

Naming Natural and Cultural Tourism Objects in Medalsari Village Karawang Regency

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This study was conducted to describe the naming of tourist attractions in Medalsari Village, Karawang Regency. The research applies a qualitative study design, ethnographic methods, and anthropolinguistic studies to uncover the naming story, meaning, and cultural values behind the naming of tourist attractions. The research results reveal that the naming of natural and cultural tourism objects in Medalsari Village cannot be separated from the role of central figures who contribute to the development of the village. Several tourist attractions have changed names due to commercialization and efforts to revitalize local culture. The names were reconstructed as part of a strategy to attract tourist interest and support the market narrative. This naming process supports the Sapir-Whorf hypothesis, which emphasizes that language, culture, and ways of thinking are closely related to people's lives. This research contributes to promoting tourist attractions in Medalsari Village and helps develop teaching materials in higher education. Integrating teaching materials focused on local wisdom can build a learning atmosphere that is more inclusive, interactive, and in line with student needs. Utilizing teaching materials that are close to students can improve the quality of learning and have an impact on student learning experiences.

Penamaan Objek Wisata Alam dan Budaya di Desa Medalsari Kabupaten Karawang

Penelitian ini dilakukan untuk mendeskripsikan penamaan objek wisata di Desa Medalsari, Kabupaten Karawang. Penelitian menerapkan desain studi kualitatif, metode etnografi, serta antropolinguistik untuk menganalisis nama, makna, serta nilai budaya di balik penamaan objek wisata. Hasil penelitian mengungkap bahwa penamaan objek wisata alam dan budaya di Desa Medalsari tidak lepas dari peran tokoh-tokoh sentral yang berkontribusi dalam perkembangan desa. Beberapa objek wisata mengalami perubahan nama dikarenakan adanya komersialisasi dan upaya revitalisasi budaya lokal. Rekonstruksi nama-nama dilakukan sebagai bagian dari strategi untuk menarik minat wisatawan dan mendukung narasi pasar. Proses penamaan ini mendukung hipotesis Sapir-Whorf, yang menegaskan bahwa bahasa, budaya, dan cara berpikir saling berkaitan erat dengan kehidupan masyarakat. Penelitian ini turut andil mempromosikan objek wisata di Desa Medalsari serta berdaya guna dalam pengembangan materi ajar di perguruan tinggi. Pengintegrasian materi ajar berfokus pada kearifan lokal dapat membangun suasana belajar yang lebih inklusif, interaktif, dan sesuai dengan kebutuhan mahasiswa. Pemanfaatan materi ajar yang dekat dengan mahasiswa dapat meningkatkan kualitas pembelajaran serta berdampak terhadap pengalaman belajar mahasiswa.

Kata kunci:

Etnografi;

Hipotesis Sapir-Whorf;

Medalsari;

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INTRODUCTION

Tourism inevitably plays an essential role in supporting the country's economy. Several roles of tourism in boosting the country's economy include: (1) Helping the country earn income and foreign exchange. This is because domestic and foreign tourists visiting Indonesia significantly contribute to income (Nurti et al., 2023; Riezal & Rosidi, 2018). Tourist spending on accommodation, food, transportation, and tourism activities is an essential source of foreign exchange for the country; (2) Creating diverse job opportunities for the community. The tourism industry covers many jobs, from tour guides, hotel staff, taxi drivers, and local traders (Telagawathi, 2017). Therefore, the tourism sector can create extensive and diverse employment opportunities for local communities; (3) Tourism can improve infrastructure. As tourism develops, the need for facilities and infrastructure such as hotels, restaurants, roads, airports, and public transportation also increases (Arjana, 2017; Rahmi, 2017). At the same time, tourism can encourage investment in infrastructure and other sectors, thereby creating benefits for shared sectors; (4) Tourism development can strengthen supporting industries (Mudana, 2016; Nurbaeti et al., 2021).

