

CHAPTER I

INTRODUCTION

This chapter deals with the background of research, statement of the problem, the purpose of research, significances of research, and definition of key terms. Each of the items is presented clearly as follow:

1.1. Background of Research

In this global era, consumers are an important factor in the business world, because by the consumers then companies can sell, market and offer their products. The companies get the profits by selling their product or service, and then consumers get their necessary. The consumers necessary are highlighted by the companies as their opportunity to develop their business performance by observing consumers behavior.

A brand plays a vital role in the business world. As the consumer will only able to know the brand or product from its name. In business world certainly, a brand not only a matter of a name but it is a strategy for growing their profit. The business strategy and brand strategy are an interrelationship that should be highlighted because this is the way companies operate.

A name always occurs in daily life, in conversations, emails, voicemails, websites, in presentations, on the product and etc. The wrong name for the companies, industries, services, or products can hinder the marketing efforts; it is because the consumers get miscommunication so they cannot pronounce it, or

remember it. As stated by Wheeler (2009: 20) “the right name is timeless, tireless, easy to remember; it stands for something and facilitates brand extensions”.

People often indicate that they will be able to make a decision after hearing a name once. It means that a good name is a strategy and need to be examined, tested, sold, or proven. In line with this Wheeler (2009: 20) “name communicates something about the essence of the brand. It supports the image that the company wants to convey. It also unique, as well as easy to remember, pronounces, and spells. It is differentiated from the competition.”

Naming becomes very important in the business worlds; one of them is in the business of vehicle production. In this point, the naming of vehicle product that focused on this research is the motorcycle colors naming. The motorcycle is one of vehicle product that people used as their transportation, asset, invest, or as their collection. To fulfill and keep the market target with other competitors, motorcycle industries are mostly demanded to have a good strategy, so they create many types of motorcycle such as sport bike, moped, scooter and others, they also have to fulfill the consumer’s desire in purchase the product, whether it is in the engine, design, price, and also in the various colors of motorcycle.

For this reason, the various color of the motorcycle is one of their marketing strategies used to persuade consumers to purchase the products. In line with Wheeler (2009: 6) “branding is a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why

people should choose one brand over another”. That’s why a brand must market their best product in every aspect to compete with other brands competitors.

In naming the product, there is a process to make the word or name of that product to be familiar or easy to remember. It is a morphological process. In line with this, “morphological process is the way of words formation to revealing the relationship between words and providing the means for forming new words. (Fromkin, 2003: 57). Based on Marchand (In Elin, 2010: 12) “in the process of word formation, there are generally known at least seven broad ways how English are formed: affixation, conversation, compounding, reduplication, clipping, blending, and the acronym”.

The previous study that deals, especially with the variety of the study about word formation, were done by Anggraeni (2011) in her research entitled “Word Formation Process in Outdoor Advertisement (A Case Study of Billboard Installed in Semarang)”. In her research, she discusses the word structure and describes the process of word formation that found on billboards in Semarang. In her results, she found 100 slang words that available on billboards advertisement in Semarang consists of 40 processes of compounding, 4 borrowing, 13 coinage, 7 initialization and acronym, 11 blending, 9 clipping, 1 conversion, 9 inflections, and 6 derivations. Finally, she concludes that compounding is the most dominated process that found on billboards advertisement in Semarang.

The next research was done by Nurlina (2010) her research entitled “word formation and meaning of compound English terms in “Pikiran Rakyat” Newspaper Edition of June 2010”, in this study she describes word formation and

meaning of compound English terms in Newspaper. The result shows that there are nine categories of the word formation of compound English terms, namely: noun + noun, noun + verb, verb + noun, verb + adverb, noun + adverb, adjective + noun, noun + adjective, preposition + noun, and combining form + noun. For the meaning, there are two kinds of meaning, namely: endocentric and exocentric compound. In her study, she can conclude that the compound English terms in “Pikiran Rakyat” Newspaper edition of June 2010 dominated by the word formation of noun + noun, and the kinds of meaning dominated by the exocentric compound.

