CHAPTER TWO

LITERATURE REVIEW

2.1   Previous Studies

The importance of reviewing previous literature must be considered, as this can make a valuable contribution to the author and future researchers. Through previous studies, examples of best practices in analyzing and conducting research are obtained. In addition, previous studies also serve as a useful guideline in exploring new findings in this study. In the context of this research, the author has investigated previous works relevant to this topic, which provides a strong foundation for conducting the analysis. The following can be seen in the table below:

Tabel 1.1 Previous Studies

No	Study	Objective	Method	Findings
1	Word Formation in Naming Snack Products (Syaputri, Sari, Zetira. 2023)	To conduct an in-depth identification and description of the word formation processes used in snack brands.	descriptive qualitative	There are five types of word-formation processes in snack brands, with compounding being the most common, appearing in 53.3% of the sample. Most snack brands adopt compound words (53.3%), followed by blended words (23.3%), borrowing (13.3%), acronyms, and some other processes (3.3% each).
2	Word Formation in English Food Menu in at Warunk Upnormal (Nur'Aini, 2018)	To investigate the word formation processes evident in the English food menu at Warung Upnormal. to comprehend the meanings associated with the English food menu items at Warunk Upnormal.	descriptive qualitative	There are nine derivations, 12 compoundings, three blendings, two clippings, one acronym, and six borrowings. While some items exhibited similar meanings, the majority showcased distinct contextual interpretations, particularly evident in the compounding process.
3	Morpho-Semantic Analysis in Electronic Product Brands ((Irsalina Rachma	To describe the various word formation processes utilized in branding electronic products across different countries. To clarify the significance of	descriptive qualitative	In the United States, prevalent word formation includes four abbreviations, two coinages, two clippings, one blending, and one compounding. The United Kingdom predominantly employs coinages, with four instances, alongside two acronyms: compoundings, blending,

	Viramdani. 2017)	electronic product brands by exploring their associated meanings.		and clipping. In Japan, prevalent word formations include four coinages, three acronyms, compounding, one abbreviation, and one clipping.
4	Morpho-Semantic Analysis in Naming Of Ecotourism in Bali (Siti Setia Mintarsih.2022)	To Determine the type of word formation process used in naming ecotourism in Bali, and, to Explore the meaning of the naming.	descriptive qualitative	In naming ecotourism destinations in Bali, there are five types of morphological processes: word borrowing, word concatenation, acronym, base concatenation, and conversion. The destination names also contain metaphorical expressions such as dead and new metaphors. There is also potential for further research on other destinations, such as Sanur Beach, Nusa Penida, and Ubud, in the context of ecotourism.
5	The semantics and pragmatics of brand names : a case study of Thailand's exported food product brand names (Mr. Nithat Boonpaisarnsatit .2012)	This project aims to develop guidelines for naming Thai export food product brands, by examining the semantic and pragmatic aspects that influence the success of such brands in the global market. This includes analyzing the key factors that influence consumer perception and acceptance of Thai food product brand names overseas.	descriptive qualitative	The results of this study confirm two hypotheses: first, it is possible to establish semantic and pragmatic guidelines for brand naming of Thai export food products; second, the brand names have certain semantic and pragmatic components that make them preferable to other words or phrases. Thus, this study successfully established brand naming guidelines for Thai export food products, providing important guidance for brand name creators in creating or rebranding their brand names.
6	The Semantic of Singapore Brand Names : Case Study of 50 Brands (Shaun LIM Tyan Gin.2020)	The main objective of this study is to semantically analyze 50 Singapore brand names selling six types of goods and services. The research aims to evaluate these brand names based on two semantic categories: semantic structure and semantic appropriateness.	descriptive qualitative	In his research on Singapore brand names, he found that the majority of brand names are nouns and often adopt existing words. In addition, food and beverage brands often use non-English languages that are prevalent in Singapore, such as Mandarin and Malay. The research also revealed that many Singaporean brands have high semantic congruence, with brand names effectively communicating important information about the product, target audience, market,

				and positive traits that the brand wants to be associated with.

The first study by Syaputri (2023) examines word formation in snack brand names sold in Alfamart and Indomaret, focusing on 30 snack brands. The methodology used is descriptive qualitative. The analysis showed six methods of word formation in snack names, including blending, compounding, borrowing, acronyms, coinage, and multiple processes. Based on these findings, it was found that 53.3% used compound words, 23.3% were blends, 13.3% were borrowings, while acronyms, coinage, and multiple processes each contributed 3.3% .

