

Names and Naming in Online Thrift Shop Based on Linguistic Anthropological Perspective

(Penamaan Toko Barang Bekas *Online* Berdasarkan Perspektif Linguistik Antropologis)

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Abstrak

Penelitian ini bertujuan untuk menganalisis nama dan penamaan dari toko baju bekas *online* dari perspektif linguistik dan antropologi. Nama dan penamaan merupakan salah satu bagian penting dari sebuah bahasa. Nama dan penamaan bisa menunjukkan representasi dari seorang individu, sebuah objek, tempat, dan lain sebagainya. Nama juga memiliki tiga kategori di dalam perspektif antropologi, yaitu nama dan identitas, peran dari nama, dan nama dan budaya. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif analisis. Teknik pengambilan data adalah dengan metode *purposive sampling*. Penelitian ini memperoleh 50 nama toko baju bekas *online* di Indonesia. Penelitian ini juga melakukan wawancara kepada semua pemilik toko baju bekas *online*. Hasil penelitian ini menunjukkan bahwa pemilik toko baju bekas *online* memiliki beberapa pertimbangan dan alasan sebelum memilih nama yang tepat bagi usaha kecil mereka. Berbagai macam pertimbangan dan alasan dalam memberikan representasi diri pemiliknya dan peran di dalam lingkungan sosial. Nama toko baju bekas *online* juga menunjukkan identitas pemiliknya dan juga peran nama-nama tersebut di dalam lingkungan sosial.

Kata kunci: nama dan penamaan, toko baju bekas, *online*, linguistik, antropologi

Abstract

This study aims to examine names and naming in online thrift shops in Indonesia based on linguistic and anthropological perspectives. Names and naming as essential parts of language convey representation of an individual, object, places, etc. Names also have three categories in anthropological perspective, such as name and identity, roles of name, and name and culture. To pursue the goal of this study, qualitative descriptive method together with linguistic and anthropological perspectives was used. Next, purposive sampling technique was used to collect names of online thrift shops in Indonesia which have more than 500 followers on Instagram as criteria. In total, there were 50 names of online thrift shops in Indonesia collected. Interviewing all of the owners of online thrift shops selected then was conducted. The results showed that the owners of the selected online thrift shops have many considerations and reasons before choosing



the suitable name for their small business, such as self-representation and social relationship with others. Those considerations represent the owner's self-identity. In conclusion, names of online thrift shops reveal an identity of the owner as well as the role of those names in the society.

Keywords: anthropological, linguistics, names dan naming, online thrift shop

INTRODUCTION

Names are important aspect of language. It will make us easier to identify something and communicate with other people. Names also help us to talk about something better (Valentine, *et al.* 1991; Cooper, *et al.* 2017). Names represent sign which stand for an object in order to create some respect of specific object (Noth 1990). Names also produced by mind and created certain concept. Names and naming are became the essential aspects of language, because they are used to label properties around us (Boonpaisamsatit 2007).

There are several studies of names and naming which investigated in distinctive disciplines, such as sociology, anthropology, literature, etc. (Bacchielli 2005). This study provides the analysis of names and naming through linguistics anthropological point of view. It means that the examination of names and naming is viewed the world class of name in linguistic perspective and the social or cultural meaning.

In linguistic perspective, names are divided into two. The first is the world class of names. The second is the meaning. Names are often included in subclass of noun. This view has been accepted by many scholars (Frege 1982; Russel 1905; Boonpaisamsatit 2007). Names also have specific meanings. This view is analyzed by several scholars. The first perspective is that meaning of a name has a sense of the word. Even though the same name can be used for different object, but it can have distinctive sense (Frege 1982).

The second point of view is that names have two typical functions in everyday language, such as referential and vocative (1977; 1995). Referential has function to catch the listener's attention to the presence of the object being named. It also functioned to make the hearer remember of the existence of the object being named. Vocative function is used to get the attention of the person being summoned (Lyonnns 1977).

