

CHAPTER TWO
LITERATURE REVIEW

2.1 Previous Studies

This chapter presents the previous studies to provide example how to do analysis. The writer deals with some writers preview of related analysis covering theories, methods and findings of the previous studies. The previous studies which are related with word formation and semantics explained in the table 2.1 below.

Table 2.1 Previous Studies

Author	Objectives	Methods	Findings
Anggraeni (2011)	To describe, classify and analyze the word formation process in the new terms formation on billboard advertisement installed in Semarang.	Library Research Qualitative	There are 100 terms which found in Billborad Advertisement installed in Semarang. The terms are divided into 9 strategies of word formation process, there are compounding : 40 terms, borrowing : 4 terms, coinage : 13 terms, initialization and acronym : 7 terms, blending : 11 terms, clipping : 9 terms, conversion : 1 term, inflection : 9 terms, derivation : 6 terms.

Gemilasari, Jufrizal and Al Hafizh (2013)	To describe the types of word formation from slang word.	Library Research Qualitative	The finding are: Abbreviation 2,3% Acronym 11,4% Blending 12,5% Clipping 3,4% Coinage 51,1% Compund 5,7% Multiple process 8% Borrowing 2,3% Affixation 2,3% Reduplication 1,1%
Hanif (2015)	To know, to describe and to classify about the word formation process which is used on sport articles in The Jakarta Post at soccer terminology.	Library Research Qualitative	There are 65 word formations in the articles but only analyze 14 word formation from 12 articles on Jakarta Post during August 2014 till July 2015. The word formation which not found on the articles are borrowing, coinage and inflection.
Rifardi (2017)	To identifying the lexical meaning and to interpreting the contextual meaning in the lyrics of Bob Marley songs.	Library Research Qualitative	The lexical meaning such as synonym, antonym, polysemy, hyponymy, denotation and connotation in the songs. Musician uses them to make the lyrics more beautiful by the composer.

The first previous study is done by Anggraeni (2011) entitled “ *Word Formation Process in Outdoor Advertisement : A Case Study of Billboard Installed in Semarang*”. The objective of the study are to describe, to classify and to analyze the word formation process in the new terms formation on billboard advertisement

installed in Semarang. The writer used O' Grady and Guzman theory (1996) and used qualitative descriptive method in the research. For the findings, there are 100 terms which found by the writer in Billborad advertisement installed in Semarang. From 100 terms which found, the writer classify the terms into 9 strategies od word formation process, there are compounding : 40 terms, borrowing : 4 terms, coinage : 13 terms, initialization and acronym : 7 terms, blending : 11 terms, clipping : 9 terms, conversion : 1 term, inflection : 9 terms and derivation : 6 terms. Based on the research, the compounding process is the most common process which found in Billboard advertisement installed in Semarang. It takes 40 term words from 100 term words.

The second previous study is done by Gemilasari and Al Hafizh (2013) entitled "*An Analysis of Word Formation of Slang Word Found in Short Story in Teenager Magazine Aneka Yess!*". The objective of the study is to describe the types of word formation from slang word. The writer used Schendl's theory (2001), this research combine the types of word formation from slang word in short story in Teenager Magazine Aneka Yess!. The writers used qualitative method in this research. For the findings, there were 88 kinds of words which were formed by ten types of word formations processes. They were 2 for frequency (2,3%) words which were formed by abbreviation process, 10 (11,4%) by acronym, 11 (12,5%) by blending, 3 (3,4%) by clipping, 45 (51,1%) by coinage, 5 (5,7%) by compounding, 7 (8%) by multiple processes, 2 (2,3%) by borrowing, 2 (2,3%) by affixation, and 1 (1,1%) by reduplication.

The third previous study is done by Hanif (2015) entitled “*The Analysis of Word Formation of Soccer Terms in Jakarta Post’s Articles*”. The objective of the study is to know, to describe and to classify about the word formation process which is used on sport articles in The Jakarta Post at soccer terminology. The theory of word formation is by Chomsky (1965) and the writer used qualitative method. For the findings, there are 65 data in the articles but the writer only analyzed 14 data from 12 articles on Jakarta Post during August 2014 till July 2015. The writer used a random sampling in analyzing the data. The word formation which not found on the articles are borrowing, coinage and inflection. The writer only found seven word formation, there are derivation, compound, Initialism, reduplication, acronym, clipping, and blending.

