switching or mixing Indonesian and foreign codes or vice versa, for example, *Garam Meja* (Refined Salt), *Bumbu Gulai* (Oriental Curry), and *Sarden Saus Tomat* (Tomato Sauce), which affect the consistency of standard terms on food labels (Lestariningsih et al., 2023; Silviyanti et al., 2024; Cacciafoco et al., 2024; Rohbiah, 2020). Practically, the results of this study enrich the linguistic documentation of spice packaging and can form the basis for compiling a reliable glossary of names, including the source language, equivalents in Indonesian, spelling rules, and label writing conventions. Theoretically, this study explains how language contact and commercial strategies shape the lexicon of spice packaging in Indonesian.

II. LITERATURE REVIEW

Research on lexical borrowing generally identifies four main mechanisms, namely: direct borrowing (loanwords), translation of meaning (calque), shift in meaning due to conceptual mapping from the source language (semantic loan), and matching of sound and meaning so that it appears natural in the recipient language (phono-semantic matching). Recent studies emphasize that the culinary realm is one of the most productive domains for borrowing, in line with the mobility of commodities, processing technologies, and cross-border lifestyles (Cacciafoco et al., 2024; Cook, 2018). In the context of naming spices in packaging, this pattern is present not only in the naming of the core ingredients, but also in product categories, flavor variants, and functional descriptors such as Mushroom Bouillon, Thousand Island Sauce, or Creamy Sauce—in line with findings that food labels often feature a hybrid Indonesian-foreign strategy to strengthen product identity and marketability (Siahaan, 2022; Purnanto et al., 2022).

Identification of borrowing usually combines phonotactic evidence, for example, simplification of consonant clusters. Meanwhile, morphological features include, for example, denativization with the affixes *ber-*, *peN-*, and *-an*. Historical records of trade and colonial routes, geographical distribution, and correspondence between form and meaning with the etymons of the source language. The linguistic study of packaging labels adds orthographic dimensions, mixed code transliteration or code-switching at the bilingual level, and the emergence of *pseudo-loanwords* (forms that appear foreign but are local creations). Findings show that brand names tend to retain their original loan forms, while product categories and flavor descriptors are more easily indigenized, resulting in Indonesian-foreign equivalents that coexist in the market (Aziz et al., 2019).

Historically, linguistic and culinary studies confirm three main layers in the lexicon of cooking spices in Indonesian. *First*, the local or historical layer, which consists of regional or Indonesian names based on dish names that have been relabeled as spice names or variants, for example, *Bumbu Rendang*, *Bumbu Soto Ayam*, *Bumbu Gulai*, *Bumbu Opor Ayam*, as well as long-established loanwords such as *sop*, *sarden*, *cokelat*. *Second*, the English layer as the language of labels, which dominates technical categories and descriptors, for example, *Instant Seasoning (mix)*, *Multi Purpose Crispy Seasoning Flour*, *Mushroom Bouillon*, *Gourmet Powder*, *Corned Beef*, *Tuna Flakes in Sunflower Oil*, *Thousand Island*, and *creamy* or *crispy* for technical communication and export needs. *Third*, East Asian or ASEAN elements that emphasize culinary origin or authority, especially *Kimchi*. Similar patterns in Southeast Asia show that these terms tend to be more stable at the ingredient name level, while modern influences are prominent on packaging through marketing-oriented category terms and descriptors (Matwick & Matwick, 2019; Sari et al., 2024). By linking findings from several of these literature sources, this study positions itself at the intersection of etymological absorption and commercial naming

strategies, offering a map of the process of adaptation of sound, morphology, and meaning that is relevant to the standardization of terms as well as an understanding of the evolution of the spice lexicon in Indonesian.

III. METHODS

This study uses a descriptive-analytical design with a focus on the naming of packaged cooking spices. The research population includes packaged cooking spice products available in Indonesian through packaged food powder stores. The sample was determined purposively to represent the main categories, such as basic spices, powdered spices, pastes or sauces, seasonings, and other ready-to-use packaged spice mixes, as well as to take into account variations among manufacturers. The unit of analysis in this study is the lexical elements on the label, namely the product name and functional descriptor. For example, *bumbu gulai*, *Garam Meja*, and *Kimchi*—in line with previous research that confirms food labels as a hybrid linguistic arena (Cacciafoco et al., 2024).