The third point of view is that there are seven types of meaning (Leech 1974). The first is denotative meaning or meaning based on dictionary. The second is connotative meaning or meaning based on the experience and beliefs of the individual. The third is social meaning. It is based on social circumstances. The social meaning includes the aspect of language variations, such as regional dialect variation, slang, etc. The fourth is affective of emotive meaning. It conveys personal feeling of the owner in the use of language. The fifth is reflective meaning. It means that a word may have multiple conceptual meaning. The sixth is collective meaning. This meaning consists of an association of words in certain environment, for instance; beautiful woman, handsome man, etc. The seventh is thematic meaning. A word may have certain message which delivered by the author. The examples and definitions of each types is based on several literature (Leech 1974; Umagandhi and Vinothini 2017; Yunira, *et al.* 2019. This study will examine the meaning of name from linguistic point of view.

In anthropology point of view, name and naming have three categories, such as name and identity; roles of names; and naming and culture (Boonpaisamsatit 2007). Name gives social identity to the owner. It deals with the identity of the relation between name's owner and others

(Finke and Sokefeld 2018). The role of name in the society is indicating social relationship and self-representation (Watzlawick, *et al.* 2012). In the cultural perspective, naming is not only about labeling something, but also a cultural process (Thomas and Chwarbaum 2016). This study is also going to examine the category of names and naming from anthropological point of view.

There are several phenomenon of names and naming in different research, such as giving personal names based on socio-cultural background (Al-Zumor 2009), choosing names based on cultural and identity background (Ngade 2011); selecting names in marketing food products and companies (Anderson 2016), deciding restaurant names that describe norms and values of certain people (Wulansari 2020). The different phenomenon of giving names to people, places, etc makes us understand the backgrounds and reasons of certain names are given. So, it is essential to acknowledge the meanings of name, because every name has different background and story behind it.

Previous paragraph has explained selecting specific names for people or places also have background and story behind it. Selecting names is not only focused on people or places, but also a small business. One of the small business which quite popular is a second-hand business or thrifting business (Han 2013; Staff 2019; Bernstein and Alban 2020). Shopping for second-hand apparel is also increasing. The rise of second-hand or thrifting store online is getting more and more popular nowadays (Hobbs 2016). There is an increasing number thrifted clothes purchase in Indonesia (Herjanto, Scheller-Sampson, and Erickson 2016). Names of thrift shops also comes with a lot of variations.

There are a lot of researches which focused on the consumer's decision or behavior in buying products in second-hand store or thrift shops. The result of the study shows that thrift shop brand names influences the consumer's decision in buying the product (Mitchell and Montgomery 2010; Wodon, Wodon, and Wodon 2013; Hochtritt 2019). However, there is less and almost none of the study focused on the owner of the thrift shop decision in selecting their names. So, this study is going to examine the background and story of names and naming in online thrift shops.

METHOD

This study was used a qualitative method along with descriptive analysis. This study examined the names and naming decision in online thrift shop, especially in Indonesia. The method of data collection was purposive sampling. The criteria were Indonesian online thrift shops which has more than 500 followers on Instagram.

The technique of choosing the informant are based on the complexity and variations of region. There are 50 out of 300 online thrift shop's owners that interviewed in this study. The result of the interview shows that the age range of the respondent is between 17 until 27. The respondents are from Jakarta (36.5%), Bandung, (17.3%), Surabaya (13.5%), Bogor (5.8%), Bali (5,8%), and other cities like Sukabumi, Bekasi, Banyuwangi, Sidoarjo, Pontianak, Karawang, Medan, Yogyakarta, Kediri, etc.

The study succeeded to collect 300 names of online thrift shop in Indonesia. The writer also interviewed several online thrift shops owners about their decision in using certain names in their thrift shops. However, there were only 50 thrift shop's owner that agree to be interviewed. So, this study only uses 50 names of online thrift shops.

