CHAPTER I

INTRODUCTION

The first section of this thesis presents the introduction of this research. This chapter is the preamble of the research. This chapter provides to describe the topic of the research problem, the research context, the arguments the writer would like to convey, research questions, research benefits, the theory used in the research, and studies that have been carried out by another writers. The introduction chapter of this research consists of several subchapters such as the research background, statement of problem, research objective, research significance, and definition of key terms. Each explanation of those subchapters would be explained in this chapter.

1.1   Research Background

Indonesia is entering the era of industrial revolution in this century. The industrial revolution era is called the era of technological disruption, also called the industrial era 4.0. This era is an era where the fundamental, views of life, systems, orders, and landscapes changed massively in a new way. This era also has made a massive change in the way humans process resources to produce products in various sectors, thus having an impact on most of all values of life such as in the economic, social, political, and cultural aspects.

The prominent characteristics of the Industrial Revolution 4.0 era are the combination of physical, digital, and biological technology. The main character in this era is the combination of automation and cyber technology in all human activities. In this era, the internet and technology are increasingly widespread among humans daily. Nowadays, humans are connected without virtual limits so that there is a connection between humans, machines, and data from all over the world. Massive developments which occurred in this era, especially in the fields of

technology, telecommunications, and the internet have created new habits and formed a new culture for human daily life.

To illustrate, at the beginning of the creation of the mobile phone only functioned to make calls and send short messages. Several centuries later, the function of the mobile phone began to develop. The mobile phone today comes with various functions such as making video calls, taking pictures, recording videos, storing data, listening to music or radio, and can even be used to pay for something and also for shopping. The smartphone has been emerged as a result of these developments. The presence of the smartphone seems to answer the needs of humans who want practicality and convenience. The characteristics of the smartphone today which has lightweight and fits in hand making it easy to carry.

Today, everything is in one hand. Many people rely on their smartphones to do things. Those functions can be used through applications that are pre-installed on the phone. Mobile applications are computer programs designed to operate on mobile phone devices. According to Pramana (2012, p. 17), applications are made to serve the needs of several activities such as trading systems, games, community services, advertising, or all processes that are almost carried out by humans. Therefore, an application is made for specific purposes, such as turning on or turning off electronic devices, recording finances, shopping, watching movies, and so on, which are still included in human activities.

The convenience which has been created by the effect of technological developments and the emergence of the internet has had an impact on several aspects, especially in the business sector. The influence of technological developments in the business sector that is very visible at this time is the emergence of various e-commerce and marketplaces. Not only that, but several social media platforms have also built their e-commerces.

The term social commerce was born as a result of the phenomenon of forming e-commerce that was created by social media owners. Social commerce is a place for buying and selling on social media platforms. This forces social media to develop beyond its actual function. At first, social media only served as a place to share few stories or experiences and expanding connections. However, over time,

social media is now also been used as a place of business. Developers of social media applications finally provide a place for sellers to do business by creating social commerce.

To give an example, at the first Instagram debut in 2010, Instagram was originally created as a social media platform for sharing photos and videos only. The users are able to give like, comments, and follow each other. Then over the time passed, Instagram developed into what it is now that can be seen today, now Instagram has many features. One of which is Instagram Shopping.

Instagram Shopping is a social commerce that Instagram has created. Quoted from the official Instagram blog, Instagram Shopping is a set of features that allow people to easily shop by seeing photos and videos from some of the brands all across Instagram. This feature allows users who want to buy or sell some products. The feature is easy to use. For the sellers, creators, and/or owners could upload their product pictures and videos.

The company was started testing the shopping feature in November 2016 and was introduced and published to the public in March 2017 and then available in Indonesia in May 2020. This feature is free to use. Users are able to browse, trade, and purchase products from several creators, small and medium enterprises, local and global shops so that users can shop from their favourite creators or any businesses on this platform. By only clicking through the smartphone, users can get their wanted products without leaving their houses.