Data documentation was carried out by documenting the front and back of labels in the form of main text, subtitles, claims or descriptors that archive product page captures. The data is then normalized by separating elements (brand names) from genetic lexical (categories, variants, or descriptors), deduplicating spellings, and standardizing writing. Each element is then coded into variables that include: *first*, the source language, for example, Indonesian or regional languages, English as the lingua franca of labels, and East Asian languages; *second*, the type of borrowing, which consists of lexical borrowing or loanwords, literal or borrowed translations, semantic borrowing or meaning borrowing, phonetic-semantic matching or borrowing, and pseudo-borrowing; *third*, orthographic, phonological, and morphological adaptation; *fourth*, semantic change; and *fifth*, code-mixing or code-switching in bilingual labels, followed by additional explanations (Isnaniah et al., 2024).

The analysis was conducted at two levels: the micro level, which involved analyzing lemmas or elements by identifying etymons and proving their etymology through form-meaning correspondence, phonotactic features, and historical consistency; and the macro level, which involved analyzing a corpus of labels in the form of source language frequency tables, distribution of borrowing types per product category, proportion of code-mixing or code-switching, as well as n-gram collocation analysis on flavor descriptors, for example, *hot*, *spicy*, *garlic*, *powder*, grilled beef flavor as practiced in corpus-based loan lexicon studies (Wilie et al., 2024). The results are visualized in summary tables, source language category relationship maps, and collocation networks (Kaiping & Klamer, 2018).

In maintaining data stability, some of the data was recorded by three researchers and the level of agreement was measured using a simple coefficient before applying the coding scheme to the entire corpus. Ethical aspects were maintained by using publicly available product labels, referring to brands solely as linguistic objects rather than commercial evaluations. However, the limitations of this study include the challenge of words that are considered loanwords or pseudo-loanwords that are difficult to verify and the ambiguity of certain etymologies (Rohbiah, 2020; Siahaan, 2022).

IV. RESULT AND DISCUSSION

From an analysis of twenty-nine spice labels or ready-to-eat food products, three main layers of absorption traces were found: *First*, the local or regional layer, which has a history of being used as the name of Indonesian dishes as spice names. For example, *Rendang* Seasoning, *Coto Ayam* seasoning, *Gulai* seasoning, *Opor Ayam* seasoning, *Nasi Goreng* seasoning, and *Nasi Kuning* seasoning—as well as several old European loanwords that have been Indonesianized, such as *sop* (< *soep*), *sarden* (< sardine), *cokelat* (< chocolate). *Second*, English as the language of labels that dominate technical categories and descriptors: Instant Seasoning (Mix), Multi Purpose Crispy Seasoning Flour, Mushroom Bouillon, Gourmet Powder, Corned Beef, Tuna Flakes in Sunflower Oil, and Thousand Island. *Third*, East Asian or ASEAN elements that indicate culinary origin or authority, namely *Kimchi*, which is a romanization of Korean, often accompanied by the claim “Made in Korea,” and Tom Yum (Thailand), which is used as the name of a seasoning variant. Morphologically, the most productive Indonesian patterns remain N + N (*Bumbu Rendang*, *Tepung Bumbu*, *Kaldu Rasa Jamur*), N + Adj (*Bumbu Nasi Kuning*, *Garam Beryodium*), along with the formulas “*kaldu rasa* + X” and “*bubuk* + [*es krim*] + *rasa* + Y”; The affixes *ber-* (*ber-yodium*, iodized) and *PeN-* (*pe-nguat rasa*, flavor enhancer) emphasize the localization of technical terms. Orthographic-phonological adaptation is consistent: Instant → *instan*, *crispy* → *krispi*, chocolate → *cokelat*, *soep* → *sop*, *sardine* → *sarden*; meanwhile, there is also the application of code-switching or mixing of ID-EN bilingual codes or vice versa. For example, *Bumbu Opor Ayam* ‘instant spices for chicken braised in coconut milk’, *Mushroom Bouillon* ‘mushroom-flavored broth’. Thus, the core name remains local, but global access is maintained. Semantically, labels often engage in *relabeling*, where the name of the dish is used to indicate the flavor or product variant, for example, *rendang*, *gulai*, *soto ayam*, *nasi goreng*, *nasi kuning*, using stylistic metonymy (Kentucky, for fried chicken style), and in the MSG category, using euphemisms (*Gourmet Powder*) to frame the product image.