There were several things that the writer followed in analyzing the study. The first was shorted the thrift shop based on their followers on Instagram. The second classified the online thrift shop names into Indonesian name, English name, or mix name. The third was investigated the meaning of online thrift shops. Another thing was examined the background of owner’s in choosing their thrift shop’s name. The other thing was determined the relation between the meaning of online thrift shop name and the background of the owner.

RESULTS AND DISCUSSION

This section reveals the results of the study of names and naming online thrift shop based on linguistic anthropological perspective. There are several parts that is discussed in this study such as followers on Instagram, language of thrift shop names, meaning of online thrift shop names based on linguistic perspective, and online thrift shop names based on anthropological perspective.

Followers on Instagram

This chapter is presenting the online thrift shop’s followers on Instagram. The amounts of followers of online thrift shops are different. There are 5 categorize of followers in this study. The first is > 50,000. The second is > 10,000. The third is 5,000-10,000. The fourth is 1,000-5,000. The fifth is 500-1,000. The percentage of follower’s amount in online thrift shop can be seen in Graph 1.

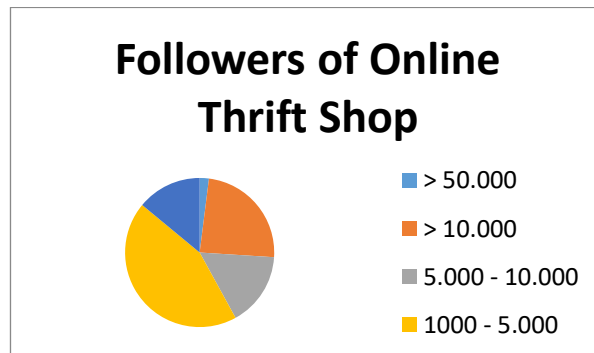


Figure 1. Followers Amount of Online Thrift Shop

Based on Figure 1, the amount of followers of the first category (above 50,000) is 1 or 2%. The followers of the second category (above 10,000) are 12 or 24%. The followers of the third category are 8 or 16%. The total followers of the fourth category are 22 or 44%. The last category shows that the total followers are 7 or 14%. Figure 1 shows that the most common followers of the respondent are above 10,000.

Languages of Online Thrift Shop Names

The next step is classifying the names of online thrift shop based on the languages (English, Indonesian, or other languages). Table 1 provides the classification of language choices of online thrift shop owner in giving names.

Table 1. Language Choice of Online Thrift Shop Names

No.	Online Thrift Shop Names	Language Choice	No.	Online Thrift Shop Names	Language Choice
1	Akara Surih	Sanskrit	26	Mirvelous Thrift	English
2	Save & Shop	English	27	Alpine Stuff	English
3	Craving Summer	English	28	Val Preloved	English
4	Heptacular	English	29	Next Level Space	English

No.	Online Thrift Shop Names	Language Choice	No.	Online Thrift Shop Names	Language Choice
5	Lajak Pakai	Indonesian Old Spelling	30	Locana Thrift	Sanskrit and English
6	Little Petite Diaries	English	31	Raraa Collection	English
7	Reuse Able	English	32	Bloomy Things	English
8	Wear It With Love	English	33	Se Lama	Indonesian
9	Sun Circus	English	34	Dabeli Id	Indonesian Abbreviation
10	Its Clothier	English	35	Pretty Thrift Id	English
11	Thrift by Panmae	English and Korean	36	Glitz Apparel	English
12	Thrifty Date	English	37	Thrift Sweett	English
13	Different Class Garage	English	38	Inn Cloth Id	English
14	Dyes Id	English	39	Undiscovered Gems	English
15	Preloved by Devs	English	40	Look Look	English
16	Thrift by Zi	English	41	Bunny Saurus	English
17	Thriftagram	English	42	Sixteetz	English
18	Ma Louloutee	French	43	Muda Moody Sub	Indonesian & English
19	Moon Sibs	English	44	Its Thrift	English
20	Inside Her Clothes	English	45	Baju Oma Yuk	Indonesian
21	Kita Pakai Lokal	Indonesian	46	Tokone Deaa	Javanese and Indonesian
22	Hid Treassure	English	47	Oldie Goldies	English
23	Take These Goods	English	48	We Go Thrift	English
24	Trace Luck	English	49	Komokun Id	Japanese & Arabic
25	City Fun Store	English	50	Ingin Jual	Indonesian

