

CHAPTER I

INTRODUCTION

This research focuses on morphology that explains about word formation processes. The researcher analyzed word formation processes which happened in creating food brand names distributed in *Toserba Borma Cipadung*. As a general introduction, this chapter describes background of research, research questions, the purpose of the research, the significance of the research, clarification of terms, and organization of paper.

1.1 Background of Research

Language as a tool of human communication has some characteristics; first, language is a social tool. Second, language must be learned. Third, the relationship between the sound of a language and their meaning is arbitrary and dual. Fourth, language also has rules. Fifth, language allows human to be creative. The last feature of language is that human is allowed to be creative by using language (Besette, 2011). One thing that marks this creativity is the phenomenon of language change.

Language can change in temporary, as suggested by Minkova and Stockwell (2009:5) that new words enter the language every day, words acquire or lose meanings, and words cease to be used, which all of those are inducing the language change. The change of language can occur in many branches of linguistics such as

phonology, morphology, syntax, semantics, and lexicon (Chaer, 2010:136). The dynamic change of language in morphology, can occur due to many factors, one of them is creating new variety of language.

There has been a new trend to use new variety of language for expressing one's idea. The new variety of language is created as the result of producing new words by people themselves. The creations of new words could be seen in written language, such as text message, website, social network, and magazine.

In Indonesia, the phenomenon of creating new words is frequently happen in many cases including the creation of creating a new food menu, for the example is *comro*. Sundanese people know *comro* is food which made from cassava and *oncom*. In manufacturing process of *comro*, *oncom* stored inside the cassava dough, that is why the food named *comro* which means *oncom dijero* (oncom inside). Beside *comro*, they also know *gehu* that arises from the combination of *toge jeung tahu*. *Gehu* made from fried tofu which is filled by sprout. Recently, one famous food which uses new word is *chocodot*, means *chocolate dodol garut*. This food comes from Garut, it is kind of chocolate mixed with *dodol garut* as the most popular food from Garut. Nowadays, *chocodot* becomes one icon of Garut. May people do not realize that the name they created is one process of creating new words.

However, this great creativity of producing new words deal with morphological process called word formation. *Melcuk* clarifies morphological process is an action taken by the speaker of a language where by a particular type of linguistic sign of language is applied, within the boundaries of a word form, in order

to express some lexical or grammatical meaning, which is added to the lexical meaning of this word form (2006:290). Plag (2003:13) states that word formation is the process in which new words are created on the bases of other words. Yule (2010) divides the word formation process into ten categories as follows; (1) Coinage, the invention of totally new terms; (2) Borrowing, the process of taking over words from other languages; (3) Compounding, a joining of two separate words to produce a single form; (4) Blending, a combination of two separate forms to produce a single new term; (5) Clipping, when a word of more than one syllable is reduced to a shorter form; (6) Backformation, the reduction of word to form another word of a different type; (7) Conversion, a change in the function of a word; (8) Acronyms, a new word formed from the initial letters of a set of other words; (9) Derivation, which are dealing with affixation; and (10) Multiple process, to trace the operation of more than one process at work in the creation of a particular word. There are also the other common types of word formation based on O'Grady (1996) and Plag (2003), those are (11) Onomatopoeia, words whose sound represents an aspect of the thing that they name; and (12) Reduplication, the duplication of all or part of the base of the word.

The phenomenon of creating new words also happened in labeling a product, or known as brand name. Brand name is the name given to a particular product by the company that makes it (Cambridge dictionary-3rd edition). WIPO (World Intellectual Property Organization) defines brand name as a sign that can distinguish goods and services which is produced and owned by a company from any other companies

(2008:3). A good brand could assist the product to survive for such a long time. Thus, many companies create brand names as good and as unique as possible to make people more interest in their products. In this matter, many companies prefer to create new word rather than to use exist words in branding their products.

Since it is known that there are a correlation between branding product and word formation processes, this research tried to seek the word formation processes of creating food brand names distributed in *Toserba Borma Cipadung*. The reason why the researcher chose this topic is that there were so many products with new and unique words labeled on; make the researcher interested in investigating the word formation processes that used in creating those brand names.