Apart from the tourism industry, supporting industries benefit from tourism growth, such as banking, marketing, construction, and agriculture; (5) Become a media for promoting local culture and heritage (Harirah et al., 2021; Yudiana, 2018). Tourism can promote culture, local heritage, and handicrafts, which can be a source of income for local communities (Dwipayana & Sartini, 2023; Wesnawa, 2022); (6) Development of remote areas. Tourist destinations in remote areas often benefit greatly from tourism. Tourism development in remote areas can open new roads, improve economic life and bring regions closer to the world (Pranoto et al., 2023; Sukadi, 2013); and (7) Tourism becomes an investment and economic diversification (Amrullah et al., 2022; Hidayat & Danardani, 2023). Tourism can be an investment incentive in various economic sectors to strengthen and diversify a country's economy. These various roles show that the tourism sector has a significant impact on driving a country's economy. This is because income is obtained directly from tourists and various sectors, which have a chain effect on other creative economy sectors. Thus, tourism plays a significant role in a country's economy, making the government create tourist villages (Hermawan, 2016; Mudana, 2016; Sudibya, 2018; Trisnawati, 2022).

One of the many tourist villages in Indonesia is Medalsari Tourism Village. Administratively, Medalsari Village is one of the villages in Pangkalan District, Karawang Regency. This village is located in the southern part of Karawang Regency and borders Bogor Regency. This village has diverse natural potential, allowing visitors to experience unique experiences. For example, trekking in the forest, playing in the river, or enjoying the unspoiled natural beauty. Apart from that, it is also supported by maintaining the cultural heritage of our ancestors. Therefore, it is unsurprising that Medalsari Village is a tourist village in Karawang Regency with natural and cultural tourist attractions. The names of natural and cultural tourist attractions in Medalsari Village, Karawang Regency, have their naming backgrounds. These names contain hidden meanings and cultural values. The naming of natural and cultural tourist attractions in Medalsari Village is related to the culture of the people. For example, Green Canyon, Curug Lalay, Curug Panganten, Tomb of Mbah Alam, and Tomb of Mbah Pancong. The origin of the

name of the location is in line with the name of the discoverer of the area, the name of the plant, or the name of the animal found near the tourist attraction.

Giving names to natural and cultural tourist attractions in Medalsari Village, Karawang Regency, has a unique and historical meaning and background to the name. One of them is the name Curug Lalay. This name is because there is a small cave with a bat's nest (Lalay in Sundanese). Therefore, the people around Medalsari Village call the waterfall Curug Lalay. In connection with these facts, this research was conducted to describe the naming pattern of tourist attractions in Medalsari Village, Karawang Regency. Research examining the naming of a region has existed before. Starting from research on street naming (Erikha, 2018, 2021; Munir, 2017; Prihadi & Listiyorini, 2020; Rustinar & Kusmiarti, 2021), research on administrative area identity markers (Budiono & Firdaus, 2022), village naming research (Izar et al., 2021; Jayanti, 2021; Muhidin, 2021; Oktaviana, 2020; Pertiwi et al., 2020; Septiani, 2022), research on village name patterns (Sugianto, 2017), research on the origins of village names and regional names (Carey et al., 2015; Sumarsih, 1981), and research on the structure of village names (Prihadi, 2015).

Previous research targeting the naming of tourist attractions, including that carried out by Aditya (2020), Ayuningtyas et al., (2023), Ino & Mustopa (2023), Mutia (2020), Rosdiana et al., (2023). The five previous studies used different material objects and theories, so the research on naming tourist attractions still has many gaps. Research on naming tourist attractions provides benefits in developing tourist villages. Therefore, increasing the quality and quantity of tourism object naming research is necessary to complement regional naming research. This is because the tourism sector is the backbone of the Indonesian creative economy (Kemenparekraf.go.id, 2021).