Based on Table 1, there are 37 out of 50 online thrift shops (76%) choose English as the language of online thrift shop names. There are 6 online thrift shops which decide to give names with Indonesian language (12%). There are two thrift shops that choose two kinds of language in online thrift shop names choice (8%). One of them is using Indonesian and English. The other is using Javanese and Indonesian. Another name is using Sanskrit and English. The other is using Japanese and Arabic. The rest of the online thrift shop names are using Sanskrit (2%), French (2%), Japanese (2%), and Korean (2%). It means that the online thrift shop owners in Indonesia tend to use English as their language choice in giving names in online thrift shop.

Meaning of Online Thrift Shop Names based on Linguistic Perspective

This chapter will discuss about the seven types of meaning based on linguistic point of view by Leech (1974). The classification of online shop names and seven types of meaning will be described in Table 2.

Table 2. 7 Types of Meaning based on Leech (1974) in Online Thrift Shop Names

No.	Online Thrift Shop Names	Dennotative	Connotative	Social	Emotive	Reflected	Collocative	Thematic
1	Akara Surih	√	-	-	-	-	-	-
2	Save & Shop	√	-	-	-	-	-	-
3	Craving Summer	-	√	-	√	√	-	√
4	Heptacular	-	-	-	-	√	√	-
5	Lajak Pakai	√	-	-	√	-	√	√

No.	Online Thrift Shop Names	Dennotative	Connotative	Social	Emotive	Reflected	Collocative	Thematic
6	Little Petite Diaries	√	-	-	-	-	-	-
7	Reuse Able	√	-	-	-	-	-	-
8	Wear It With Love	√	-	-	√	√	-	√
9	Sun Circus	√	√	-	-	√	-	√
10	Its Clothier	√	-	-	-	-	-	-
11	Thrift by Panmae	√	-	-	-	√	-	√
12	Thrifty Date	-	√	-	-	√	-	-
13	Different Class Garage	-	-	-	-	-	-	-
14	Dyes Id	-	-	-	-	√	√	-
15	Preloved by Devs	√	-	-	-	-	-	-
16	Thrift by Zi	√	-	-	-	-	-	-
17	Thriftagram	-	-	-	-	√	√	-
18	Ma Louloutee	-	-	-	-	-	-	-
19	Moon Sibs	-	√	-	-	√	-	-
20	Inside Her Clothes	-	-	-	-	√	-	-
21	Kita Pakai Lokal	-	-	-	-	√	-	-
22	Hid Treassure	-	-	-	-	√	√	-
23	Take These Goods	√	-	-	-	-	-	-
24	Trace Luck	√	-	-	-	√	√	√
25	City Fun Store	-	√	-	-	√	-	√
26	Mirvelous Thrift	-	-	-	-	-	-	√
27	Alpine Stuff	-	-	-	-	√	-	-
28	Val Preloved	-	-	-	-	√	-	-
29	Next Level Space	-	-	-	-	√	-	-
30	Locana Thrift	√	-	-	-	-	-	-
31	Raraa Collection	-	-	-	-	√	√	-
32	Bloomy Things	-	√	-	-	-	-	-
33	Se Lama	-	-	-	-	√	√	-
34	Dabeli Id	-	-	-	-	-	-	-
35	Pretty Thrift Id	-	-	-	-	-	-	√
36	Glitz Apparel	√	-	-	-	-	-	-
37	Thrift Sweett	-	-	-	-	√	√	-
38	Inn Cloth Id	-	√	-	-	√	√	-
39	Undiscovered Gems	√	-	-	-	-	-	√
40	Look Look	-	-	-	-	-	-	-
41	Bunny Saurus	-	√	-	-	-	√	-
42	Sixeetz	-	-	-	-	-	-	-
43	Muda Moody Sub	-	-	√	-	√	√	-
44	Its Thrift	-	-	-	-	-	-	-

