

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Language is a tool to express or to communication with other people in the world and through language people will get many informations from others. Language is a system of human in communicate ideas, emotions and desires through symbols or sounds (Sapir, 1921). Language is the way to express thoughts or ideas, feelings, or objects through symbols (Rao, 2017). Language also have function as a media to convey messages in the form of sound and written form (Pratiwi & Indrayani, 2021). Beside it, the ability to communicate using English in this era is very important as English has become an international language and already transformed into important element in education, politics and business (Dosia & Rido, 2017). Effective interaction is the result from good communication (Fitri & Qodriani, 2016). In this era, language is easy to develop and the development of language can be happen in many reasons. It can be seen in the internet, newspaper and advertisement which exist in Indonesia. There are many types of development of each language, the types of development can be seen from the vocabulary which can be added, reduced, or combined making the meaning changes. The changes of the vocabularies are reflected in many phenomena, one of them is in naming of a brand and these phenomena appear in many companies in Indonesia which used English as the name in their products. Those companies promotes, sells or advertises their products by using English in word formation as their product's name.

Nowadays, the forms of new names are easily found on products in Indonesia, and any kind of products itself becomes the needs for everybody in their activities or daily life. Those products can be found in superstore, convenient store or just a picture of product in advertisement or newspaper by using English word formation as the name of product or brand. According to Kotler (1997:449), convenient store is small store in residential area, limited line of high-turnover convenience products plus takeout meanwhile superstore is a store or a company which have huge selling space, routinely purchased food and household items plus services. A brand is a combination of color, text or picture in order to show the identity of product and to build a good image in a organization (Sammur, 2014) and to identify and differentiate a brand, trademarkable should have brand elements (Keller, 2013). Points in the brand elements are brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages and signage. In making a good brand, a marketer should choose brand elements to enhance brand awareness, profitable, facilitate the formation of strong brand and unique.

Each company seems to use word formation process strategy extensively in naming their product to support the appropriate products. According to Plag (2002:12), word formation is the formation of words which created by putting together smaller elements to form larger words with more complex meaning. The understanding about how words combined also very important for other people (Citraresmana, 2019). According to Kreidler (1998:3), semantics is the systematic study of meaning and linguistic semantic is the study of how languages organize and express meanings. The meaning of product's name itself must connected with

the things it refers to and become the important things to be considered because through the name of the products, it can make the people interested to see, buy and use the products. From this study, it can take a conclusion that a new word which made by English in word formation can influence the economy aspect in Indonesia and from this phenomena, brand naming of made in Indonesian products is an interesting topic to analyze.

There are many types of word formation processes that related to make a new words which probably appropriate in analyzing the formation of product's name in Indonesia. Besides semantics, specifically the referential definition of meaning is also used to analyze the relationship of product's name. The meaning will be analyzed after the formation of the product name's described. From this analysis, the product's name in Indonesia can deliver a new word and it is become a topic to talk with other people include teenager. According to Owen (2004), teenagers begin to sense the words that have double meanings. Teenagers bring that language and it is heard by people around. Those people then use that new word unintentionally in their daily life. So, the changes in the English language which is to reflect real life and thus people need to be aware of modern language resources in order to adequately perceive modern realities of our existence. Effective communication is impossible without knowing knowledge of modern trends and tendencies in various aspects of human activity that are immediately reflected in the language. The process of producing new words is certainly connected with word building, to affect the vocabulary of English Language by enriching and enlarging it. The purpose of this research is to give understanding to the readers

about English in word formation and the meaning in term of product's name that exists in Indonesia. This research also can help a company, a home industry or a marketer to create a new word using English word formation for naming their products to attract the customer and to develop their business in the market.

1.2 Research Questions

Based on the background above, the writer formulate the problems as follows:

1. What are the word-formation processes found in the product name's which are made by Indonesian companies?
2. What is the meaning of each product's name?

1.3 Research Objective

The objective of the study is to delineate the word formation processes in term of product's name and the meaning of each name on the products.

1.4 Uses of the Study

This research has two parts, there are theoretical and practical uses.

1.4.1 Theoretical Uses

Theoretically, this research paper apply the theory of word formation by Plag (2002) and theory of semantics by Kreidler (1998), and focus on word formation process and the meaning. This research also to enriching and enlarging the knowledge of readers with a new vocabulary that appear in society especially in word formation and the meaning of product. Through this research, the writer

hope can increase the reader's knowledge about word formation processes and the meaning in terms of product's name that exists in Indonesia.

1.4.2 Practical Uses

Practically, the examples of word formation and the meaning which get from the data in this research can be used or become an idea to other companies for giving names to their new products since English in word formation can influence economy or business in Indonesia.

1.5 Scope of the Study

In this research, the writer will focus on the analysis of word formation processes and meaning in terms of product's name in Indonesia. The writer will choose names of electronic, beauty care, snack, and beverage products in Indonesia and the data will be taken from the observation which do by the writer in convenient store (Alfamart, Chamart and Indomart) and Chandra Superstore starting from 3rd – 5th August 2020. The data also taken in the form of words. The reasons the writer choose that days because those days still in the beginning of August which mean many people still go shopping at that time and those days already near with independence day of Indonesia which mean many promotions or discounts already started by the company or the seller.