

## TABLE OF CONTENTS

<b>DECLARATION OF OWNERSHIP</b>	
<b>APPROVAL</b>	
<b>ACCEPTANCE</b>	
<b>MOTTO</b>	
<b>ACKNOWLEDGEMENT</b>	
<b>BIOGRAPHY</b>	
<b>PREFACE</b>	
<b>ABSTRACT</b>	
<b>ABSTRAK</b>	
<b>TABLE OF CONTENTS</b>	
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1. Background .....	1
1.2. Statement of Problem .....	4
1.3. Research Objective .....	4
1.4. Significance of Study .....	5
1.5. Definition Of Key Term .....	5
1.6. Organization of Writing .....	6
<b>CHAPTER II THEORETICAL FOUNDATIONS.....</b>	<b>7</b>
2.1. Morphology .....	7
2.1.1 Morpheme .....	8
2.1.2 Word Formation .....	9
1. Coinage .....	10
2. Borrowing.....	10
3. Compounding .....	11
4. Blending .....	14
5. Clipping .....	14
6. Back Formation .....	15
7. Conversion .....	16
8. Acronym .....	16
9. Derivation .....	17
10. Multiple Process .....	20
2.2 Meaning in Semantic Studies.....	20
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>25</b>
3.1. Research Design.....	25
3.2. Data and Source Of Data.....	25
3.4. Tehnique Of Collecting Data .....	28
3.5. Tehnique Of Analyzing Data .....	28
<b>CHAPTER IV FINDING AND DISCUSSION .....</b>	<b>29</b>

4.1. The Types of Morphological Process in the Wardah Product Names .....	29
4.1.1. Compounding .....	30
Eyeshadow .....	31
Lip Palette .....	32
Lipstick .....	32
Lipcream .....	33
Lipbalm .....	33
Wondersine .....	34
Body Butter .....	34
Sunscreen .....	34
Roll on .....	35
4.1.2 Acronym .....	35
BB .....	36
DD .....	36
TWC .....	36
4.1.3 Derivation .....	37
Cleansing .....	39
Moisturizer .....	39
Tightening .....	40
Treatment .....	40
Peeling .....	40
Purifying, Cleanser .....	41
Brightening .....	41
Exfoliating .....	42
Creamy .....	42
Lightening .....	43
Hydrating .....	43
Relaxing .....	43
4.1.4 Multiple Process .....	44
Lipgloss .....	44
Hydrogloss .....	45
4.1.5 Borrowing .....	45
Eau De Toilette .....	46
Aqua .....	46
4.2. The meaning of the Wardah product names .....	47
<b>CHAPTER V CONCLUSION AND SUGESSTION .....</b>	<b>63</b>
5.1. CONCLUSION .....	63
5.2. SUGGESTION .....	64
<b>REFERENCES .....</b>	<b>65</b>
<b>APPENDIXES</b>	