No.	Online Thrift Shop Names	Dennotative	Connotative	Social	Emotive	Reflected	Collocative	Thematic
45	Baju Oma Yuk	-	-	-	-	√	√	-
46	Tokone Deaa	-	-	-	-	-	-	-
47	Oldie Goldies	√	-	-	-	-	√	-
48	We Go Thrifty	-	-	-	-	√	-	√
49	Komokun Id	-	-	-	-	√	√	√
50	Ingin Jual	√	-	-	-	-	-	-

Based on Table 2, there are 7 or 14% of online thrift shop names that do not have meaning on their name. Those thrift shops are Different Class Garage, Dabeli Id, Look Look, Tokone Dea, Its Thrift, Sixeetz, and Ma Louloutee. This result means that the owners of online thrift shop give names in their small business without considering meaning behind it.

There are 11 or 22% of online thrift shops which include denotative meaning behind their name. Online thrift shop which have denotative meaning are Akara Surih, Save & Shop, Little Petite Diaries, Reuse Able, Its Clothier, Preloved By Devs, Thrift By Zi, Take These Goods, Locana Thrift, Glitz Apparel, and Ingin Jual. One of the thrift shops which have denotative meaning in their name is Akara Surih. This name is coming from Sanskrit language which has two meanings. The first is *akara* which means visual representation, the other is *surih* which means used. So, the meaning of Akara Surih is second-hand goods which have impressive visual representation.

There are 4 or 8% of online thrift shop names that involve in reflected meaning. Online thrift shops name that have reflected meaning are Inside Her Closet, Kita Pakai Lokal, Alpine Stuff, Val Preloved, and Next Level Space. One of the thrift shop which involves reflected meaning is Kita Pakai Lokal. Even though the name is related to “use local product or brand,” the owner use the word *local* to describe the person who sell the product. So, the term local here has reflected meaning that has multi-conceptual meaning. The meaning of Kita Pakai Lokal based on the owner is local people who sell imported stuffs. It is related to a lot of local people who sells second-hand goods of thrift products.

There are 2 or 4% of online thrift shop names which related to thematic meaning. Those thrift shops are Mivelous Thrift and Pretty Thrift Id. Both the thrift shop owner explains that their small business have specific meaning that they want to deliver to people. One of the thrift shop owners describes that Pretty Thrift means that every girl is pretty without any exception. Another owner says that Mirvelous means marvelous. She also wants people to remember the name easily. In addition, there is 1 or 2% of online thrift shop name which involve in connotative meaning. The thrift shop name is Bloomy Things. The owner is using the name inspired by Korean aesthetic spring season and flowers. The owner has her own imaginary meaning of her online thrift shop name based on another country seasonal moment.

The rest of online thrift shop owners are using multiple meanings of their small business. There are 25 or 50% of online thrift shop names which involve multiple meanings. Those 25 online thrift shops are divided based on the multiple meanings appear on the online thrift shop names.

The first is online shops that associate with reflected and collective meaning. There are 9 online shops in this category. Those online thrift shops are Heptacular, Dyes Id, Thriftagram, Hidtreasure, Raraa Collection, Se Lama, Thrift Sweet, Inn Cloth Id, and Baju Oma Yuk. One

of the examples of reflected and collective meaning in online thrift shop name is Heptacular. Heptacular has two multi-conceptual meanings, because it is an abbreviation of the word *hepta* and *spectacular*. *Hepta* is a Greek language which has similar meaning with the word *number seven*. It is also related to seven children in the owner's family. The online thrift shop owner also describes her family as spectacular. So, the reflected meaning of Heptacular is seven children in a spectacular family. The collective meaning of the word Heptacular is related to the association of the abbreviation which becomes one word.