The selection of Medalsari Village, Karawang Regency, as a research location was based on several reasons. First, because the naming of places in Medalsari Village is in line with the language and culture of the Sundanese region; second, Medalsari Village, as an area located in the south of Karawang, has various natural and cultural tourist attractions. Third, tourism development in Medalsari Village is proliferating. However, most people in Medalsari Village do not know the background of naming natural and cultural tourist attractions in their area. If you know the origin of the name of the tourist attraction, it can become a promotional medium to strengthen the attraction for tourists (Mawadah & Solihat, 2021). Therefore, research on naming natural and cultural tourist attractions in Medalsari Village, Karawang Regency, is essential to carry out as a form of cultural inventory and dissemination of the names of tourist attractions. The inventory results can be helpful for cultural interests, especially in disseminating, teaching, and learning culture. The inventory results can be developed as promotional media so that natural and cultural tourism destinations in Medalsari Village, Karawang Regency, are increasingly known to the broader community.

This toponymy research utilizes the Sapir-Whorf hypothesis theory. According to Kramsch (2001), the Sapir-Worf hypothesis reveals that language use can influence how people think and act. The Sapir-Whorf hypothesis was born from the theory of linguistic relativity, which is based on the relationship between language, culture, and people's thought patterns. The existence of this theory has a powerful influence on the science of sociolinguistics and anthropolinguistics. The theory of linguistic relativity was coined by Franz Boas (1858-1942). The ideas of Franz Boas (1858-1942) ultimately influenced Edward Sapir (1884-1939).

Furthermore, the ideas of Edward Sapir (1884-1939) were adopted by his student Benjamin Lee Whorf (1897-1941). According to the theory of relativity, everyone speaks differently because they have different ways of thinking. Language allows every human being to express (make sense of) the world around them in different ways. This is because different ways of thinking influence it. Therefore, the language structure that humans use consistently can inevitably influence how people think and behave (Kramsch, 2001).

Sapir (1921) believes that language cannot be separated from human culture because it is a social inheritance in the form of a guide to a person's actions and beliefs about what determines the structure of life. Based on this idea, language has two functions. First, it is a means of communicating ideas and thoughts objectively. Second, it is a linguistic means of expressing relative cultural values. Therefore, it is unsurprising that language and culture have a strong relationship.

Previous research that applies Sapir-Whorf hypothesis, among others carried out by Astrea (2017) with the title "Sapir-Whorf Hypothesis in the Toponymy Process of Tuban Regency (Linguistic Anthropology Study)," Camalia (2015) with the title "Toponymy of Lamongan Regency (Linguistic Anthropology Study)," and research Mardiana (2014) with the title "The Sapir-Whorf Hypothesis And Toponymy Study: Place Naming Using Javanese Language." Three previous studies studied the naming of places strengthened by the Sapir-Whorf Hypothesis, where he found a connection between language, culture, and human thought in naming places in various regions. These studies reveal the relationship between language, thought, and culture in naming places.

This research differs from previous research; it examines the process of naming natural and cultural tourist attractions that reflect local values and beliefs. This research introduces an integrated approach that combines the naming of natural and cultural tourist objects to promote tourist villages, showing that names not only describe the characteristics of objects but also function as a strategic promotional tool. This research highlights community participation and a sense of ownership in supporting the development and promotion of tourist villages. This research also provides a specific case study in Medalsari Village, which enriches the tourism literature with examples of applying theory in local practice. Thus, it is hoped that this research can document the history of naming tourist attractions in Medalsari Village, reflect community values and beliefs, and contribute to developing teaching materials in higher education.

METHOD

This research relies on the umbrella of anthropolinguistic studies. Researchers frame the study design by applying qualitative study patterns. According to Creswell (2015), qualitative studies allow researchers to explore people's lives. In this study, researchers focused on exploring the social and cultural context in Medalsari Village, Karawang Regency. The ethnographic method is used as a working principle in research. This aligns with the idea of Windiani & Nurul (2023) that ethnography as a qualitative research method aims to explore the culture of a society. Research data was collected through observation and interviews to compile stories, meanings, and cultural values behind the naming of tourist attractions. Therefore, the ethnography method aligns with the research objectives, which seek to explore the background, meaning, and cultural values related to the naming of

tourist attractions in Medalsari Village, Karawang Regency, West Java (Spradley, 2006).

