

**LANGUAGE ATTITUDE AND WORD FORMATION OF FOOD MENU
NAMES IN THE FOOD COURT OF PARAHYANGAN APARTMENT**

An undergraduate thesis

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2017**

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ABSTRACT

Hadid Arifin. 1135030098. *Language Attitude and Word Formation of Food Menu Names in The Food Court of Parahyangan Apartment.* An Undergraduate Thesis, English Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati, Supervisors: I. Dr. Andang Saehu, M.Pd.; II. Nurholis, S.S., M. Hum.

Keywords: language attitude, word formation, type, food menu names, food court

This research discusses the language attitude and word formation of food menu names in the food court of Parahyangan apartment. The main aim of the research is to clarify the language attitude of the stand's owner in choosing the language of food menu names as well as elaborate the word formation types used of the food menu names in the food court of Parahyangan apartment. The data in the research were collected by applying the observation proposed by Hikmat (2011) and the interview proposed by Dornyei (2007) and analyzed by using the theory of language attitude proposed by Garvin and Mathiot (1968) and the theory of word formation defined by Yule (2010) and O'Grady and Guzman (1996). The result of analysis in the research indicates that the food menu names in the food court of Parahyangan apartment cover two main studies. The first is about the language attitude of the stand's owners of the Parahyangan apartment in choosing the language of their food menu names include the positive language attitude (17) and negative language attitude (21), it means based on the data finding showed the negative language attitude which is the most indication that the stand's owners as the Indonesian society prefer choosing and prioritizing another language to Indonesian of naming the food menu. The second is about the word formation types applied of that food menu names consist of coinage (5), borrowing (7), compounding (2), blending (3), clipping (4), derivation (8) and inflection (5), thus in the sector of word formation is placed by the process of derivation which is the most dominant applied of the food menu names in the food court of Parahyangan apartment.

ABSTRAK

Hadid Arifin. 1135030098. *Sikap Bahasa dan Pembentukan Kata pada Nama-nama Menu Makanan di Food Court Apartemen Parahyangan.* Skripsi, Bahasa dan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati, Pembimbing: I. Dr. Andang Saehu, M.Pd.; II. Nurholis, S.S., M. Hum.

Kata Kunci: sikap bahasa, pembentukan kata, jenis, nama-nama menu makanan, food court

Penelitian ini membahas tentang sikap bahasa dan pembentukan kata pada nama-nama menu makanan di food court apartemen Parahyangan. Tujuan utama dari penelitian ini untuk menunjukkan sikap bahasa pemilik stan dalam pemilihan bahasa pada penamaan menu makanan serta menjelaskan jenis-jenis pembentukan kata pada nama-nama menu makanan tersebut di food court apartemen Parahyangan. Data dalam penelitian ini dikumpulkan melalui observasi yang dikemukakan oleh Hikmat (2011) dan wawancara yang dijelaskan oleh Dornyei (2007) dan dianalisis menggunakan teori sikap bahasa yang dijelaskan oleh Garvin dan Mathiot (1968) serta teori pembentukan kata yang dikemukakan oleh Yule (2010) dan O'grady dan Guzman (1996). Hasil analisis data dalam penelitian ini menunjukkan dua kajian utama pada nama-nama menu makanan. Pertama, sikap bahasa para pemilik stan apartemen parahyangan dalam memilih bahasa pada nama-nama menu makan yang mencakup sikap bahasa positif (17) dan sikap bahasa negatif (21), berdasarkan penemuan data tersebut menunjukkan sikap bahasa negatif yang paling mengindikasikan bahwa para pemilik stan sebagai warga Indonesia lebih memilih dan memprioritaskan bahasa lain dari pada bahasa Indonesia dalam penamaan menu makanan. Kedua, jenis-jenis pembentukan kata yang digunakan pada nama-nama menu makanan terdiri dari coinage (5), borrowing (7), compounding (2), blending (3), clipping (4), derivation (8) dan inflection (5), maka dari ranah pembentukan kata di tempati oleh proses derivasi yang paling dominan digunakan pada nama-nama menu makanan di food court apartemen Parahyangan.

PREFACE

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Bandung, July 2017

The Researcher

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The Researcher

MOTTO

“GOOD FIGHTERS NEVER SHOW THEIR PAIN”

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