The second is online thrift shop names that related to two distinctive meanings. There are 6 thrift shops that have two different meanings, such as reflected and thematic meaning (We Go Thrifty); connotative and reflected meaning (Thrifty Date and Moon Sib); denotative and thematic meaning (Undiscovered Gems); connotative and collective meaning (Bunny Surus); as well as denotative and collective meaning (Oldie Goldies).

The third is online thrift shop names that include in three different meanings. There are 5 online thrift shops that have three distinctive meanings, such as denotative, emotive, and collective meaning (Lajak Pakai); denotative, reflected, and thematic meaning (Thrift By Panmae); connotative, reflected, and thematic meaning (City Fun Store); social, reflected, and collective meaning (Muda Moody Sub); as well as reflected, collective, and thematic meaning (Komokun Id).

Next is about online thrift shop names with four meanings. There are 4 online shops names which include four different meanings. Those online thrift shops are Craving Summer (connotative, emotive, reflected, and thematic meaning), Wear It With Love (denotative, emotive, reflected, and thematic meaning), Sun Circus (denotative, connotative, reflected, and thematic meaning), and Trace Luck (denotative, reflected, collective, and thematic meaning).

The result of the study shows that 86% of the online thrift shop names have meanings. It means that the owner of online thrift shop choose their small business name with many reasons and considerations. So, the name of each online thrift shop is not only just an ordinary name, but there are a lot of stories behind it.

Online Thrift Shop Names based on Anthropological Perspective

This part is going to analyze online thrift shop names based on anthropological point of view. Based on Boonpaisamsatit (2007), names and naming have three types, such as name and identity; roles of names; and naming and culture. So, Table 3 will examine more detail about those categories of name from enthropological point of view.

Table 3. Online Thrift Shop Names from Anthropological Perspective

No.	Online Thrift Shop Names	Name and Identity	Roles of Name
1	Akara Surih	Personal Identity	Self-Representation
2	Save & Shop	Personal Identity	Self-Representation
3	Craving Summer	Personal Identity	Social Relationship with Others
4	Heptacular	Personal Identity	Self-Representation
5	Lajak Pakai	Personal Identity	Social Relationship with Others
6	Little Petite Diaries	Personal Identity	Self-Representation
7	Reuse Able	Personal Identity	Social Relationship with Others
8	Wear It With Love	Personal Identity	Social Relationship with Others
9	Sun Circus	Personal Identity	Social Relationship with Others
10	Its Clothier	Personal Identity	Social Relationship with Others

No.	Online Thrift Shop Names	Name and Identity	Roles of Name
11	Thrift by Panmae	Personal Identity	Self-Representation
12	Thrifty Date	Personal Identity	Social Relationship with Others
13	Different Class Garage	Personal Identity	-
14	Dyes Id	Personal Identity	Self-Representation
15	Preloved by Devs	Personal Identity	Self-Representation
16	Thrift by Zi	Personal Identity	Self-Representation
17	Thriftagram	Personal Identity	-
18	Ma Louloutee	Personal Identity	-
19	Moon Sibs	Personal Identity	Self-Representation
20	Inside Her Clothes	Personal Identity	Self-Representation
21	Kita Pakai Lokal	Personal Identity	Social Relationship with Others
22	Hid Treasure	Personal Identity	Social Relationship with Others
23	Take These Goods	Personal Identity	Social Relationship with Others
24	Trace Luck	Personal Identity	Self-Representation
25	City Fun Store	Personal Identity	Social Relationship with Others
26	Mirvelous Thrift	Personal Identity	Social Relationship with Others
27	Alpine Stuff	Personal Identity	Self-Representation
28	Val Preloved	Personal Identity	Self-Representation
29	Next Level Space	Personal Identity	Self-Representation
30	Locana Thrift	Personal Identity	Self-Representation
31	Raraa Collection	Personal Identity	Self-Representation
32	Bloomy Things	Personal Identity	Self-Representation
33	Se Lama	Personal Identity	Social Relationship with Others
34	Dabeli Id	Personal Identity	Self-Representation
35	Pretty Thrift Id	Personal Identity	Social Relationship with Others
36	Glitz Apparel	Personal Identity	Self-Representation
37	Thrift Sweett	Personal Identity	-
38	Inn Cloth Id	Personal Identity	Self-Representation
39	Undiscovered Gems	Personal Identity	Social Relationship with Others
40	Look Look	-	-
41	Bunny Saurus	Personal Identity	Self-Representation
42	Sixeetz	Personal Identity	Self-Representation
43	Muda Moody Sub	Personal Identity	Social Relationship with Others
44	Its Thrift	-	-
45	Baju Oma Yuk	Personal Identity	Self-Representation
46	Tokone Deaa	Personal Identity	Self-Representation
47	Oldie Goldies	Personal Identity	Self-Representation
48	We Go Thrift	Personal Identity	Social Relationship with Others
49	Komokun Id	Personal Identity	Social Relationship with Others
50	Ingin Jual	Personal Identity	-

