

## ABSTRACT

Word formation process as a part of morphology study is known can happen in many ways, one of them is in creating brand name. The purpose of this research was to analyze the word formation process in creating brand name of food products which are distributed in *Toserba Borma Cipadung*. This research ascertained the fact that there is a relationship between those brand names and word formation process. A qualitative research design was employed in this research. The data were obtained by asking for database directly to the head of *Toserba Borma Cipadung*. The data then selected into 70 products only with 7 categories of food; cereal, noodle, biscuit, snack, jelly, chocolate, and candy. However the fact indicated that there are 9 products that are not distributed anymore. So that the overall amount of data reduced to 61 products. The data that had been collected were analyzed for the word formation process that involve in creating brand names. The process of analyzing the data was done through identification, categorization, and discussion which explain the result widely from many sources such as by words and product's packaging identification, advertisement, and internet research. The result of the study revealed that 60 products used word formation process in branding their product. From 61 samples of product there are 26 product can be categorized as *compounding*, 17 *blending*, 7 *multiple process*, 8 *reduplication*, 1 *borrowing*, and 1 *onomatopoeia*.

Key words: word formation, brand name, food product.

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