The fourth previous study is done by Rifardi (2017) entitled “*Study of Lexical Meaning on Bob Marley Songs*”. The objective of the study is to identifying the lexical meaning and to interpreting the contextual meaning in the lyrics of Bob Marley songs. The writer analyzed five lyrics in this research, there are *Redemption Songs, No, Woman, No Cry, Three Little Birds, One Love* and *Get Up Stand Up*. The writer took the data from books, internet or social media. The theory of semantic is by Kreidler (1998) and the writer used qualitative method. The finding of the research shows that lexical meaning such as synonym, antonym, polysemy, hyponymy, denotation and connotation in the songs. Musician uses them to make the lyrics more beautiful by the composer.

In conclusion, those previous studies give many contributions to the writer for the current research. The writer gets the theory and also definition toward stylistics by looking up those previous studies. However, the gap between those previous

studies and the current research are the object of analysis and the focus of analysis. For, the first previous study is focus on word formation process in the new terms formation on billboard advertisement installed in Semarang. The second previous study is focus on word formation from slang word in short story in Teenager magazine. The third previous study is focus on the analysis of word formation of soccer terms in Jakarta Post's articles while in the last previous study is talk about semantics and focus on lexical meaning on Bob Marley songs. Meanwhile, the current research is focusing on word formation process and the meaning of product's name which exist in Indonesia.

2.2 Morphology

According to Plag (2002:12), "morphology is the study of formation of word. The word which composed by putting together smaller elements called as morphemes can make a new word. In morphology, there are two kinds of morpheme, the first is bound morpheme and the second is free morpheme. Bound morpheme is morpheme which can not stand alone as a word or can occur only if attached to some other morphemes. According to Abdurrahman (2019), Bound morpheme normally can not stand alone as a word and bound morpheme usually come from affixes. Meanwhile for free morpheme, this morpheme can stand alone as a word. Morphology by Plag created from seven processes. There are inflection and derivation, affixation, conversion, clippings, blending, abbreviations and acronyms and compounding.

According to Plag (2002), in bound morphemes, some of them should be attached

before the root or base. Whereas other bound morphemes, must always follow the root. In morphology also use affix, the affix being the cover term for all bound morphemes that attach to roots.

2.2.1 Inflection and Derivation

According to Plag (2002:19), “inflection is a word which should followed by encode grammatical categories such as plural, person, tense, or case. These categories are relevant for the building of sentences and are referred to by the grammar”. So, inflection as part of the grammar. Example : *she works (person), the workers (plural)*. Meanwhile according to Plag (2002:18), “derivation is a word which have two morphemes exist and derivation as part of word formation”. For example : *kicks = kick (verb) + s (suffix -s) , students = student (noun) + s (suffix -s)*. Derivation also can defined as the process to create a new word by added an affix to a root,stem or base (Schmid, 2015).

2.2.2 Affixation

According to Plag (2002:90), “affixation is a bound morpheme which should attaches to bases”. In affixation, Plag divided into three parts, there are prefix, suffix and infix. In prefix, the word which used prefix does not changed anything in the pronunciation or shape of the base of word itself. Example : *organize = reorganize (re is prefix), modify = premodify (pre is prefix)*. Meanwhile, in suffix have such an effect. The effect is deletion of material at the end of the base or will be create a different stress of patern. Example : *employ = employee (ee is suffix), signify = signification (ation is suffix, the letter “i” has change or create a*

different stress pattern). For Infix, the infix will appear in the middle of words to create new words, example : spoonsful (the letter “s” is the infix).

2.2.3 Conversion

According to Plag (2002:134), “conversion can defined as the derivation of a new word without any overt marking”. In conversion, there is a term called as zero suffixation, this term means there is a suffix which present in such forms but this suffix can not be heard or seen. There are many types of conversion, the word noun can change to verb (*the bottle – to bottle*), verb to noun (*to jump – a jump*), adjective to verb (*better – to better*) and adjective to noun (*poor – the poor*).