Ethnographic research, according to Spradley (2006), has twelve steps. However, in this research, the researcher only applied the five stages of ethnographic research, according to Spradley (2006). The first stage is determining the informant. The study involved four informants: a former village head and three elders in Medalsari Village. The second stage is conducting interviews with informants. The researchers used unstructured interviews. During the interview, the researcher asked questions freely but still followed the interview guidelines the researcher had prepared. The interview process in this research was carried out directly.

The third stage is to make notes on the results of the interview. After the interview, the researcher writes down the results as research data and supporting information to help the researcher analyze the data. The fourth stage is analyzing the interview results. At this stage, the researcher begins to analyze the data following the research objectives supported by relevant theories, namely anthropolinguistic theory, toponymy theory, tourism theory, the Sapir-Whorf hypothesis theory, and previous research related to toponymy. The fifth stage is writing the ethnography, in which the researcher writes the ethnography as a research article.

Before in-depth analysis, the collected data was verified through an affirmative and theoretical triangulation process. Confirmatory triangulation involves two main steps: first, cross-checking the data by the source to ensure that the interpretation of the data is accurate; second, evaluating the results of the analysis through assessment by experts to obtain additional validity. Meanwhile, in analyzing the data, researchers utilized extra-linguistic match analysis techniques, focusing on language elements outside the text, and contextual analysis, which examines meaning in relevant social and cultural contexts. To support research findings, researchers also adopted a literature review approach to explore and understand the naming of natural and cultural tourist attractions more deeply. The analysis process results are presented in an informal narrative form, enabling information delivery to be more flexible and easily understood. Discussion of the analysis results accounted for the main aim of the research: to relate the naming of tourist attractions to a broader cultural and social context and to provide deeper insight into naming practices in local communities.

RESULT AND DISCUSSION

Based on the results of interviews with the former village head and three community leaders in Medalsari Village, as well as a literature review that includes various scientific articles and journals, it was identified that tourist attractions in Medalsari Village are divided into two main categories, namely natural tourism and cultural tourism. In the natural tourism category, several interesting objects, such as Green Canyon, Curug Lalay, and Curug Panganten, offer exceptional natural beauty. Meanwhile, in the cultural tourism category, objects such as Mbah Alam's Tomb, Mbah Pancong's Tomb, Mbah Eyong's Tomb, and Rumah Peradaban highlight aspects of local history and culture. To understand more deeply, researchers investigated the history of naming various tourist attractions in Medalsari Village. Subsequent research links the toponymic study of naming natural and cultural tourist objects with the concept of signs from a semiotic perspective, thereby

helping to reveal the symbolic and cultural meanings behind these names. In the final stage, researchers examined the acceptance of the Sapir-Whorf hypothesis in the context of the toponymy of Medalsari Village, with a focus on place names reflecting the values, beliefs, and aspirations of the local community, as well as the pattern of these names relating to the social and cultural conditions of Medalsari Village.

Historical Toponymy of Natural and Cultural Tourism Objects in Medalsari Village, Karawang Regency

Historically, Medalsari Village, Karawang Regency, was created due to the expansion of Cigunungsari Village, which was carried out on August 11, 1980. The philosophy of the word Medalsari comes from the word Sari, which means favor, and Medal, which means birth. So, Medalsari can be interpreted as a village that provides enjoyment because it has shady geographical conditions that give coolness.

Tourist attractions in Medalsari Village have a naming history. For example, Green Canyon is a natural tourist attraction. One of the natural attractions in Medalsari Village was initially called Curug Taneuh. The name of Curug Taneuh was changed to Green Canyon because it has a similar appearance to the Green Canyon in America. This is supported by a tourist landscape in a small canyon that forms gaps between stalactites and stalagmites. Therefore, residents then changed the name of the tourist attraction to attract tourists.

