

ISSN 1911-2017 (Print)
ISSN 1911-2025 (Online)

ASIAN SOCIAL SCIENCE

Vol. 13, No 5 April 2017



CANADIAN CENTER OF SCIENCE AND EDUCATION

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Reviewer Acknowledgements for Asian Social Science, Vol. 13, No. 5
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Figure of Speech in Bandung Historical Tourism Sites Naming

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Received: March 12, 2017

Accepted: April 12, 2017

Online Published: April 19, 2017

doi:10.5539/ass.v13n5p153

URL: <https://doi.org/10.5539/ass.v13n5p153>

Abstract

Many researchers do their research on figurative language or figure of speech, but it is limited research on figure of speech in historical tourism sites naming. The aim of this research is to investigate the figure of speech in historical tourism sites naming in Bandung area. The earlier study explained that the names of tourism destinations in Jawa Barat have different figure of speech and it happens to Bandung historical tourism sites naming. The method used by the present writers in this research is descriptive method. The descriptive method chosen by the present writers is used to identify and classify the names of the historical tourism sites in Bandung area as the data. From the various types of figure of speech referring to the theory, it is found that they are two types of figure of speech found in the data. The two figures of speech employed are personification (*Gedung Merdeka* and *Gedung Indonesia Menggugat*) and metaphor (*Goa Belanda*, *Goa Jepang*, *Paris van Java*, and *Kota Kembang*).

Keywords: figure of speech, historical tourism naming, Bandung, personification, metaphor

1. Introduction

Bandung is the capital city of Jawa Barat and Jawa Barat is one of thirty four provinces in Indonesia. Jawa Barat is one of three provinces in Jawa Island and Jawa Barat has many historical tourism sites almost in every city or regency does.

Jawa Barat has twenty seven cities and regencies: nine cities and eighteen regencies (as described in the following picture) and Bandung is one of them. As the capital city of Jawa Barat, Bandung area is about 165 km² and the population is about 2.3 million people.



Figure 1. Jawa Barat

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj8pseemOfRAhUMqI8KHae8BOEQjRwIBw&url=http%3A%2F%2Fsoaltescpn.info%2Fformasi-cpn-2014-provinsi-jawa-barat%2Flowongan-cpn-kabupaten-indramayu%2F&psig=AFQjCNFbQgA04xfVvwUhD-ObsXx9o7F4IQ&ust=1485773365323665>

Bandung as the capital city of province is well known as *Paris van Java* or *kota kembang* 'flower city' since Bandung scenery is beautiful. Bandung has many historical tourism sites or destinations. Few places in Bandung