TABLE 1
ANALYSIS OF THE USE OF INDONESIANIZED REGIONAL LANGUAGES THROUGH HISTORICAL PROXIMITY IN THE NAMES OF PACKAGED SPICES IN
INDONESIAN

No.	Name of Packaged Spices	Source language	Type of absorption	Orthographic-phonological adaptation	Morphological adaptation (ID)	Change in meaning	Code switching or mixing	Additional explanation
1	<i>Rendang, Bumbu spesial (Instant Seasoning Mix)</i>	ID + Minangkabau + EN	Adapted loanword; the rest are equivalents in the EN category	instant→ <i>instant</i> ; “ <i>rendang/wet</i> ” form ID; EN retained	N+Adj+N (seasoning+instant+ <i>rendang</i>); N+Adj marker (spice+wet)	Relabeling dishes→spice names; “wet” classifies the form	yes (ID↔EN)	“Special Seasoning” is a quality tagline, not a core name
2	<i>Bumbu Soto Ayam (Yellow Clear Chicken Soup)</i>	Indonesian	Pure ID name; EN as descriptive equivalent	Standard ID; EN retained	N+N+N	dish→seasoning	no	EN explains the color and clarity of the broth
3	<i>Bumbu Gulai (Oriental Curry)</i>	Melayu (Indic branch) + EN	“ <i>Gulai</i> ” = long-established absorption; EN linkage to global terminology	The spelling “ <i>gulai</i> ” is stable; EN <i>curry</i> is intact.	N+N	Dishes→seasonings	yes	Combining local flavors with curry
4	<i>Bumbu Sayur Asem</i>	Indonesian (Jawa)	Pure ID name	Standard ID	N + [N N]	Dish→seasoning	no	Regional variant; no EN row in the panel
5	<i>Bumbu Sayur Sop (Instant Seasoning for Vegetable Soup)</i>	ID + Dutch (“soup”)	“ <i>Sop</i> ” = long absorption; EN equivalent function	soep→ <i>sop</i> (historical)	N + [N N]	Dish→seasoning	yes	“ <i>Sop</i> ” is retained as the ID format
6	<i>Bumbu Nasi Goreng (Instant Seasoning for Fried Rice)</i>	Indonesian	Pure ID name; EN function equivalent	Standard ID; Complete EN	N + [N V]	Dish→seasoning	yes	Cross-brand generic naming formula
7	<i>Bumbu Nasi Goreng Cabe Merah (Red Chili Fried Rice Instant Spice)</i>	Indonesian	Pure ID name; EN equivalent taste+function	Standard ID; Complete EN	N + [N V] + N	Dish→seasoning + flavor enhancer	yes	EN contains the descriptor <i>Red Chili</i>
8	<i>Bumbu Opor Ayam (Instant spices for Chicken braised in Coconut Milk)</i>	Indonesian	Pure ID name; descriptive EN	Standard ID; EN explanatory phrase	N + [N N]	Dish→seasoning	yes	EN emphasizes coconut milk and technique
9	<i>Garam Meja (Refined Salt)</i>	Indonesian	Conceptual translation from EN	Standard ID; EN <i>refined</i> indicates quality	N+N	Technical label, not taste	yes	Common retail terms
10	<i>Tepung Bumbu Bakwan (Bakwan Seasoning Flour) (Coating Mix)</i>	Indonesian + EN	Pure ID name; EN technical category	Standard ID; EN remains unchanged	N+N+N	Stable (menu specific)	yes	“ <i>Bakwan</i> ” remains ID; EN = category
11	<i>Tepung Bumbu Serbaguna (Multi Purpose Crispy Seasoning Flour)</i>	Indonesian + EN	Pure ID name; EN complete equivalent	Standard ID; Complete EN	N+N+Adj	Function generalization	yes	Describing function and texture
12	<i>Bumbu Nasi Kuning (Turmeric Rice Seasoning)</i>	Indonesian + EN	Pure ID name; EN material focus	ID baku; EN turmeric	N + [N Adj]	Dish→seasoning	yes	EN highlights turmeric
13	<i>Garam Beryodium (iodized salt)</i>	Indonesian (+ element “iodine”)	Loan-element + affixation	<i>iodine</i> → <i>yodium</i> ; prefix <i>ber-</i>	<i>ber-</i> + N (<i>ber+yodium</i>)	Composition claims (fortification)	no	Regulatory nutrition terminology
14	<i>Bumbu Nasi Kuning (Yellow Rice Seasoning) (Bumbu Aduk (Seasoning mix))</i>	Indonesian	Pure ID name (series)	Standard ID	N + [N Adj]	Dish→seasoning	no	<i>Bumbu Aduk</i> = procedural category of the brand
15	<i>Bumbu Rendang (rendang spices) (bumbu aduk (seasoning mix))</i>	ID + Minangkabau	Pure ID name (series)	ID baku	N+N	Dish→seasoning	no	Variants in the same series
16	<i>Sarden Saus Tomat (Tomato Sauce)</i>	Eropa (sarden) + ID	Loanword, long established	<i>sardine</i> → <i>sarden</i> ; <i>sauce</i> → <i>saus</i>	N+N+N	Stable	yes	EN name the sauce medium