Table 3 presents three categories of names and naming based on anthropological perspective. The first is names and identity. This study uses types of identity based on Finke and Sokefeld (2018), such as individual and collective identity. The difference of individual and collective identity is based the use of common word and unique words. The uniqueness of name represents personal identity. However, collective identity is a process of an acknowledgement of people as a member of a larger community. This process also involves an understanding themselves as a part of bigger category. Collective identity also involves variety of dimension, such as social class, language, ethnicity, race, religion, orientations, nationality, etc (Donahoe, *et al.* 2009). This study only focuses on personal identity, because collective identity involves many aspects which cannot be seen from one interview.

The second is role of name in the society. There are 25 online thrift shop names which have self-representation role. Those 25 names are defined and classified based on the result of the interview. The owners of online thrift shops describe the meaning of online thrift shop and the story behind it. Most of online thrift shop owner tells about their own role in choosing the name. One of the thrift shop owner describes the meaning behind Little Petite Diaries is because the owner has a petite body. Another owner explains that the name Next Level Space is started from the owner's interested in outer space things, such as planets, etc.

In addition, there are 15 online thrift shops that have relationship with other people role. Those online thrift shop names have hopes and prayers behind the name. The owners provide some explanation about their hopes and prayers about the name. One of the online thrift shop owner explains about the meaning behind Komokun Id name. Komokun is an abbreviation of the word *komorebi* and *kun*. *Komorebi* is a Japanese word which means sunshine. *Kun* is an Arabic word which is a short of *kun fayakun*, it means "what is meant to be happened will happen." So, the owner hopes that people will be a sun which brightly rises for people on earth. Another online thrift shop owner describes the meaning behind City Fun Store. The word *city* has the same pronunciation with the owner's mother name (Siti). The owner adds the word *fun* after *city* and becomes City Fun, because she wants to give something fun to other people and make them happy.

However, there are seven online thrift shops that do not have role of name. It is because the owners do not describe and explain about the story behind the choice of thrift shop names in details. So, this study cannot find the role of the name on seven online thrift shops.

The third is name and culture. This study does not find any cultural background behind the choice of online thrift shop names. So, this study finds the anthropological aspect of online thrift shop names, such as personal identity of the name, and the roles of name in the society (self-representation and relationship with other people).

CONCLUSION

The results of the study shows that online thrift shop names have meanings behind each name, such as denotative meaning, connotative meaning, social meaning, reflected meaning, collective meaning, and thematic meaning. Half of the online thrift shop has multiple meanings. It means that the owners of online thrift shop have many considerations and reasons before choosing the suitable name for their small business. The considerations and reasons are self representation and social relationship with others. Those considerations represent the owner's self identity. Online thrift names also reveal an identity of the owner as well as the role of those names in the society. However, online thrift shop names do not have cultural background and story.

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