

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the background of the research, statement of the problem, research objective, research significance and definition of key terms.

#### **1.1 Background**

Language is one of the most important things for humans because they need it to express and show what they feel. The development of the environment and human characteristics make language also continue to develop. This fact creates a language phenomenon that is often found in the surrounding environment. The phenomenon of language can even be seen in the world of technology. It is evident that the digital age has come where most things are digitized, such as information shared through social media. There are Facebook, Instagram, Twitter, and YouTube to games even though it can be accessed with a smartphone that most people use to share the information they have with others. This language phenomenon can be found in these media by looking at the way people interact with each other, the way stories are shared and distributed, and the way feelings are expressed. People have their own way of using language in writing. The diversity of their characters creates the diversity of writing styles of the language. Therefore, these are interesting phenomena to study that occur on social media.

The use of English in the labelling of certain market products has become a trend in both from the games we play every day. Many gaming companies be it a computer, console and android choose names to accompany their various products in an effort to attract and captivate consumers. One of them is Mobile Legends. Talking about Mobile Legend has an important role because it is closely related to the skills of each hero. One of the most popular skill items and players must recognize such that buffs have more colour variants than other skill sets such as Hidden Moonlight, Moon Arrow, Arrow of Eclipse, etc., for example, Mobile Legend has many skills on each hero. Of all the colors, some shades look the same at first glance but are actually different.

Many studies have been carried out to find the latest technology that is right for realizing the desired facilities. Many studies focus on technology but with different objects of study. One of the studies on technology that is increasingly developing is a study in the scope of technology and language. An example is the

influence of technological advances in the language used in internet media. The internet itself is a testament to technological progress.

Currently, *Mobile Legends* is a popular medium among modern people. *Mobile Legends* is a popular smartphone game where registered users can play 5 vs 5 games with various countries and create services. Not only uploading videos, users are also allowed to view, rate, share, add to favorites, report, comment on videos and subscribe to other users. *Mobile Legends* may have replaced game consoles because the content is not only on computers by individuals but also companies, who offer some of their material through *Mobile Legends* as part of the *Mobile Legends* partnership program. many people watch television programs such as news, entertaining programs, and other programs on *Mobile Legends*. They can get a lot of information whenever they want easily without having to wait for broadcasts like television. *Mobile Legends* can also be a place of business, so there are some people who want to become *Mobile Legends* to earn popularity like e-sport. This popularity makes *Mobile Legends* chosen to be the source of this analysis data.

Applications that are made specifically to run a job, for example, are dictionary applications on smartphones, both Android and the like. Game applications such as *Mobile Legends* are made to spend free time. Currently, with the game application, we can use it anywhere and anytime because the application on a smartphone is a mandatory item that must be taken anywhere when traveling. We don't have to bother carrying a dictionary everywhere, besides being bothered because it has a heavy burden, to look for a word in the dictionary we have to look for it based on the initial letters and then look for it on one page one. by one word.

Companies that deal with colours such as *Mobile Legend* game company. The games themselves spend a lot of time and money choosing a name for their product to stand out from the rest. Product colour naming is used to provide product information and to distinguish one colour from another. Therefore, it is necessary to give different colour names to make it easier for us as game players to identify colours. Meanwhile, colour naming can be used as an object of research in morphological studies, namely compound words.

One other application that is currently being used is the *Mobile Legends* application. The increasing mobility and busyness of the community, makes the desire to be able to make it easier to play games on smartphones. The two

applications were originally only to be able to play with Android smartphones but in iOS operations now they can. The existence of player game applications from various countries as well as in these applications is in great demand by the community and is very helpful for people who sometimes don't have time to play computer games.

Game applications on smartphones are now widely used by people who are busy with their work, people who are lazy to play games in internet cafes, or people who do not have a game console or gaming computer. The great interest of young people makes many generations now play smartphone games. The more players outside Indonesia, the more difficult it is to compete in the competition. So, to be able to compete in playing online games on smartphone applications, there are many ways to be able to attract the attention and interest of potential players.

Research on compound words is one of the most interesting studies in the field of linguistics, as there are several new compound words that appear mainly in the types of products. The study of word formation of compound words in Linguistic is English Morphology. Morphology is the studies of words, how they are formed, and their relationship to other words in the same language. It analyzes the structure of words and parts of words, such as stems, root words, prefixes, and suffixes. One of the elements of morphological processes is compounding. Ingo (2002:169) mention that compounding is the most productive type of word formation process in English; it is perhaps also the most controversial one in terms of linguistic analysis. Ingo (2002:170) also defined compounding (sometimes also called composition) rather loosely as the combination of two words to form a new word. It is means that compound words are formed when two or more words are put together to form a new word with a new meaning.