In terms of shape, the Green Canyon of Medalsari Village is smaller than the American Green Canyon. However, the beautiful scenery with cliffs lining the river can attract tourists. Moreover, the roots of old trees and large stones further strengthen the natural impression of this natural tourist attraction. This change of name for natural tourism has significantly impacted the development of tourist destinations. This is proven by receiving the Sapta Pesona Asoka Award from the Regent and the Karawang Regency Tourism and Culture Office for being able to become the center of attention of stakeholders for tourism development (Lestari et al., 2022).

Medalsari Village also has cultural tourism. One of them is a cultural tour of the House of Civilization. Cultural tourism of houses of civilization is a form of wealth left by ancestors. This also prompted the National Archaeological Research Center to build a house of civilization in 2016. The house of civilization functions as a place where learning, understanding, enrichment, and enlightenment related to the values of past civilizations are carried out to advance and enrich the nation's civilization (Simanjuntak et al., 2016). Therefore, building a house of civilization aims to spread the history and values of civilization from the past to the present to the broader community.

Apart from that, Medalsari Village has natural resources that can attract tourists to visit. One of them is during the durian harvest activity. This is in line with the position of Medalsari Village as a tourist village. Therefore, the local community maximizes this opportunity by establishing a culinary tourist attraction for harvesting durian. The aim is to boost the community's economy through agricultural products produced by Medalsari Village. Things align with ideas Ingkadijaya et al., (2021); Kivela & Crotts (2006); Nadalipour et al., (2022); Sánchez-Cañizares & López-Guzmán (2012); Wuri et al., (2015), that in the world of culinary tourism it always plays a role in strengthening the existence of local tourism.

The historical influence of commercialization and the revitalization of local culture has significantly shaped the naming practices for natural and cultural tourist attractions in Medalsari Village, Karawang Regency. This relationship underscores the importance of crafting names that reflect the essence and heritage of the area and resonate with current market trends. The village aims to enhance its appeal and attract a broader audience by strategically selecting names that align with contemporary tourism discourse. This approach not only supports the village's efforts to market itself effectively but also contributes to preserving and promoting its cultural identity, creating a synergy between local traditions and modern tourism demands (Septiani, Itaristanti, & Mulyaningsih, 2020).

Structure of Signs Naming Natural and Cultural Tourism Objects in Medalsari Village, Karawang Regency

The following chart shows, referring to De Saussure's sign structure, the process of naming natural and cultural tourism objects in Medalsari Village, Karawang Regency.

Tabel 1. Structure of Signs for Naming Tourist Attractions

No.	Signifying Aspect	Signified Aspect	Type of Tourism
1.	Green Canyon	The naming of Green Canyon is appropriate because this tourist attraction resembles the Green Canyon in America. This is supported by the natural tourist landscape, which is a small canyon that forms gaps between stalactites and stalagmites. Therefore, local residents use the name Green Canyon to attract tourists.	Natural
2.	Curug Lalay	Curug Lalay is named because there is a small cave that is a bat's nest (Lalay in Sundanese). Therefore, the people around Medalsari Village call the waterfall Curug Lalay.	Natural
3.	Curug Panganten	The Panganten Waterfall is located because there is a myth in society that someone who bathes in it will soon find a soul mate and become a bride. Therefore, the people around Medalsari Village call it Curug Panganten.	Natural
4.	Makam Mbah Alam	Mbah Alam is an ancestor who is buried in Medalsari Village. Currently, Mbah Alam's grave is a cultural tourist attraction used as a pilgrimage place.	Culture
5.	Makam Mbah Pancong	Mbah Pancong is one of the ancestors buried in Medalsari Village. Currently, Mbah Pancong's grave is a cultural tourist attraction used as a pilgrimage place.	Culture
6.	Makam Mbah Mbit	Mbah Mbit was one of the champions who died in Medalsari Village. Currently, Mbah Mbit's grave is a cultural tourist attraction used as a pilgrimage place.	Culture
7.	Rumah Peradaban	The House of Civilization is a traditional house of Medalsari Village that functions as a place of learning, understanding, enrichment, and enlightenment related to the values of past civilizations to advance and enrich the nation's civilization.	Culture

The sign system in Table 1 plays a role in constructing the discourse on naming natural and cultural tourism objects. The origin of the location's name is in line with the name of the area's discoverer, an ancestor, a character who is considered vocal, and the name of an animal found near a tourist attraction. Therefore, the names created are closely related to the culture of Medalsari Village.