Another research is done by Umayah (2012) in her research entitled Structure and Meaning of Compound Words in Lipstick Color Naming. In her study, she discusses the morphological process of lipstick’s product’s naming. From 48 data of lipstick colors naming, 7 categories of word formation of compounding were found, i.e. Adjective + Noun, Adjective + Adjective, Noun + Noun, Adverb + Adjective, Adverb + Noun, Verb + Noun, and Noun + Verb. In addition, four types of compound words, i.e. Noun compound, Adjective compound, Verb compound, and Compound within the compound were also found. Meanwhile, the lexical meaning of compound words was dominated by the endocentric compound, and exocentric compound only is shown by only one data.

This research has the similarity with those previous studies that are to describe the word formation process and its meaning. What makes this research different from those previous studies are the data and source of data. It investigates the different object that is motorcycle colors name, the data was taken from the official websites of motorcycle brands.

This research focused on analyzes the morphological process of motorcycle color names from 3 motorcycle brands provided by Yamaha, Honda, and Suzuki, those are the motorcycle brands that available and quite well known by people in the world, especially in Indonesia. There are many color names of motorcycle written in various languages such as Indonesia, English, and others, but this research only focused on motorcycle color names written in English. The names of motorcycle color are mostly formed in two words, such as *Glamour White*, *Sporty Black*, *Victory Red*, *Explorer Green*, etc. These examples of word formation are called compounding (Plag, 2002: 170) as it is “the combination of two words to form a new word.”

The data for the current research is originally taken from the official website of those motorcycle brands. Finally, based on the background of this paper entitled “*Word Formation and Meaning of Compound Word in Motorcycle Color Naming*”

1.2.Statement of Problem

Word formations are consists of several types, such as affixation, conversation, compounding, reduplication, clipping, blending and acronym. Compounding is one of them, there are many compound words found in many things such as in books, newspaper, magazine and one of the sample is in the motorcycle colors name. The problem that discussed in this research is to find out the word formation and meaning of motorcycle colors naming. The problems are formulated as follows:

1. How are the word formations of the compound word in motorcycle colors naming?
2. What are the meanings of the compound word in motorcycle color naming?

1.3.Purpose of Research

This research has two purposes of research, the purposes are also having relation to the word form of the compound word and the meaning, and the purposes of this research are:

1. To know and understand the word formation and types of compound words that are used in the motorcycle colors name.
2. To know and understand the meaning of motorcycle colors name.

1.4.Significance of Research

This research has two significances:

1. Theoretically, it may enrich the research especially in the linguistic field which related to study of word formation in compound words. Then, this research is a reference for other writers who are interested in the same research.
2. Practically, the usage of this research is adding knowledge for writer and readers. This research can help others by adding information about word formation and the meaning in motorcycle colors name.

1.5. Definition of Key Terms

Definition of key terms made to avoid misconception in conceiving the terms in this research; the terms are clarified as follows:

1. *Morphology* is the study of morphemes and their different forms and the way they combine in word formation. (Richards 2002: 342).
2. *The process* is a series of things that are done in order to achieve something. (Oxford Learner's Pocket Dictionary 4th edition, 2008: 350)
3. *Word* is the smallest of the linguistic units which can occur on its own in speech or writing. (Richards 2002: 588)
4. *The formation* is forming or shaping of something. (Oxford Learner's Pocket Dictionary 4th edition, 2008: 174)
5. *Word Formation* is a process used in a language for the creation of new words. (Richards 2002: 589)
6. *Compounding* is a joining of two separate words to produce a single form (George, Yule, 2006:54)
7. *Meaning* is used to refer to such different things as the idea or intention lying behind a piece of language, as in, the thing referred to by a piece of language, and the translations of words between languages. (Riemer, 2010: 2)
8. *Semantic* is usually concerned with the analysis of the meaning of words, phrases, or sentences and sometimes with the meaning of utterances in discourse or the meaning of a whole text. (Richards 2002: 323)