A brand name is a fundamental thing in running a business. A brand contains a logo, name, slogan, design, or any elements that can create an image or personality of a product or service. On the other hand, the word "brand" itself is also known as a trademark. In line with the American Marketing Association (in Kotler and Keller, 2009 p. 258) that defined brand as a name, term, sign, symbol or design, or a combination of marks, that intended to identify the products or services from any other sellers or several competitors in the market. A strong brand could help to build customer loyalty and increase the brand name.

Thus, a brand name must be easy to remember, unique, easy to hear, easy to read, and has a positive meaning. This matter is crucial to be considered because a

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brand name is the identity of a business and a differentiator from other industries. Sometimes, the name of a brand determines the number of buyers or customers also could lift the product image.

In Indonesia, the phenomenon of naming brands in English, also known as foreign branding in the local business sector has been widely encountered, ranging from the fashion business to the household appliance business, also in several case, sort of building developer gave English name to name the building or housing complex. Foreign branding is a marketing strategy by giving a brand name using a foreign language. As a result of foreign branding carried out by local industries, many people think that their brand is coming from overseas. As an illustration, quoted from KOMPAS.com, several local brands made in Indonesia which are thought made by a foreign country are Terry Palmer, J.co, Eiger, Silver Queen, and Le Minerale.

Language is one of the most important things for humans because they need it to express and show what they feel. The development of the environment and human characteristics make language also continue to develop. This fact creates a language phenomenon that is often found in the surrounding environment. The phenomenon of language can even be seen in the world of technology. This industrial era has come where most things are digitalized, such as information shared through social media so people can be accessed with a smartphone that most people use to share the information they have with others. This language phenomenon can be found in these media by looking at the way people interact with each other, the way stories are shared and distributed, and the way feelings are expressed. People have their own way of using language in writing. The diversity of their characters creates the diversity of writing styles of the language. Therefore, these are interesting phenomena to study that occur on social media.

On the other hand, English is a lingua franca of the world. As stated by Katubi, et. al., (2004, p. 12) lingua franca is a language that has a function as an interlanguage or social language. Lingua franca is the language used to communicate between people who have different backgrounds and speak different mother tongues or have different language backgrounds. Lingua franca itself is a

language that has long been widely developed and has become the language of communication between all groups.

English has been used on a large scale in various occasions, also in various social stratifications almost in all around the world, especially in Indonesia. In addition, English has been used in several fields, including economics. Hence, English is substantial in Indonesia and other countries where the mother tongue is not English. As previously explained, the phenomenon of foreign branding formed because of the widespread use of English in daily life so that people who like to use a brand that uses English in its name are formed.

As a result of the phenomena which has stated above, many sellers or owners now use English to name their product or trademark or brand. Several reasons for naming a brand in English are the brand or product can be recognized abroad, to make the brand or product look cool, to increase the selling price, and so on. As a consequence of the phenomena which has mentioned above, some fashion brands made in Indonesia now use English to name their brands or products. In addition, most people nowadays prefer a trademark or brand or product which is named in foreign language, especially a product or brand which using English as the name of the brand or product.

Based on the explanation of this research background, this topic research is chosen by the writer to be discussed in this research because English has been used in various societies and has been used in various aspects in Indonesia, including in the economic aspect. The trend of using English has influenced market trends in various ways, particularly in the naming of brands in local industries.

The writer is interested in the way entrepreneurs naming their brands. From a linguistics perspective, there is a morphological process when creating new words, especially in creating a brand name. From the morphological process in naming a brand, the writer will put this morphological process from naming the brand into a research titled *Morphological Process in Indonesian Local Fashion Brand Names Found in Instagram*.

Before beginning the research, the writer has looked for several previous studies which are related to or has similarities with the object, theory, or topic that

will be used in this research. The previous study can be in the form of books, papers, research journals, scientific papers in the form of dissertation, thesis and undergraduate thesis. In making a previous study, the writer briefly describes the results of a previous study which is related to the object, theme, and research theory that the writer intends to do. Afterwards, the writer makes a comparison of the research to be carried out with the previous research. The previous study is used to be a reference for writers and also to be a comparison of the previous study with the research to be carried out. All previous studies which have been found and previously observed by some writers are mentioned and described below.

