CHAPTER I

INTRODUCTION

This chapter discusses the background of the problem, the statement of the problem, the research purposes, the research significance, the scope and limitation, and the definition of key terms.

1.1. Background of the Problem

Along with the rapid progress of technology, language also experiences significant transformation from time to time. Technology, serving as a conduit for language evolution has facilitated the global exchange of information resulting in more dynamic and complex linguistic developments. Starting from the invention of writing, and the creation of the printing press, to social media and the internet, every technological innovation has had a major impact on language. The Internet is a global, electronic, and interactive media tool, and each feature has its own consequences depending on the type of language used in it (Crystal, 2001).

Language is becoming more adaptable, with new words developing in various online communities. This phenomenon not only expands vocabulary but also changes the way communication occurs, making it possible to create a language that is more inclusive and open to various cultural variations and communication habits. According to Tsai et al. (2016), technology continues to develop, language development will also persist, adapting to changing times and increasingly complex communication needs.

Growing technological advancements are influenced by the evolution of language and human development. This also adds more value to technology as a language-learning medium. According to Ta'uno and Poai (2022), as language learning is now enjoyable thanks to technology. In addition to making learning more enjoyable, technology enables individuals or students to access the learning process at any time and from any location. Technological advances have not only

changed formal written learning communication but have also introduced new forms of language in various digital interactions, including online gaming platforms such as the UNO mobile game application. This popular game, originally a physical card game, has transitioned to digital platforms, where unique medal names and terms are used within its app, allowing players worldwide to interact in a linguistically diverse environment. In the piece that Larasati, Kanzunnudin, and Pratiwi wrote (2023), it is mentioned that the function of online games can provide several positive impacts such as increasing concentration, improving eye and hand coordination, increasing cooperation between players, improving language skills, and improving reading skills. With the help of technology, they can learn to use the language and apply it in their daily activities.

This is due to the fact that one of the tools enables users to converse with other players who are located overseas and that the default language used is typically not English. On the Steam gaming platform, 33.56% of players speak English, followed by 30.12% who speak simple Mandarin, according to Statista.com by Clement (2023). The figure illustrates the need for cooperation and communication between speakers of lesser-used languages and those who speak them. The data also reveals that since English is the language spoken by the majority of the target audience, English is the default language in most games.

There are many different kinds of online games as mentioned in Ta'uno and Poai (2022), various English-based online game genres are widespread, ranging from multiplayer online battle arena (MOBA) games such as Dota 2 and League of Legends to first-person shooter (FPS) games such as Call of Duty and Overwatch. Additionally, there are massively multiplayer online role-playing games (MMORPGs) such as World of Warcraft and Final Fantasy XIV, simulation games such as The Sims series, and strategy games such as Civilization VI. Among them, digital card strategy games such as UNO Card also have a significant presence, offering virtual adaptations of classic card games, allowing players to engage in strategic play and social interaction in an online environment.

These kinds of games cater to a variety of player preferences, provide diverse experiences, improve language communication (Larasati et al., 2023), and foster a global community of gamers.

A UNO Game is a registered trademark of Mattel Corporation, widely known for the popular card game. UNO is generally known as an interesting game and many variants have been developed in many countries (Ramadhan, Maulidevi, and Iida, 2015). UNO game cards can be more widely known thanks to International Games Inc. which has become part of the Mattel Inc. family (Rohmah 2020). UNO cards are classified as a multiplayer card game. In addition, information found on the BoardGameGeek site, which focuses on card and board games, indicates that UNO is recommended for play with two to ten players, with four, five, or six players being the most successful. There are many variations of UNO with different rules, numbers of cards, and players, and they can be found in many different countries around the world (Ramadhan et al., 2015).

In the UNO game, there are many terms in the game rules. Such as Draw Two, Skip, Wild, Wild Draw Four, and others. But, it is not only the rules that are found in a game. There are also medal names in this game. In UNO, every game that is played within certain editions of the game will get something called a medal. These medals have names based on the edition in which the event was launched and based on the games the player has completed. There are also several types of medals that players get implying the type of level the player has and measuring the strategic abilities of the games they have played. Therefore, understanding the naming of medals in the UNO game is quite important as a form of using the game to learn terms in a new language.

The name consists of the word and structure of words given to identify a product, person, or other things, and in the naming medals in the UNO game application there is a process, it is word formation process. According to Marchand (1969), word formation is a branch of the science of language that discusses the pattern in which a language forms a new lexical unit, for instance, words. Based on Yule (2010), word formation consists of several processes, these

are etymology, the study of the origins and historical development of words; coinage, the process of creating a completely new term that did not previously exist in a language; borrowing, the process of taking words from other languages and incorporating them into a language's lexicon; compounding, combining two or more separate words to create a new word; blending, creates new terms by merging parts of two existing words; clipping, the process of shortening a longer word while retaining its original meaning; backformation, the process of new word is created by removing an affix from an existing word, often resulting in a change of word class; conversion, a word is assigned a new syntactic category without any change in form; acronyms, the process of words formed by taking the initial letters of a phrase and combining them to create a new term; derivation, is involving the addition of prefixes and suffixes to a base word to create new words with different meanings; multiple process, when a word is formed, several word-formation processes can take place at once called multiple processes.

An example of the medal name in the UNO game application that has a word-formation process is "*friendship*" in "Friendship Ambassador", it is categorized as compounding, it comes from two words and combined to become one new word, then in the case of naming medals in games which usually have a series of underlying backgrounds, this example happens to have no other context behind it which then only has a literal meaning. From the explanation, the words not only change the form but also can change the meaning (based on the context or others). In this research, a researcher will focus on word formation and meaning of medal names in the UNO game application, and then the researcher entitled this research "Analyzing Medal Names Word Formation And Meaning In The Uno Game App".

