

CHAPTER I

INTRODUCTION

1.1 Background

The advertising industry has altered as a result of the internet. Indeed, the hegemony of television, radio, and newspapers in advertising has been challenged by digital platforms involving browsers, Websites, and social media advertising. As a result, almost every circle is influenced by its growth. Advertisement, as we all know, is a type of public communication that attempts to reach and influence people in a short period, whether it is printed or digital. Furthermore, advertisements contain a variety of information accompanied by the creative use of language to attract many people. Radio, television, cinema, magazines, newspapers, billboards, the internet, and flyers are all used to deliver this information.

However, it does not only have an impact on technology and electronics but also on communication through language. As a result, various manifestations of language began to emerge. This factor implies that it has made some contribution to the language situation. For instance, new words frequently used and demanded are produced by people through social media, particularly Instagram, such as in the case of advertising, brand name, promotion, and the theme of the event name.

Thus, all matters related to language could be categorized into the linguistic aspect. The word linguistics is derived from Latin "*lingua*," meaning language, while the suffix "*istics*" indicates the name of science. Linguistics is the systematic study of the structure and advancement of language in general and specific languages in particular. In other words, linguistics is a root for the scientific study of human language from various aspects: sounds, words, and structures. One of the linguistic branches that study words is morphology.

Morphology is the study of the internal structure of words. The word “morphology” is derived from the Greek word “*morphe*,” meaning form, and “*logos*,” meaning science (Carstairs & McCarthy, 2002). Morphology is the area of grammar involving the structure of words and the relationships between words. The word formation cannot be separated from morphology because morphology also engages the word formation. (Yule, 2006), stated that word-formation processes are a constant evolution of new terms and new uses of old terms as a reassuring sign of vitality and creativity in the way the needs of its users shape a language. By the explanation above, it could be a good reason for people as language users to intentionally update the old word or create a new word of innovation by their own needs and goals.

However, language users are unaware that they have produced new words in daily life. As (Rohmadi, 2018) stated, sometimes the Bahasa Indonesia users are not conscious if they have become one of the new term users that present a lot of new terms in their communication.

As we know, several kinds of word formation are often used and can be encountered. Based on (Yule, 2006), there are 12 types of word-formation processes which consist of reduplication, clipping, conversion, compounding, derivation, blending, backformation, acronyms, affixes, inflection, borrowing, and coinage.

Blending is one type of word formation. Blending has produced many definitions to be clarified by linguists. Blending is the combination of the first part of the word with the second part of another (Booij, 2005). Moreover, according to (Harley, 2006), some new words are created by combining blending processes. If the process occurs when a language user clips a couple of words and puts them together to make a new word whose meaning is connected to the original meaning, it is a blend.

The writer highlights the main topic of this research for the blending process of English blended words in music event flyer advertisements that are found on Instagram after fully explaining the ideas connected to word creation, particularly

blending. There is a specification for choosing word construction of blending solely for the following reasons.

Blending becomes a good option for people who want to achieve their goals. Of course, they each have their own reasons for doing so. As (Harley, 2006) stated, blending is some of the new words we are most aware of, most likely because they were created on purpose. That is a compelling reason for people to create and combine new words in music event flyer advertisements as the theme of the event name.

Blending also provides a distinct and unusual personality that advertisers frequently use due to its creativity. That is one of the distinguishing characteristics of human language. According to (Booij, 2005, p. 23), we may learn more about the architecture of the human language faculty and the nature of rule-governed creativity in the domain of language. According to this statement, the other reason for blending words to be constructed is creativity.

On the other hand, blending demonstrates an innovative approach to creating new words. For example, while only a few blended words have become lexicalized words in English, the technique is frequently used by advertisers and the media to coin words precisely because such words are noticeable. Marlboro, for example, created a name music event flyer advertisement through Instagram called *Magnifisound* from *magnificent* and *sound*. These kinds of advertisements contain a purpose. As (Lieber, 2009) stated, the purpose of this type of advertisement is to catch your eye (or ear) and make you pay attention to their pitch. As a result, digital flyer advertisements through social media, particularly Instagram, play an essential role in this case. Therefore, the writer chooses music event flyers on Instagram as the source of the data because Instagram platforms play an essential role in providing and distributing music event flyer advertisements to a large number of people.

There are three previous studies that supported this research. The first previous research was done by Mursyid Kasmir Naserly (2010) from English Letters Department State Islamic University Syarif Hidayatullah. The research is entitled “*An Analysis on The Word Formation Of The Advertisements Lexicon*”. This study is about the word formation process on advertising and the kind of word formation used in the advertisement. The writer chooses the research as the previous studies because it has the same object of research: event flyer advertisements. The differences with this research are the research topic and the research question. First, they identified what type of word formation in event flyer advertisements. Then, they found out that the word formation is being used in advertisements because it can attract people to see the advertisements.

The second research that supported this study was made by Eko Rustamaji (2015) from English Department at Semarang State University. The research is entitled “*Process of English Word Formation Found In Advertisement Boards In Kendal Regency*”. The writer chooses the research because it has the same object of research as well as the related topic but is not similar because word formation is a more general topic. The differences with this research are the research question and the topic of research. This study was about the word formation process on Kendal Regency's advertisement boards. There are 11 types of English word formation processes he found in the advertisement boards, including blends.

The third research that supported this study was conducted by Siti Zulfa (2018). The research is entitled “*Word Formation of Hotel Terms In Housekeeping Passport Book*”. The writer chooses this previous study since it relates to the research topic discussing word formation and blending. The differences with this research are the research question as well as the object of the research. The research shows five words formation process as well as both lexical and contextual meaning that found in housekeeping passport book.