This second study by Nur'Aini (2018) analyzes the word formation process in the English food menu at Warung Upnormal and understands the meaning associated with the menus. The objectives of this study are 1) to identify the word formation process in English food menus at Warunk Upnormal and 2) to understand the meaning of English food menus at Warunk Upnormal, both in lexical and contextual contexts.The research method involves analyzing data from the menu list at Warunk Upnormal, focusing on word formation patterns and their associated meanings. This study's results reveal six types of word formation processes, with components being the most common. In addition, this study shows that some food menus have similar meanings lexically and contextually, but most have different contextual meanings, especially in the word formation process. This shows that Warunk Upnormal has a list of food menus with unique names that can attract consumers.

The third study conducted by Viramdan (2017) describes the types of word formation processes that occur in electronic product brands from several developed countries, namely the United States, the United Kingdom, and Japan, and understands how these words contain meaning. Qualitative methods were used in this study. The results of this study confirm that there are six types of word formation processes found, namely word-combining, word blending, word truncation, new word formation, abbreviation, and acronym and that each country has its characteristics in forming brands. In addition, this study also revealed five frame semantic classifications: fruit as a brand, place as a brand, person as a brand, product as a brand, and concept as a brand. For example, the Apple brand is classified as a fruit brand. The common knowledge of an apple's size, weight, and portability refers to the Apple brand's portable size.

The fourth study by Mintarsih (2022) explores how ecotourism destinations in Bali are named from a linguistic perspective, using Yule's theory of word formation and Newmark's metaphorical meaning. With a qualitative descriptive method involving interviews and literature study, this research aims to describe the word formation process and explain the meaning of ecotourism names in Bali. The analysis focuses on morphology and semantics, finding that there are five morphological processes used in naming: borrowing, compounding, word merger, acronym, and conversion, with borrowing being the most dominant process. Semantically, the names of ecotourism in Bali describe the physical characteristics of nature, tourist destinations, locations, and activities in these destinations.

The fifth study by Boonpaisarnsatit (2012) aims to create brand naming guidelines for Thai export food products by evaluating the semantic and pragmatic factors that influence the success of such brands in the global market. This includes studying how brand names affect the perception and acceptance of international consumers. The results of this study confirm two hypotheses: first, it is possible to establish semantic and pragmatic guidelines for brand naming of Thai export food products; second, the brand names have semantic and pragmatic elements that make them preferable to other words or phrases. Thus, this study successfully established guidelines for brand naming of Thai export food products, providing important directions for brand name creators in creating or rebranding their brand names.

This final study by Gin (2020) focuses on the semantic analysis of 50 brand names from Singapore, covering six products and services. It aims to assess these brands through two semantic aspects: structure and appropriateness. The findings indicate a predominant use of nouns and existing words in these brand names, particularly in the food and beverage sector, where non-English languages like Mandarin and Malay are frequently used, reflecting Singapore's linguistic diversity. Additionally, the research highlights a strong semantic congruence in Singaporean brands, with names effectively conveying crucial information about their products, target demographics, market positioning, and desired positive attributes.

After reviewing the six studies, realized that understanding brand name formation is vital in various industries. Each study discusses methods and patterns of word formation and their implications for consumer perception. Although the research focuses

differ, the general conclusion is that a deep understanding of these processes provides a competitive advantage.

The differences between these studies lie in the focus and context of the research and the geographic focus of the research. However, research gaps still need to be filled, such as the impact of word formation patterns on consumer preferences and effective marketing strategies. By filling this knowledge gap, future research will likely provide deeper insights for business practitioners and academics.

2.2   Word Formation

Word formation is one of the aspects in morphology. Morphology itself studies the ins and outs of a word arrangement and the ins and outs of word structure and its effect on word changes from the word group itself (Junifer, 2021). Another definition stated that morphology studies the internal structure of words in language, including inflectional forms and word formation (Booij, 2005). In addition to this, Lieber (2009) claimed that morphology as a discipline that studies word formation has a dual role. First, it examines how new words are created in language and how the process of their formation takes place within a linguistic context. Secondly, morphology also identifies the various ways in which words can form and change as a result of their use in sentences.

