

## **ABSTRACT**

**Brand Naming of Made in Indonesian Products : Word Formation Study**  
**Gisan Pratama**  
**14111160**

*This research attempts to explore word formation study which focuses on the brand naming of made in Indonesian products. The aim of this research is to delineate the word formation processes in term of product's name in Indonesia and the meanings each of product.*

*To analyze the data, the writer applied theory of word formation by Plag (2002). Further, the writer used qualitative method in conducting the research. In this research, the data are taken from the observation which did by the writer in convenient store (Alfamart, Chamart and Indomart) and Chandra Superstore started from 3rd – 5th August 2020. The data collected are in forms of words.*

*The research findings show that three types of word formation used in the name of products in Indonesia which are blending, compound and affixation. In blending data the writer found ten data, compound seven data and the last affixation with one data. This research reported that the phenomena word formation process in term of product's name in Indonesia is the fact. The company tend to used the new word to attract people. They create the new words which has uniqueness in order to make people interesting to buy and use their products especially the company which use AIDA model in their marketing strategy.*

**Keywords : AIDA model, connotation, denotation, products name in Indonesia, word formations process.**