Some studies about word formation processes have been done before this research with each own interest. In Sunan Gunung Djati State Islamic University, there was done a research by Nunung Nurjanah titled *Morphological Processes of Product Brand Formation* in 2010. This research tried to describe the morphological processes on product brand formation, then to know the pattern of English word formation used on those product brands. The researcher took the data from the big five of private televisions, those are; RCTI, SCTV, TRANSTV, ANTV, and INDOSIAR. The researcher limited her research problem by analyzing only four categories of word formation, those are: clipping, blending, compounding, and acronym. She also analyzed only three kinds of part of speech: nouns, verbs, and adjective. She used morphological processes aspect as analyzes morpheme and word formation, while semantic aspect to analyze part of speech and meaning in her

research. As the result, the researcher found that from 42 data which she had analyzed there are 21 brand products use blending formation, 11 brand products use compounding formation, 8 brand products use clipping formation, and 2 brand products use acronym formation. She found the pattern for blending formation are $AB + CD = AD$ and $AB + CD = AC$, while for compounding formation she found that there are three types of compounding, *endocentric*, *exocentric*, and *copulative*. Moreover, she found two types for clipping formation, *apocope* and *syncope*.

The most similar study comes from Indonesia University of Education, (UPI) Bandung which was done by Tati Purnamasari in 2011. In her mini research of morphology study titled *Word Formation Process in Branding Products*, she analyzed the word formation processes in creating brand names distributed in *Hypermart* and *Electronic Solution Shop (Bandung Indah Plaza)*. As the final result, she confirmed that there was huge correlation between branding product and morphological processes. She found that many products used morphological process. It could be seen from 62 samples of product there are 5 products can be categorized as clipping, 10 compounding, 2 derivation, 2 borrowing, 2 blending, 7 abbreviation, 11 reduplication, 7 onomatopoeia, 7 coinage, and 9 multiple process.

The main point which makes this research is different from Nunung and Tati research is that this research just focused on investigating word formation processes in creating food brand names while both Nunung and Tati analyzed all of kind products. The researcher has preferred food products because food as the primary needs of human living which is exactly more known by people to any other products.

Beside, this research tried to analyze all of word formation processes in branding product, yet Nunung limited her research which analyzed only four categories of word formation processes; clipping, blending, compounding, and acronym. Not only about the products, but also the place which was taken for this research is *Toserba Borma Cipadung*, the biggest department store nearby State Islamic University and mostly visited by students there, whereas Tati chose *Hypermart* and *Electronic Solution Shop*. However, the review of the related studies in word formation processes can give a useful knowledge for the researcher in doing the same study topic.

1.2 Research Question

This research attempted to answer the following questions:

1. What the types of word formations process are discovered in creating food brand names distributed in *Toserba Borma Cipadung*?
2. What is the type of word-formation process that mostly used in creating food brand names distributed in *Toserba Borma Cipadung*?

1.3 The Purpose of the Research

In details, the purpose of the research can be formulated as follows:

1. To describe what types of word formation processes found in the food brand names distributed in *Toserba Borma Cipadung*.

2. To know mostly used of type of word formation processes in creating food brand names distributed in *Toserba Borma Cipadung*.

1.4 Significance of the Research

The result of this research is expected can deepen the knowledge of English word formation processes, especially for students in English Department, include the researcher. This research is also significant to reveal the phenomenon of creating new words that happened even in creating food brand names, and it can be something useful for some food industries to create a brand name which can attract the consumer. For consumer itself, this research can give them information about brand names in food products which usually they consume.

1.5 Clarifications of Terms

In order to minimize misinterpretation on the key terms used in this research, the researcher clarified some key points:

1. Morphology is the study of forms (Yule, 2010:67).
2. Morphology is about the structures of words (Spencer, 2002:1).
3. Word formation is the process in which new words are created on the bases of other words (Plag, 2003:13).

4. Brand name is a sign that can distinguish goods and services which is produced and owned by a company from any other companies (WIPO, 2008:3).

1.6 Organization of the Paper

This paper is ordered into five chapters, they are chapter one, introduction, which consists of background of the research, research question, the purpose of the research, significance of the research, clarification of terms, and organization of the paper. Chapter two called literary review which contains some theories which used in the research; include the explanation related to the theory applied in the research. It provides definition of language and brand names also its relation. This chapter also delivers the theory of word formations processes as the main supported theory of the research. Chapter three describes research methodology. It elaborates the research design that used in this research; include some steps that the researcher did in the research. This chapter also explains how the data were collected and analyzed to find the final result. Chapter four discusses the result of the research which consists of data presentation, findings, and the results of the counted word formation processes and also its interpretation and discussion. The last is chapter five which consists of conclusions and suggestions. It presents the

conclusion; include result of the research in summary. This part also gives the answer of the research's questions. As the last phase, it also presents the suggestions for repairing in further research.

1.7 Closing Remarks

This chapter has given a brief review about the research. It describes what is the research about through the research's background. This chapter also delivers the research questions, the purpose of the research, the significance of the research, and clarification of terms. It also explains how the writing of the research will be organized.