17	Mushroom Bouillon (<i>Kaldu Rasa Jamur</i>)	EN ↔ ID	Technical matching; long-term absorption <i>broth</i>	<i>Bouillon</i> is retained EN; <i>kaldu</i> is established ID	“Flavored broth + N” template	Category matching (bouillon↔broth)	yes	English is placed first according to instructions
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A. Naming Patterns Using Indonesianized Regional Languages

The data shows a pattern of naming packaged seasonings dominated by the term “seasoning dish”: the word *bumbu* (seasoning) becomes a phrase, followed by the name of a local or regional dish such as *rendang*, *gulai*, *soto*, *opor nasi goreng*, or *nasi kuning*. Variants are added through flavor or ingredient markers such as *red chili* or *turmeric*, which have versatile functions (Fitrisia et al., 2020). In terms of form, spice packaging follows the Indonesian noun phrase template, for example, *bumbu + kaldu rasa + N*, with normalization of loanwords in between, *instan*, *sop*, *sarden*, *saus*, *yodium*, and even affixation (*beriyodium*) (Syaputri et al., 2023). Code-switching or mixed English codes are limited to explaining medium colors or technical-regulatory categories, for example, in the words *yellow*, *clear*, *refined*, *bouillon*, *coating*, and *mix*, not as substitutes for core names (Setyaningsih, 2020).

The packaging shows a strong location, namely Indonesian language and regional elements are used to index authenticity and cultural closeness, while English is used for technical export precision, thus realizing a stable division of functions (diglossia). Thus, this data reinforces the productive evidence of Indonesian morphology in the commercial sphere, which can be seen in patterns (N + N composition, “*kaldu rasa + N*” pattern, affixation), while also capturing established semantic absorption, calques, and borrowing. From a language planning perspective, this pattern normalizes Indonesian as the core language of labels, providing space for local terms, while suggesting that English be used sparingly for technical claims, thereby highlighting the potential for dialectal variation to be leveled when regional terms are nationalized in the global market (Siahaan, 2022).