2.2.4 Clippings

According to Plag (2002:146), “clippings also know as truncation is a process in which the relationship between a derived word and its base is expressed by the lack of phonetic material in the derived word”. Clippings are used to express the familiarity and it is normally used by people who feel familiar with the person referred to and who want to express this familiarity overtly. Usually, the result in clippings also monosyllabic, no matter how long the base word itself. Example : *Laboratory = Lab, Demonstration = Demo, Discotheque = Disco*.

2.2.5 Blending

According to Plag (2002:155), “blending is the combination from two or more than two words into one word but should through deleting material process from one or both of the source words. Blending divided into two different classes, the

first class is not shows all elements in making a new word. For Example : *Motor* + *Camp* = *Mocamp* (*is a kind of camp, not a kind of motor*) . The second class shows the entities that share properties of the referents of both elements. For Example : *Breakfast* + *Lunch* = *Brunch* (*is both breakfast and lunch*).

2.2.6 Abbreviations and Acronyms

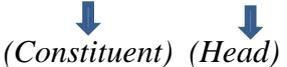
Abbreviation is the most commonly formed by taking initial letters of multi word sequences to make up a new word (Plag, 2002:161). For example: *FBI* (*Federal Bureau of Investigation*), *BA* (*Bachelor of Art*), *DC* (*District of Columbia*), and so on. Apart from words composed of initial letters, one can also find abbreviations that incorporate non-initial letters. For example: *BSc* (*Bachelor of Science*), *KHz* (*kilohertz*), and etc.

Meanwhile acronyms, being pronounced like regular words, must conform to the phonological patterns of English since the result in this word formation will created a new word (Plag, 2002:164). Example : *NWAVE* (*New Ways of Analyzing Variation in English*), *CARE* (*Cooperative for Assistance and Relief Everywhere*).

2.2.7 Compound

According to Plag (2002:170), “compound is the process of combination between two words to form a new word”. According to Quirk et. al. (1985:1567) in his book entitled *A Comprehensive Grammar of The English Language*, compound words have some characteristics. Those characteristics are :

1. Compound words have both grammatical and lexical meaning as a unit of word. Example : The word *fair – haired*. Lexical meaning the word *fair* is light in color of skin or hair and the word *hair* means fine thread – like growth from the skin but the grammatical meaning from the word *fair – haired* is hair with light color.
2. Compound words is the combination from every unit which not have affixation except in suffix. Example : *Bathroom + -s = Bathrooms*.
3. All meanings in compound words usually can predicted from the meaning in every elements from the compound word. Example : *A Bookstore* which have meaning as a store which sell many types of book and etc. But, there are some compound words which should be learn first as a unit of word cause the meaning of the compound words itself can be predicted from every elements which as the part of the compound words itself. Example : *A hotdog* which have a meaning as a kind of fast food.
4. The second element from the compound words usually determine the grammatical category which become the category in all compound. Example : $N + N = N$ (*Moonlight, Windmill*), $Adj + Adj = Adj$ (*Gray-Green, Dark-Brown*), $Prep + V = V$ (*Undergo, Overtake*).
5. Compounding is the requisition process which mean one of the elements in compund word itself become constituent from larger compound.
Example : *Living-room furniture*



(Constituent) (Head)
6. In the process of writing, compound words also have many types. The types are :

a. Closed Form (combine words)

Example : *Basketball, Chairman, Pickpocket* (the process of writing is not used hyphen or space between the words).

b. Solid Form (individual words)

Example : *Post Office, Water Resistant, High School* (the process of writing used space between the words).

c. Hyphenated Form

Example : *Brownish-black hair* (Hyphen used to avoid the ambiguity and to avoid the error when reading).

According to Baugh (1996:44), hyphens (-) are used to combining two or more words which used as a single unit of word, to connect two last names, to link continuous numbers, to link some prefixes and suffixes with their nouns and to avoid the ambiguity or awkward in constructions in a word.