Based on the description above, the researcher analyzes the word formation in compound words that are included in the study of morphology and the objects are the names that appear in the Mobile Legend game because the first Mobile Legend gives a unique and varied name for each game skill and hero respectively and Most of the Mobile Legend names are more than one word, therefore they are suitable for morphological studies. Second, this game product is widely known by the people of Indonesia as a game for children to adults. Third, this Mobile

Legend has more than dozens of skill and hero color variants.

The similar researches about compound words especially in color naming were done previously by some researchers. *A Word Formation and Meaning of Compound Word in The Color Name of beau's Lipstick* by Kistiesi (One of the Islamic State University Sunan Gunung Djati Bandung Graduate English Literature Major). She analyzed the word formation and meaning of compound word. She found 32 sample for compounding, 26 data as simple Adjective + Adjective, 1 data as Adjective (Derived from Noun + Suffix (-ish)) + Adjective, 2 data as Adjective (Derived from Noun + Suffix (-ing)) + Adjective, and 3 data as Adjective (Derived from Noun + Suffix (-y)) + Adjective.

The Second is *A Word Formation Process English Food Menu At "Warunk Upnormal"* by Tanissa (One of the Islamic State University Sunan Gunung Djati Bandung Graduate English Literature Major). She analyzed 28 data. 9 data as derivation process, 12 data as compound process, 6 data as borrowing process, 2 data as clipping process, 3 data as blending process and 1 data as acronym process.

The difference between this research and previous research is in the object and the method of answering research questions about the meaning of color naming. The first study analyzed the color of cosmetics, and classified the color of the cosmetics based on the type of compound meaning. The second previous study analyzed the words from the food stalls, and interpreted them with lexical meaning and supported by the respective food menus from upnormal stalls. This study analyzes the word compound of the game and interprets the meaning using the theory of lexical meaning and is supported by several opinions from gamers or analyzes that review the Mobile Legend game and their opinions about the name of skill sets and heroes. Therefore, the researcher made a paper entitled "KWord Formation and Meaning of Compact Words in the Mobile Legend game".

## **1.2 Statement of Problem**

The naming of skills and heroes of the Mobile Legend game is used to provide skill information as well as differentiating colors from one another. Because Mobile Legend gives a unique name and a variety of skills and up to the name of the hero. Based on the problems above, the research questions are formulated as follows:

1. What are the structures of compound words use *Mobile Legend*?
2. What are the lexical meanings of compound word in the skill name of *Mobile Legend*?

### 1.3 Research Objective

The objectives of the research are:

1. To find out and understand the structures of words formation in game of *Mobile Legend*.
2. To identify and analyze the meanings of compound word in the skill name of *Mobile Legend* based on lexical meaning.

### 1.4 Research Significance

There are two significances from this research, theoretically and practically:

1. Theoretically, this research can develop morphology theory and also as an additional references for those, student, researcher, or who have the same interest in morphology especially in compound word.
2. Practically, this research is used to facilitate the consumer while looking for the skill colour and also help them to find the color what they like.

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### 1.5 Definition of Key Terms

This part clarifies the key terms used in this research. The words of *compound word*, , and *Mobile Legend* described as follows:

*Compound word* is the combination of two words to form a new word (Ingo, 2002: 170). It is means that compound words are formed when two or more words are put together to form a new word with a new meaning. Compound words in this research refer to the skill name of *Mobile Legend*.

*Skill* is the appearance that things have that results from the way in which they reflect light . It is also a phenomenon of light or visual perception that enables one

to differentiate otherwise identical objects (Webster, 2010: 250). Skill in this research refers to *Mobile Legend* skill.

*Meaning* is what words mean, or what they represent, or how they relate to the reality (Wardaugh, 1977: 158). It is the thing or idea that a sound, word, sign, etc. represent (Oxford, 2010: 920). Meaning in this research refers to the meanings of each compound word in the skill name of *Mobile Legend*.

*Mobile Legends Bang Bang* is a very popular MOBA (Multiplayer Online Battle Arena) game in Indonesia that pits five players against five other players in a survival game. Teamwork and strategy played an important role in the 10-minute match. Players can choose from a group of classes: Tanks, Mages, Assassins, Supports, Marksmen, etc. This game has simple controls and is appreciated for its fast-paced matches in the game.