TABLE 2
ANALYSIS OF THE USE OF ENGLISH OR THE LANGUAGE OF INSTRUCTION ON PACKAGING LABELS IN INDONESIAN

No.	Name of Packaged Spices	Source language	Type of absorption	Orthographic–phonological adaptation	Morphological adaptation (ID)	Change in meaning	Code switching or mixing	Additional explanation
1	Multi Purpose Crispy Seasoning Flour (<i>Tepung Bumbu Krispi Serbaguna</i>)	EN + ID	mixture: “krispi” loanword adapted; the rest ID	<i>crispy</i> → <i>krispi</i> (c→k, y→i)	N+N+Adj+Adj	Texture+functionality becomes part of the name	yes	Official EN equivalent on packaging; not “Coating Mix”
2	<i>Saus Creamy Serbaguna</i> (spicy)	ID + EN + ID	Loanword, adjectives on “creamy”	“creamy” left EN; others ID	N + Adj (EN) + Adj (ID)	repositioning: from “mayones” to “saus serbaguna”	yes	“Mayumi” brand; “spicy” = variant
3	<i>Thousand Island</i>	EN	Loanword, name of global sauce	Proper EN <i>Thousand Island</i> maintained	N + Proper EN	Stabil (name of a type of sauce)	yes	EN serves as a distinctive name
4	Super Crispy Kentucky (<i>Tepung Bumbu Ayam</i>)	EN + ID (toponym)	Loanword, personal name (toponym→style)	“Kentucky” maintained	N + N + N	Metonymy: place→style	yes	American fried chicken style branding
5	Crispy Chicken Seasoned Flour (<i>Tepung Bumbu Ayam Krispi</i>)	EN + ID	Loanword, adapted to “ <i>krispi</i> ”	<i>crispy</i> → <i>krispi</i>	N + N + Adj	Texture as a characteristic of variants	yes	Standardized spelling
6	Corned Beef (Classic Original)	EN	Loanword frasa EN utuh	EN spelling is retained	EN name structure, N+N; not nativized	Stable (processed meat category)	no (pure name EN)	The market equivalent of “beef corned beef” is not printed on the name
7	SUN BELL TUNA WITH RED BEANS – MEXICAN SALAD (<i>Ikan Tuna dengan Kacang Merah – Mexican Salad</i>)	EN ↔ ID	Bilingual; “tuna/salad” long-standing absorption in ID	EN intact; in ID “Mexican Salad” left as EN	N N + Prep “with” + N + Adj (ID)	Stabil (name of a ready-to-eat dish)	yes	EN as the main name; ID as the explanatory equivalent
8	Sarden Saus Tomat (<i>Tomato Sauce</i>)	Eropa (sarden) + ID	Loanword, long-established	<i>sardine</i> → <i>sarden</i> ; <i>sauce</i> → <i>saus</i>	N + N + N	Stable	yes	EN name the sauce medium
9	Tuna Flakes in sunflower oil (<i>Tuna Flakes dalam minyak bunga matahari</i>)	EN ↔ ID	EN main name + ID equivalent	EN retained; ID explanatory phrase	Nama EN + frasa prepositional ID	Stable	yes	ID provides information on oil mediums
10	Gourmet Powder (<i>Penguat Rasa</i>)	EN ↔ ID (chemistry)	Loanword, phrase + derivation ID	<i>monosodium</i> ↔ <i>mononatrium</i> ; <i>glutamate</i> → <i>glutamat</i>	peN- + <i>kuat</i> ‘strong’→ <i>penguat</i> ‘amplifier’; phrase N+N	marketing euphemism for MSG	yes	EN as a trade name; ID explains the function and composition
11	Ice Cream Mix Chocolate (<i>Bubuk Es Krim Rasa Cokelat</i>)	EN ↔ ID	EN main name; ID formulaic equivalent	<i>chocolate</i> → <i>cokelat</i> ; <i>cream</i> → <i>krim</i> ; <i>ice</i> → <i>es</i>	Template “powder + [ice cream] + flavor + N”	Flavor as a variant, not a category	yes	Consistent bilingualism

B. Bilingualism and English Assimilation

Names on packaging that use English as the primary language tend to be bilingual (EN↔ID) or entirely in English for global terms. English is used for texture or function attributes, for example, in words such as *crispy*, *creamy*, *classic* or *original*, and *multi-purpose*, as well as in international names such as *Thousand Island*, *Corned Beef*, and the toponym *Kentucky*, which is known as a global style of fried chicken (Cacciafoco et al., 2024). Indonesian elements are still used as category heads, for example, *spice flour*, *sauce*, *flavor enhancer*, *ice cream powder*, with productive Indonesian phrase patterns (Syaputri et al., 2023). The pattern is: N + N + Adj (EN) + Adj (ID) or EN name + ID prepositional phrase in *Tuna Flakes in Sunflower Oil* (Setyaningsih, 2020). There is standardization of spelling or complete absorption based on the rules of English to Indonesian, as seen in the words *crispy*→*krispi*, *chocolate*→*cokelat*, *cream*→*krim*, *ice*→*es*, *sauce*→*saus*, and *sardine*→*sarden*, to direct adoption of Indonesian words in chemical terms, as seen in the words *monosodium*→*mononatrium* and *glutamate*→*glutamat* (Sari & Martiwi, 2020). Some labels also show a repositioning of

meaning or a commercial strategy, for example, in the phrase gourmet powder (*flavor enhancer*) as a euphemism for MSG (Fitrisia et al., 2020).

These findings show that code-switching or functional or diglossic code-mixing in Indonesian serves as a marker of category and core information, while English indexes prestige, global standardization, and technical precision (type of oil, type of sauce, and functional claims). There is lexical borrowing and morphological integration into Indonesian patterns without changing the basic syntax, as well as metonymy seen in the word Kentucky as a style. The practice of bilingualism reinforces glocalization, i.e., products feel local but read globally, but it also has the potential to flatten local variations in terminology when English equivalents are considered more formal. For linguistic studies and language planning, these results suggest the following: *first*, establish Indonesian as the core of the name; *second*, use English sparingly for technical or export terms; and *third*, standardize loanwords according to the rules so that the packaging remains easy to understand while meeting international market conventions.

