ABSTRACT

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The giving of names is very important and closely related in society because it relates to the context of human interaction, namely in choosing names that must be adjusted to certain norms and values. At first, the giving and choosing of children's names in the Toba Batak tribe tended to embed the regional language as their own name. However, over time, there has been a change in self-name caused by a conceptual shift. This research is a qualitative descriptive study. The research sample consisted of 36 data on the personal names of the Batak Toba people in Sudirejo I Village. The data collection technique was carried out by means of library research, observation, questionnaires, and interviews.

The results showed that there were 6 things that underlie the giving of self-names in Sudirejo I Village, Medan Kota District, namely: time of birth; because of historicity; to signify gender and birth order; because of the prayers and hopes pinned to one's name; with the background of the naming of famous figures; and and a personal name that has no basis or motivation in its inclusion. There are 6 types of meaning contained in this study, namely conceptual meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. The factors that caused the conceptual shift consisted of 2, namely internal factors (family and yourself); and external factors (education; living environment; economy / work; and technology / information development).

Key words: Batak Toba, basic and meaning, conceptual, self-name.