The reason why the writer chooses this topic is due to personal reasons. The writer used to attend music events that were held in Bandung. So the writer saw flyers advertisements for music events on social media, specifically on Instagram. After seeing the entire advertisement, it turns out that the name of the event they created appears from the combination of two or more words, which is that process of combination is the blending process.

Compared to those three previous studies, the current study is vastly different. The difference can be seen from the focus of the study. This research focuses on a specific blending process. Blending is the main issue to be investigated since blending is a language phenomenon that produces new words in everyday life. However, language user has no awareness that they have produced new Blending words in daily life.

Furthermore, language users intentionally produce new words using Blending but are unaware of it. For example, in the music event flyer advertisement, they create a new lexicon as the title of their event name. However, it only aims to attract the reader's attention, and they are unaware of it, although they are deliberately producing the new words. Therefore, the writer chooses this topic to make people aware of the existence of blending.

The writer will determine the type of blending as well as the pattern that formed word formation of blending with music event flyer as the object of the research. The writer chooses the music event flyer as a source of data obtained through social media, Instagram, because the use of blending is frequently found in music event flyer advertisements. The source of this research data was taken for 24 months, from January 2018 to January 2020. For example, in the advertisement of Mega Production Organizer that produces one music event in their market, they use word formation of blending "Soundsations" to catch the reader's attention, which came from the words "Sensations".

This way is commonly used to convey a helpful idea that differs from creativity and imagination. So, no wonder we frequently find unusual advertisement language. For example, the writer found English words of blending in the event flyer, and it turns out that there is a pattern to form or construct a word-formation of blending, which determines the blending.

1.2 Statement of Problem

The problem discussed in this research is limited to English blending words that appeared in the music event flyer advertisement. These English blending words are words formed from parts of two or more other words by merging the sounds and meaning. Therefore, this research is focused on the type of English blending words in event flyers and how they are formed.

Based on the background of problem can be formulated into research questions as follows:

1. What types of English blending words are found in music event flyers?
2. How does English blending words in music event flyers formed?

1.3 Research Objective

Based on the research questions above, the researcher determined the objective as follows:

1. To identify the type of English blending words in a music event flyer.
2. To analyze the English blending words process in the music event flyer.

1.4 Research Significance

- 1) Theoretically, this research could be helpful for the other research and next investigation, especially on the word formation process of blending. Furthermore, it could make good development in learning morphology as well as to explore our knowledge more about blending in our daily life. Then, mastering the theory of blending through this research example from our closest environment, such as the Internet.

- 2) Practically, this research aims to enrich the knowledge of both the general reader and other researchers. This research also addressed college students in the department of language or humanity. Moreover, this research is also helpful in increasing reader's perception of making strategies to maximize new word usage for advertising.

1.5 Clarification of Key Terms

This research clarifies and describes some terms to avoid misunderstanding in the title of this research.

1. Blending

Blending is combining the first part of the word with the second part of another. Blending occurs when we clip a couple of words and put them together to make a new word whose meaning is connected to the original meaning; therefore, it is a blend.

2. Blend with Overlapping

Blend with overlapping is one type of blending, with overlapping being the only type of word shortening. This type of blending occurs when the forms phonologically overlap, but there is no other shortening. The pattern with the final part of the first word overlapping the first part of the second is the most common. For example, "slanguage" and "filmania". Blends with overlapping may also include the entirety of one form and the first or last part of the other word, for example, "canimal". Blend with overlapping may include the entirety of one form as well as either the fore or hind part of another, for example, "sinema".

3. Blend with Clipping

Blends with clipping do not overlap. Instead, one or more parts are omitted. Various patterns are used when creating these types of blends.

The typical pattern is to keep the entire first word and the last part of the second word, for example, “fanzine” and “foodoholic”. Another typical pattern is to keep the entire second word and only use the first half of the first, for example, “Eurasia”. The most common pattern is when the first part of the first word and the last part of the second word is clipped, for example, “brunch”.

4. Blend with Clipping and Overlapping

In Blends with clipping and overlapping, it happens when blending both omits and overlaps sounds, and the formation patterns are pretty varied.

The words that follow are some examples.

Californicate = Califor(nia) + fornicate

Hungarican = Hungarian + (Am)erican

Pollutician = pollute + pol(i)tician

Motel = mot(or) + (h)otel

5. Music Event Flyer

The music event flyer is a digital or printed leaflet to promote a music event. Technically a flyer is made from a single sheet of paper intended for wide distribution and typically posted or distributed in a public place, but as time passes or because of modernization, that distribution method is no longer effective. So instead, the event organizer prefers to post flyers digital or internet to promote their event. The primary goals of a music event flyer are to increase awareness of the event as well as sell more tickets.

1.6 Organization of Paper

This paper consists of 5 chapters, which each chapter discusses as follows:

- Chapter I : This chapter describes six-part of an introduction, consisting of the background study, statement of the problem, research objective, research significances, clarification of key terms, and organization of the paper.
- Chapter II : This chapter discusses the theoretical framework, which includes the explanation of morphology, morpheme, root, stem, base, word formation, blending, type of blending, rule of blending, advertisement, and flyer.
- Chapter III : This chapter discusses the research methodology and includes some subject matters that this research explains, such as Research Design, Source of Data, Technique of Collecting Data, and Technique of Analyzing Data.
- Chapter IV : This chapter is the part in which this research analyses the data related to findings and discussion of the research.
- Chapter V : This chapter provides two parts as the final results of this undergraduate thesis. The first part is the conclusions of this research. The second part is the suggestions addressed for the following researchers interested in a similar field of study.