Word formation is concerned with the way new words are formed and used in a language. Word formation is the creation of new words (Yule, 2017). Word formation consists of various kinds of processes, namely borrowing, blending, beheading, retention, acronym, reshaping, fusion, conversion, derivation, and several other processes. It has been identified that there is a relationship between the word formation process and the creation of product names.

Word formation occurs in various contexts, including in the creation of brand names. One of the goals of word formation is to increase the appeal and notoriety of the brand in the eyes of consumers. Especially with the increasing popularity of online stores in the current era, competition among manufacturers is intensifying (Anggrisia, 2020). There are many kinds of word formation in English, such Compounding, Neologisms, Multiple Processes, Borrowing, Coinage, Etymology, Clipping, Conversion, Derivation (Yule, 2017).
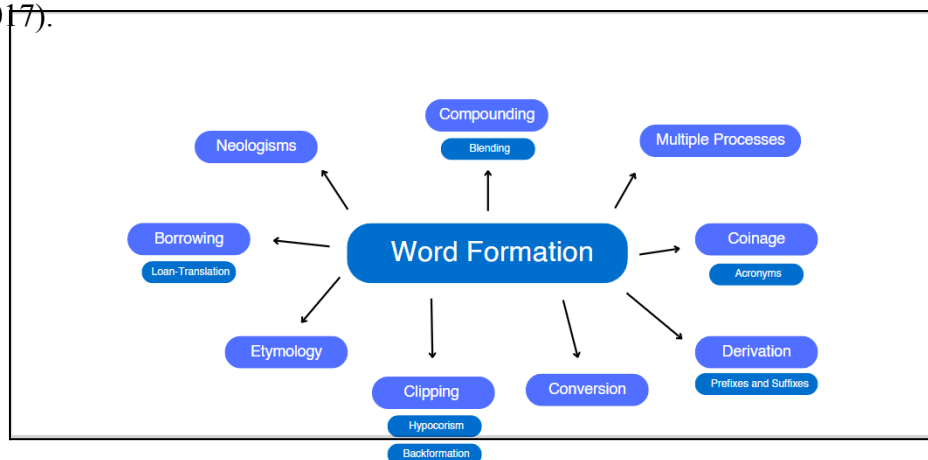

Figure. 2.1 Type Word Formation Source: (Yule, 2017)

2.2.1 Compounding

The process of word formation in which two or more separate words are combined to produce a new word form (Yule, 2017). Examples of compounding include*: Sunflower (Sun + Flower), Homework (Home + Work), Lighthouse (light+house), etc.* One of the aspect of compounding is *blending* it is a formation that goes through a merging process by taking each part of two different words and then combining them to produce a new word form (Yule, 2017). Examples of blending include: *Edutech (Education + Technology), Brunch (Breakfast + Lunch), Smog (Smoke + Fog), Sitcom (Situation + Comedy), Emoticon(Emotion + Icon), etc.*

2.2.1.1 Nominal Compound

According to (Plag, 2018), compound nominals are divided into three subclasses based on the provisions of the parts of speech, namely nouns, verbs and adjectives, which do not have heads. Nominal compounds are divided into four combinations: noun and noun, adjective and noun, and verb and noun.

2.3.2 Neologisms

Neologisms itself refers to the formation of a new word where the word has yet to be commonly used in the language. In the context of word formation, neologisms arise due to the adaptation of changes to the language in society over time (Yule, 2017). Examples of words include *Selfi (referring to self-taken photos) and Vlog (Video Blog)*.

2.3.3 Multiple Processes

In Multiple Processes, word formation involves more than one morphological or word formation (Yule, 2017). This means that there are various new word forms through several other combinations of formation, such as compounding, blending, etc. Examples of words from Multiple Processes include: *Brunchtastic (Brunch + Fantastic), Podcastify (Podcast + -ify), Sexting (Sexual Texting), Vape (Vaporizer), etc.*

2.3.4 Borrowing

One of the common new word forms is Borrowing, which occurs when a word or expression from another language is used or a word is transferred (Yule, 2017). Examples are *Piano (from italy), Sofa (from arab), Algorithm (from arab), Kimoni (from japanese), etc*. One of the aspects of borrowing is loan-translation. Loan-translation, also known as "*calque,*" occurs when a language takes a phrase or expression from another language and

translates it literally into the grammatical and lexical structure of the borrowing language (Yule, 2017). It involves more than just borrowing words; it also includes borrowing language structures or constructions from the original language. Interesting examples are the French term gratte-ciel, which literally translates as scrape-sky, the Dutch *wolkenkrabber* (cloud scratcher) or the German *Wolkenkratzer (cloud scraper),* all of which were calques for the English skyscraper.