Green Canyon was chosen because its shape is similar to the Green Canyon in America, with small canyons and geological formations such as stalactites and stalagmites. This name associates the tourist attraction with the famous Green Canyon, giving a spectacular and exotic impression that can attract tourists. This naming utilizes branding techniques. This aligns with Gunn's (1994) ideas of *tourism planning*, which state that increasing tourist attraction can be done by providing associations with familiar destinations. International references attract the attention of tourists looking for similarities to famous places and give a guarantee of quality or similar experiences. Naming like this can also create a cognitive attraction effect, as Jenkins (1999) explained that names containing well-known geographical references can facilitate recognition and motivate visits. The community believes and implements this concept to reconstruct the name of Green Canyon.

The name Curug Lalay is taken from the local name for bats (Lalay in Sundanese), which are associated with small caves around the waterfall. This name implies the presence of a specific element in the local ecosystem and creates a unique identity for the tourist attraction. Local element-based naming like this is related to the concept of local authenticity put forward by Cohen (1988) in *Traditions in the Present*. In the book, Cohen (1988) emphasized the importance of including local cultural and natural elements to provide a more immersive and authentic experience. This naming helps strengthen local identity, which can enrich tourist experiences and increase tourists' emotional connection with tourist destinations.

The name Curug Panganten, which means "bridal waterfall," is associated with the myth that bathing in this waterfall will bring someone a soul mate. This name links the tourist attraction to local folklore and beliefs, adding spiritual and cultural values. According to Ryan (2003) in *Tourism Management*, Redefining the integration of myths and folklore in naming can add to the cultural and spiritual value of the destination. Naming related to local myths creates cultural connectivity, thereby increasing the appeal for tourists interested in the spiritual and cultural aspects of the destination. This concept also strengthens the social engagement aspect of tourists, making them feel more connected to local communities and traditions.

The names of the cultural tourist attractions Mbah Alam's Tomb, Mbah Pancong's Tomb, and Mbah Mbit's Tomb reflect respect for ancestors and historical figures in Medalsari Village. This naming indicates the importance of these sites in the local spiritual and historical context, making them cultural and pilgrimage tourist attractions. Naming the tomb as a pilgrimage tourist attraction links the site to cultural heritage and spiritual tourism, as Timothy & Boyd (2003) explained in his book *Heritage Tourism*. This designation creates an essential cultural and spiritual attraction for tourists seeking a more profound experience of local history and spiritual practices. In addition, naming like this increases historical authenticity, attracting tourists interested in local history and culture.

The name Rumah Civilization is a traditional house that functions as a learning center about the values of past civilizations. This name emphasizes its educational purpose and function as a cultural center that advances knowledge about local civilization. The concept of cultural education explained by MacCannell (1973) in *The Tourist: A New Theory of the Leisure Class* shows that tourist attractions with educational and cultural functions add value to tourists by offering

in-depth learning experiences. Names that reflect educational and cultural enrichment functions add value to educational attractions and increase appeal for tourists seeking experiences that educate and enrich their knowledge of past civilizations.

To build a strong destination identity, naming tourist attractions in Medalsari Village effectively utilizes local elements, myths, history, and educational functions. Naming based on international references, local elements, myths, and cultural heritage can enhance a destination's appeal in many ways, including creating emotional connections, providing cultural context, and offering authentic experiences. Research in tourism shows that names that reflect unique characteristics and local values can play an important role in tourism promotion and development, as well as help build strong branding for destinations.