The first previous study is an undergraduate thesis journal titled *Word Formation Analysis in Indonesian Clothing Line in Instagram* (2018) by Hanifa Khairunnisa. This research was taken by the writer as a previous study because this research has related topic, and object. This research object was the Indonesian clothing brands in Instagram. This research collecting its data by searching the data from hashtag #Indonesianclothingline in Instagram, using purposive random sampling technique, and chose one hundred data that contain the element of the word formation process. This research used word formation theory from O' Grady and Guzman as a primary theory. For the technique of analysing data, this research used the descriptive-qualitative method. The findings of this research discussion were found one hundred data which related to the theory. This research data showed thirty-nine data categorized as compounding, nineteen data categorized as initialization, five data categorized as acronym, six data categorized as blending, two data categorized as onomatopoeia, sixteen data categorized as borrowing, six data categorized as inflection, four data categorized as derivation, one datum categorized as multiple processes, and two data categorized as clipping. The most frequent word formation process used in this research was the compounding process.

The second previous study is an undergraduate thesis titled *Word Formation in Wardah Product Names* (2017) by Rihma Rohmaniah Nurdini. This research was taken by the writer as a previous study because this research has related topic and theory. This research object was the Wardah product names. This research

collecting its data by browsing on the official Wardah website about its products, searching the data which will be used, and selecting the data related to the theory. This research used word formation theory from Yule and used Lyons theory about meaning as a primary theory. For the technique of analysing data, this research used the descriptive-qualitative method. The findings of this research discussion were found twenty-eight data which related to the theory. From the ten categories of Yule word formation theory, this research data showed only five categories included in the theory put forward by Yule. Five categories of the result are divided into nine data categorized as compounding, three data categorized as acronym, twelve data categorized as derivation, two data categorized as multiple processes, and two data categorized as borrowing. The most frequent word formation process used in this research was derivation process. The findings of this research discussion also found that most of several data have similar meaning with the dictionary.

The third previous study is an undergraduate thesis titled *An Analysis of Word Formation Processes in Creating Food Brand Names Distributed in Toserba Borma Cipadung* (2014) by Nurul Fadillah. This research was taken by the writer as a previous study because this research has related topic and theory. This research object was the food brands distributed in Toserba Borma Cipadung. This research collecting its data by requesting the database of food product list to the head of Toserba Borma Cipadung. The database is given to its writer in the form of a soft file. This research used several theories of word formation from Yule, Plag, and O' Grady and Guzman. For the technique of analysing data, this research used the qualitative method. The findings of this research discussion were found sixty-one data which related to the theory. This research data showed twenty-six data categorized as compounding, eighteen data categorized as blending, eight data categorized as reduplication, seven data categorized as multiple processes, one datum categorized as borrowing, and one datum categorized as acronym. The most frequent word formation process used in this research was compounding process.

The fourth previous study is an undergraduate thesis titled *Morphological Process of Product Brand Formation* (2009) by Nunung Nurjanah. This research was taken by the writer as a previous study because this research has related topic.

This research object was the several product brand names. This research collecting its data by taking the data from the big five of private television based on the result of survey data which have been done by Nielsen Media Research from September 3rd to November 30th 2009, those private television which was intended are RCTI, SCTV, ANTV, Trans TV, and Indosiar. This research used morphological process theory from O' Grady, used word formation theory from Plag, and used part of speech theory from Frank. For the technique of analysing data, this research used the descriptive qualitative method. The findings of this research discussion were found forty-two data which related to the theory. This research data showed twenty-one data categorized as blending, eleven data categorized as compounding, eight data categorized as clipping, and two data categorized as acronym. The findings of this research discussion also showed the pattern of blending is AB+CD=AD. Nevertheless, this pattern has an exception, where the blend has structure AC instead of AD. The research data categorized three compounding types, there are endocentric, exocentric, and copulative; and two clipping types, there are apocope and syncope; and acronym pattern formed by taking the initial letters to form the brand name.