There are previous studies supporting this research. The first study was conducted by Faradisa, Aziz, and BurhanuddinYasin (2019) with the title "*An Analysis of Word Formation Processes Found in Instagram.*". They used the theory by Delahunty and Garvey (2010) and Plag (2003). They have analyzed about 78 data containing word formation in Instagram. They found 38 words of

acronym, 17 words of borrowing, 15 words of abbreviation, 5 words of blending, 2 words of coinage, and 1 word of affixation. Also, they researched data that was improperly created. The conclusion of this research is that various types of word formation processes can help people understand how a word is formed properly so that writing errors do not occur.

The second study came from Fadillah (2014) with the title "*An Analysis of Word Formation Processes in Creating Food Brand Names Distributed in Toserba Borma Cipadung.*" She has analyzed the word formation process in creating food names in Toserba Borma Cipadung. As the final result, she found several categories of word formation processes such as compounding, blending, multiple processes, borrowing, reduplication, and onomatopoeia. She found 26 for compounding, 17 for blending, 7 for multiple processes, 8 for reduplication, 1 for borrowing, and 1 for onomatopoeia. In her studies, she used 2 different theories by George Yule (2010) and Ingo Plag (2003). She also added an additional theory from O'Grady's (1996).

The third study was conducted by Luthfiyati, Kholiq, and Zahroh (2017) with the title "*THE ANALYSIS OF WORD FORMATION PROCESSES IN THE JAKARTA POST WEBSITE.*" In their research, there was talking about an Indonesian online news portal in English. The researcher examined news articles from October 2015 to April 2016 to identify the most common type of derivation words used in ten educational article headlines on the "Jakarta Post Website". The results show that the word formation most frequently used in the research object is noun derivation. These researchers use theories from Yule (2010) and Haspelmath and Sims (2010).

The researcher examines not only one type of merging process but all variations that exist in data objects and finds out the meaning of medals. The gap between this research and the three studies above is in the research object. Where in this study the researcher used an object in the form of a card game in the application version. The reason that could be the basis for choosing the object of this research is in terms of the popularity of the game. This card game is popular

among students. Also, remember that card games are widely used by teachers as an alternative learning medium to increase English vocabulary. Apart from that, it can be said that research on this card game has just been carried out. Almost all research on word formation with the research object of games is taken from RPG or Role-Playing Games such as Mobile Legend and the like. This research aims to explore the formation and significance of medal names in the UNO game application, as these names reveal trends in word formation and contribute to the understanding of English vocabulary's adaptability in digital contexts. To identify various kinds of word formation processes found in the naming of medals in the UNO card game application, the researcher in this study exclusively used the word formation process theory from Yule (2010), also using the type of meaning theory from Lyons (1981).

1.2.   Statement of Problem

From the background of this research above, the researcher seeks to address two primary questions for this research, they are:

1. What types of word formation processes are found in medal names in the UNO Game Application?
2. What types of meanings are found in the medal names in the UNO Game Application?

1.3.   Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To identify and analyze the types of word formation processes found in naming medals within the UNO Game application.
2. To identify and interpret the types of meaning of the medal names found in the UNO Game application.

1.4.   Research Significance

The findings of this study provide valuable insights into word formation and meaning for readers, which can be used as a reference source of information and knowledge for readers and other researchers who are interested in analyzing word formation and its resulting meaning. This research has multiple significance, including theoretical and practical significances, as below:

1.   Theoretical Significance

This research contributes to the field of morphology by analyzing word formation in a new media context, thus expanding our understanding of linguistic adaptability in digital spaces. This research also hoped that this study would increase the interest of other researchers regarding the analysis of word formation in English in other media. It is also hoped that this research can make it easier for readers to understand the analysis of word formation in English along with its meaning so that it can provide knowledge for readers.

This study is also expected to provide knowledge benefits for students who study linguistics in the field of morphology regarding the analysis of word formation. So that it can make it easier for every language learner to learn how a new word or term works in English and have knowledge about the meaning of those English terms both in the UNO game, other online games, or in other media such as online daily newspapers.

2.   Practical Significance

In everyday life, word formation is often used to "name" something. For example, in the food business, this word formation knowledge can be used in giving business names and more creative names for food or beverage menus so that it can increase customer interest. Therefore, by identifying how new words or names are formed from this research, this study can help business people, especially in naming strategies in a commercial context. Thus, this research is expected to not only be used in the field of education but can also be used as a commercial media such as in the business field to attract customer interest or

anyone for the "naming" given which can make interested people also interested in the formation of the word.

1.5. Scope and Limitation

In this study, the researcher focuses on the analysis of word formation in English along with the meanings contained in the names of medals in various seasons, events, and other big days in the world in the UNO game application. In this study, the object of research uses the names of medals available in 2024--from the beginning of 2024 to the latest medals in October 2024 available in the UNO game application.

1.6. Definition of Key Terms

In order to make the readers understand the terms used in this research easily, the researcher has provided multiple definitions for the key terms, such as below:

a. **Morphology**

According to Radford et al. in Imtinan and Yusriyah (2024), morphology is a field of linguistics that examines how words are put together internally and how they are formed.

b. **Word formation**

One definition, from Carstairs-Mccarthy (2002), states that "word formation is the means used to form new words and expand vocabulary."

c. **Medal names**

"Medal name" refers to the name given to a medal used in the context of a competition or award, often used in sports, academics, games or certain awards, where the medal is awarded to a winner or outstanding participant.

d. **UNO**

UNO is a multiplayer card game that is best played with two to ten players—four, five, or six are the most productive combinations.

e. **Meaning**

According to N. Emodi (2011), meaning is the relationship between language and the external world (referential or denotative meaning), between words and the concepts they represent.