Sapir-Whorf Hypothesis for Naming Natural and Cultural Tourism Objects in Medalsari Village, Karawang Regency

The inhabitants of Medalsari Village, deeply embedded in Sundanese culture, manifest distinct characteristics emblematic of this heritage. This observation aligns with Koentjaraningrat's (2009) framework, which outlines five essential cultural values: the nature of human existence, the role of labour, the significance of spatial and temporal positioning, the relationship with the natural environment, and interpersonal connections. These values collectively underscore the importance of social relationships in shaping community perspectives and behaviours. Research by Darmawan et al., (2023), Rusmana (2018), and Sumardjo (2009) further illustrates that Sundanese culture is not only rich in traditional practices but also encompasses a unique worldview that integrates local wisdom and customs. The Sundanese way of life is characterized by a profound appreciation for simplicity and harmony with nature, as highlighted by scholars such as Marlina (2006), Suparmini et al., (2013), and Suryani (2014). This cultural ethos emphasizes values such as cooperation, mutual respect, and a balanced coexistence with the environment, reflecting a holistic approach to living that maintains equilibrium between human activities and the natural world.

Hasanah et al., (2016) and Kusuma (2022) look at simplicity and honesty, which are often emphasized in Sundanese people's thinking. Therefore, Sundanese people often value honesty and openness in social interactions and believe simplicity is the key to happiness. In addition, like other cultures in Indonesia, Sundanese people have a variety of mythological stories and traditional stories that contain moral messages and essential values about life and humanity. This is represented in the Medalsari community. Again, this refers to naming the natural and cultural tourist attractions of Medalsari Village. These names are related to Sundanese cultural values. Cultural tourism cannot be separated from leaders and ancestors who contributed to building the village. As a very influential and respected figure, the community also paid him respect by making his grave a place of pilgrimage. The aim is to honor the services of ancestors.

The discussion highlights the intricate relationship between language, culture, and cognition in naming natural and cultural tourist attractions in Medalsari Village. This relationship is a practical illustration of the Sapir-Whorf hypothesis, which posits that language influences thought and perception. In Medalsari Village, toponymy—the study of place names—effectively demonstrates this hypothesis. For instance, the village's name, Medalsari, conveys a sense of pleasure and tranquillity, reflecting its lush and shaded environment that provides a cooling

effect. The naming conventions for tourist attractions in Medalsari further exemplify this concept. These names often honour the discoverers of the area, local flora, or fauna found in the vicinity, which helps to weave the cultural and environmental context into the identity of the attractions. This approach not only preserves local heritage but also aligns with the Sapir-Whorf hypothesis by showing how cognitive processes shape and shape language and cultural context.

Moreover, the naming practices in Medalsari are not isolated but are part of a broader cultural pattern. According to Mulyana (2010), such practices reflect a deeper connection between language and cultural values, influencing how communities perceive and relate to their environment. Similarly, Suharti (2017) emphasizes that place names often carry historical and ecological significance, thus linking language with cultural identity and environmental awareness. The way Medalsari names its attractions underscores the interplay between linguistic, cultural, and cognitive elements, reinforcing that language does not merely describe but actively shapes cultural understanding and thought processes. This nuanced interaction highlights the relevance of the Sapir-Whorf hypothesis in examining how local naming conventions reflect and influence cultural and environmental perceptions.

Research on naming natural and cultural tourism objects in Medalsari Village, Karawang Regency, has contributed to promoting tourist villages. Naming a unique and exciting tourist attraction can help increase awareness of local communities and tourists about the potential of Medalsari Village. Names that match local characteristics or cultural values can create a stronger emotional appeal. This research helps highlight the cultural identity and locality of Medalsari Village through naming that reflects the village's history, traditions, or unique characteristics. This can give tourists a more authentic experience and increase local cultural appreciation. Strategically chosen names can be used in promotional materials such as brochures, social media, and websites, making them easier to remember and attract attention. Moreover, It will make it easier for the village government or management to carry out robust and targeted branding. With a good name, Medalsari Village can target a broader tourist market, both local and international. Names that are easy to pronounce or have positive connotations can influence tourists' decisions to visit.