From all of the previous studies above, the difference between this research and these previous studies lay in the research object and the way to obtain the research data. The research object in this research is Indonesian local fashion brands such as clothing and footwear which has been found in Instagram. The writer will use the word formation theory from Yule as the primary theory of this research and will use several word formation or morphological process theories from several experts for supporting the theory. The way to obtain the data for this research is to take several data from the Instagram shopping feature also Instagram ads found on news feeds, stories, and explore feeds. This research will focus on the kinds of the morphological process form and the morphological process pattern contained in Indonesian local fashion brands found in Instagram ads and Instagram shopping.

1.2   Statement of Problem

The result of the use of technology and the internet, and English usage on various occasions and social backgrounds in Indonesia is the use of social media platforms to conduct commerce, especially on the Instagram social media platform. Instagram has grown and has provided various features to use by the user. Nowadays, Instagram is not only for sharing photos, what someone's thought, someone's feelings, or something that is happening or was happened, but now Instagram has provided a feature that the users can shop when users are scrolling the timeline in their accounts. Instagram Shopping feature is a feature to facilitate those who want to sell or purchase some products.

Besides, the phenomenon of English usage in Indonesia is that some of the owners or sellers of a fashion brand in Indonesia are trying to create a brand name using English. This is proven by the rise of local Indonesian fashion brand names that use English for naming their brand, which can be found in various e-commerce, marketplaces, and online shops especially in the Instagram Shopping. The vast potential of social media and English as a lingua franca are the main factors for many fashion brand names in Indonesia that use English for their brand names.

From a linguistic perspective, especially in the field of morphology, behind creating some new words or creating a brand name there must be a morphological process in it. Based on the research background and the explanation above, the writer decides to formulate the research questions as follows:

1.   What kinds of the form of morphological process are used in the name of the selected Indonesian local fashion brand found in Instagram?
2.   What is the formation pattern of process in making the selected Indonesian local fashion brand found in Instagram?

1.3   Research Objective

Based on the research questions above, it can be concluded that the objective of this research is achieving the following:

1. To recognize the kind of the morphological process forms which have been used in the name of the selected Indonesian local fashion brand found in Instagram, and

2. To identify the morphological process in the word formation patterns that have been described in the process of making the name of the selected Indonesian local fashion brand found in Instagram.

1.4 Research Significance

Everything that has made must have benefits in it, including this research. By creating this research, the writer expects this research could deliver several impacts for those who read this research. This research significance will divide into two parts and will be described below:

1. Theoretically

This research is expected to broaden the knowledge in linguistics, in the branch of Morphology, especially in the theory of word formation created by George Yule. It is expected to facilitate the understanding of learning word formation or morphological processes. Also, it is expected to build on previous knowledge and advance the understanding of the related topic and theory.

2. Practically

This research is expected to provide benefits for academic readers and also for public readers. For academic readers, especially for the English Literature students, this research could be a further study reference for learning material and also adding reading material for the library of the Faculty of Adab and Humanities, also for the library centre of Sunan Gunung Djati State Islamic University. For public readers, this research is expected to fulfil a sense of curiosity about the word formation process behind naming the local fashion brands in English.

1.5 Definition of Key Terms

To avoid sort of misunderstandings about the terms used in this thesis, the writer will clarify the terms which have been used in this thesis and will explain the terms below.

1. Brand: Name, term, sign, symbol or design, or a combination of marks, that intended to identify the products or services from any other sellers or several competitors in the market (American Marketing Association (in Kotler and Keller, 2009 p. 258)).

2. Fashion: Some of products and / or marketing of new styles such clothing, footwear, accessories, cosmetics, lifestyle, hairstyle, and so on.

3. Local Fashion Brand: A product such as a clothing, footwear, accessories, cosmetics which is made or manufactured domestically, or known as a domestic product.

4. Morphological Process: Several rules or patterns which determine how words are formed through the arrangement of the smallest units of a word, namely morphemes. Those several rules or patterns are used to form new words or modify a word that has already existed in a language. This also known as word formation.

5. Word Formation: Processes used in a language for creation of a new words (Richard and Schmidt, 2010, p. 637).

6. Instagram: Social media application which can share some photos and videos.

7. Instagram Shopping: Set of features created by Instagram that allow people to easily shop by seeing photos and videos from some of the brands all across Instagram.