According to Plag (2002:169), compounding divided into four types such as nominal compound, adjectival compounds, verbal compounds and neoclassical compounds.

1. Nominal Compound

Nominal compound or compound noun is the most common type of compound which found in English. In this type of compound, the meaning can be from inside or outside the compound. This compound not only created from the combination between *noun + noun* words, but can from *adjective + noun* (such as *redneck, loudmouth*) and *verb + noun* (such as

pickpocket, spoilsport). Mostly, the position of head in this compound is right position.

2. Adjectival Compound

Adjectival compound can have noun, verb or other adjective as non-head. The interpretation of noun – adjective compounds follows basically the same principle as those of noun – noun compounds. The non head element in this type of compound can as a modifier or can as an argument of the head. Example : the word “*blood-red*” , this compound receive various kind of interpretation (*red like blood*). From this example, it can be analyzed that the first element of the compound satisfies an argument position of the adjective. Adjective – adjective compound with the first adjective as modifier (as in *icy-cold, blueish-green*) seems not to be as numerous as noun-adjective compounds. Among adjective-adjective compound type, also find copulative compounds. On the other hand, there are appositional compound (*sweet-sour, bitter-sweet*) which refer to entities (tastes or emotions) which are the same time sweet and sour or bitter and sweet. On the other hand, there are coordinative compound like their noun-noun counterparts, exclesively used attributively (*the high-low alternation, a French-German cooperation*).

3. Verbal Compound

Verbal compound are compounds involving a verbal head may have nouns, adjectives or verbs as non heads. The majority of compounds involving a verbal head is best analyzed as the result of back-formation or

conversion process. Example in noun as non-head are *proof-read*, *chain-smoke*. Those compound are back-formation from noun-noun compound with either a verbal noun in *-ing* or a person noun in *-er* in head position (*proof-reading*, *chain-smoker*). Example in adjective as non-head are *shortcut*, *broadcast*. Conversion is involved with *shortcut*, while *broadcast* seem to be rather idiosyncratic instances of this type, whose semantics is not transparent. In contrast to noun-verb and adjective-verb combination, verb-verb compounds are not so readily as the result of back-formation or conversion. They seems to be regular copulative compounds referring to event which involve the conceptual integration of two events into one (*stir-fry* = *to stir while frying*). This interpretation parallels that of appositional nominal and adjectival compounds. Appositional verbal compounds are much less frequent. With regard to stress assignment, verbal compounds show no uniform behavior.

4. Neoclassical Compound

Neoclassical formation can be defined as form in which lexemes of Latin or Greek origin which used to combined or to form new combination which are not attested in the original language. Neoclassical compounds involve combining forms. This formation often made between initial combining forms and final combining forms. The difference between affixes and combining forms is that neither affixes nor bound roots can combine with each other to form a new word: an affix can combine with a bound root (*bapt - ism*, *prob - able*) but can not combine with another affix to form a new word (*re - ism*, *dis - ism*, *ism - able*) and a root can

take an affix (bapt – ism, prob – able) but can not combine exclusively with another bound root (bapt – prob). While combining forms can either combine with bound roots (glaciology, scientology), with words (lazyitis, hydro-electric, morpho-syntax) or with another combining form (hydrology, morphology) to make up a new word.

2.3 Semantics

According to Kreidler (1998:303), semantic is the study of meaning expressed by language. In semantics, there are two parts of dimentions of meaning from eight parts. There are denotation and connotation which exist inside a word.

2.3.1 Denotation

Denotation is the potential of a word to enter into such language expressions. Denotation also the knowledge which have by people that makes the people easy to understand about the meaning (Kreidler, 1998:43). Denotation identifies the central aspects of word meaning, which everybody generally agrees about (Kreidler, 1998:45). Denotation refers to the literally meaning of a word (Rao, 2017).

2.3.2 Connotation

Connotation is a not a purely biological definition of a word. Connotation refers to the personal aspect of meaning. , the emotional associations that the word arouses. Connotations vary according to the experience of individuals but, because people do have common experiences, some words have shared

connotations (Kreidler, 1998:45). Connotation is the other idea which appear in a word which still correlated with the word itself (Rao, 2017).