The existence of this research can indirectly encourage local economic development. As the number of tourists attracted to visit increases due to effective promotions, there is potential for local economic growth. Micro, small, and medium enterprises (MSMEs) around villages can benefit from increased tourist visits. Naming involving certain natural or cultural elements can also serve as a way to promote conservation and preservation efforts of the environment and cultural heritage because it draws attention to the importance of maintaining the authenticity of the tourist attraction. Appropriate naming can help Medalsari Village stand out among other tourist villages in Karawang Regency and the wider area. This differentiation is essential to set the village apart from competitors and make it more memorable for tourists. This research can help villages develop consistent branding across various promotional platforms. By naming in harmony with cultural and natural identities, villages can maintain message harmony in every form of promotion, whether through print, digital media, or word-of-mouth campaigns.

A naming process that involves local communities can increase the sense of ownership of a tourist destination. The community will be more enthusiastic about

participating in promotional and development activities for tourist villages, creating synergy between the government, tourism managers, and village residents. With exciting and meaningful tourist attraction names, villages can more easily attract the interest of investors, travel agents, or third parties who want to work together in developing or promoting tourist villages. A firm name makes it easier for external parties to understand the village's potential and sell it to a broader audience.

In the digital era, attractive names can be easily optimized for digital marketing strategies, such as SEO (Search Engine Optimization). A name that is easy to find and has relevant keywords can increase Medalsari Village's visibility in search engines and social media. Creative naming can inspire the development of other tourism products, such as souvenirs, tour packages, or special events inspired by local natural and cultural characteristics. In this way, villages can create more prosperous and varied tourism experiences. Tourist attraction names rooted in local values, folklore, or history can create deeper emotional ties with tourists. For example, when tourists feel connected to the place they visit through the story behind the name, they are more likely to return and recommend it to others. By highlighting local uniqueness and using meaningful naming, villages can remain relevant even if global tourism trends change. Travelers looking for authentic experiences will remain interested even if travel promotion styles change. Therefore, this research is a strategic step in building a solid narrative about Medalsari Village as a highly competitive tourist destination in Karawang.

This research can also be recommended as teaching material in universities. Using anthropological research on teaching materials in higher education can provide new perspectives for students to understand the cultural context of their region of origin. This is because anthropological research allows students to understand cultural contexts. An in-depth understanding of the relationship between language, culture, and identity can help students recognize cultural and linguistic diversity. Developing teaching materials using anthropological research can provide more diverse and inclusive content so that students can explore the experiences and perspectives of different cultures. Increasing student involvement and motivation can improve understanding of the world's complexity.

Utilization of anthropological research can provide increased language awareness. Anthropological research often highlights the importance of language awareness in cross-cultural communication. These concepts help students develop the ability to communicate effectively in various cultural contexts. This is because anthropological material often challenges students to question their assumptions about language, culture, and identity, thereby stimulating critical thinking and self-reflection. Expanding insight into the world's complexity can prepare students to become lifelong learners. Therefore, integrating anthropological teaching materials focusing on local wisdom can build a more inclusive, interactive learning atmosphere that aligns with student needs. Apart from that, using teaching materials close to students can improve the quality of learning and impact students' learning experiences.

CONCLUSION

The naming of natural and cultural tourist attractions in Medalsari Village reflects the significant influence of historical figures who played an essential role in the formation of the village. Several tourist attractions have changed names due to commercialization and efforts to revitalize local culture. This name reconstruction

process is designed to adapt to marketing strategies to attract tourist attention and create a compelling market narrative. This naming process reflects the Sapir-Whorf hypothesis, which shows the deep connection between language, culture, and thought patterns in local community life. This research contributes to promoting tourist attractions in Medalsari Village and significantly impacts the development of teaching materials in higher education. By integrating local wisdom into teaching materials, a learning environment that is more inclusive, interactive, and relevant to student needs can be created. Using teaching materials that relate directly to students' local experiences can improve the quality of education and enrich their overall learning experience.

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