TABLE 3
ANALYSIS OF LANGUAGE USE IN EAST ASIA OR ASEAN (THAILAND AND KOREA) ON SPICE PACKAGING IN INDONESIAN

No.	Name of Packaged Spices	Source language	Type of absorption	Orthographic-phonological adaptation	Morphological adaptation (ID)	Change in meaning	Code switching or mixing	Additional explanation
1	<i>Bumbu Pasta Tom Yam</i> (Tom Yum Paste)	ID + Thailand	Loanword; name of a dish	Romanization of Tom Yam is used	N + Proper	Thailand dishes → spices	yes	Thailand culinary style markers
2	<i>Fermentasi Sayur</i> 'Vegetable Fermentation' (Kimchi)	Indonesian + Korea (romanization)	loanword, (global name)	Romanization of Kimchi according to standards	Single + N	Stable	yes	Indexing Korean authenticity

C. Code-Switching or Code-Mixing Patterns in Thailand-Korean-Indonesian Language Acquisition

The two names discussed are *Bumbu Paste Tom Yam* (Tom Yum Paste from) Thailand and fermented vegetables (Kimchi) from South Korea. Both use loanwords in the form of dish names written in standard romanization (Tom Yum, Komchi). In terms of form, Tom Yum Paste follows the pattern of head noun + proper noun, so that its meaning shifts from a Thailand dish to a spice or paste; whereas Kimchi is used as a single noun with a stable meaning (denoting the Kimchi race or identity) (Samantha & Wulandari, 2025; Cho, 2006). Both are code-switching or code-mixing, with Indonesian and English present as supporting elements, for example, the words *bumbu*, *pasta*, and *paste* as markers of the global market. In addition, the main elements of both words function to index the style or authenticity of the original cuisine (Qisthi et al., 2022; Farghal et al., 2023).

The spice packaging displays targeted glocalization, with Indonesian remaining the categorization framework (spices), the source languages of Thailand and South Korean romanized to represent cultural identity and trigger flavor associations, while English is used sparingly for functional labels and international access. This pattern shows: *first*, lexical borrowing integrated into Indonesian phrase morphology, namely head-noun + proper noun or singular noun; *second*, metonymy of dish names into seasoning names; and *third*, the need for standardization of romanization for consistency in the market. For example, choosing Tom Yum or vs. Tom Yam, standard Kimchi. For language research and planning purposes, these results support the principle of Indonesian as the core language, English as a technical supplement, and Thailand and South Korean as indices of authenticity, resulting in a function that maintains readability and cultural value on the packaging.

V. CONCLUSION

The conclusion of this study found clear stratification in the lexical matrix of packaging, namely: *first*, a local or historical layer that places Indonesian naming as the anchor of identity; *second*, an English layer as the language of the label that acts as a technical and marketing medium; and *third*, Asian or ASEAN elements that serve as an index of origin or culinary authority. These three layers operate simultaneously through stable morphotactic patterns, namely nominal and adjectival composition and productive derivation, accompanied by consistent orthographic normalization in accordance with Indonesian spelling. In the realm of meaning, the mechanisms of resemantization, metonymization, and euphemism work to align product categories with market expectations, while code-switching or code-mixing is directed from Indonesian to foreign to regional or vice versa, thereby mediating local readability and global accessibility without obscuring the core categorization.

The results of this study provide an operational basis for the standardization of naming practices, starting from the selection of a core lexicon, consistency in bilingual equivalents, to spelling and morphology guidelines, which are useful for lexicographical policy, labeling compliance, and increased consumer literacy. Given the limitations of this study, there are recommendations that need to be implemented in the future, namely: *first*, expansion of the corpus at the brand, category, and distribution area levels; *second*, diachronic testing to map terminological changes; *third*, corpus-based quantitative analytical integration; *fourth*, a study of perceptions of label clarity and trustworthiness; *fifth*, reconciliation

with regulatory guidelines and romanization conventions; and finally, cross-country comparisons within the region to assess terminology transfer within the ASEAN ecosystem.

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