2.3.5 Etymology

This is called Etymology because word formation involves the historical origins of the development of words, including how they are derived from other languages whose meanings change over time (Yule, 2017). Examples of words are as follows: *Television ("Tele" comes from the Greek meaning "far", and "vision" meaning "sight")*

2.3.6 Clipping

Clipping itself is a form of word formation in which one or more syllables of a word are cut or deleted to shorten the word to make it more concise (Yule, 2017). For example, *Telephone (Phone), Ad (Advertisement), Flu (Influenza),* etc.

- Hypocorism. This type of reduction done from this type of word formation involves replacing or simplifying words to make them more friendly. It is usually used for words that are saturated in nature (Yule, 2017). For example, *Movies (Moving Pictures), Toastie (Toasted Sandwich), etc.*
- Back Formation. The process of modifying or deleting a word of one type (usually a noun) is reduced to form a word of another type (usually a verb) (Yule, 2017), examples of Back Formation include: *Donate (donation), Emote (Emotion), Liaise (Liaison), etc.*

2.3.7 Conversion

Conversion occurs when a word undergoes a change in grammatical role without any change in its form. In the conversion process, an existing word is utilized for a different grammatical role without the need for additional affixes or form modification (Yule, 2017). Examples are as follows:

- Verb to Noun: *The company will launch a new product. (Verb). The launch of the new product was successful. (Noun)*

- Noun to Verb: *She has a beautiful painting on the wall. (Noun). She loves painting in her free time. (Verb)*

2.3.8 Coinage

Coinage in word formation is the step of creating new words that cannot be found in the previous language. It can be creating words with new meanings or naming trademarks, products or terms that did not exist before (Yule, 2017). Examples include: *Vaseline, Zipper, Google, etc.* One type of coinage is acronyms, that is the formation of new words by stringing together initials or prefixes from existing words to form a more concise or memorable word is known as the use of acronyms (Yule, 2017). Examples include: *CD (Compact Disk), RADAR (Radio Detecting and Ranging), etc.*

2.3.9 Derivation

The process of forming new words in a language involves various methods. One of the standard methods used is through derivation . The derivation is a word-formation technique that involves adding affixes, such as the prefixes un-, mis-, and pre-, or suffixes, such as -ful, -less, -ish, -ism, and -ness (Yule, 2017). For example, we can observe some examples of word formation using this technique as follows.: *unhappy, misrepresent, prejudge, joyful, careless, boyish, terrorism and sadness.*

- Prefixes and Suffixes. Word formation using prefixes and suffixes is a technique used to create new words in a language by adding affixes to existing words. *Prefixes* are elements added to the beginning of words, such as un- or mis-, while suffixes are elements placed at the end of words, such as -less or -ish (Yule, 2017). For example, the word *disrespectful has both a prefix and a suffix.*

- Infixes. Word formation with infixes is a technique that involves adding elements or affixes into the middle of a base word. This method is less commonly used when compared to the use of prefixes and suffixes, especially in English (Yule, 2017). Examples of their formation are *Hallebloodylujah!, Absogoddamlutely! and Unfuckinbelievable!.*

2.5 Semantics and Frame Semantics

According to Fillmore Semantics the sense of a word depends not only on its lexical definition but also on how the word is used within a specific context or frame. A frame is a mental structure that organizes our knowledge and experiences about a particular concept or situation. In this theory, the meaning of a word or phrase is determined by its semantic role within the relevant frame.

For example, "eat" has different meanings depending on the frame used. In the "food" frame, "eat" may refer to consuming food. However, in the "activity" frame, "eat" may refer to doing something with gusto or enthusiasm. Fillmore's Frame Semantics theory provides a robust framework for understanding how meaning is processed and represented in language and how context influences the interpretation of word and phrase meanings.

In his 2017 book "The Study of Language," George Yule defines semantics as:Semantics is the study of meaning in language. It involves the investigation of the meanings of words, phrases, and sentences, as well as how these meanings can be interpreted in different contexts. Semantics also considers how language users understand and interpret meaning in various communicative situations.

In his book, Yule likely discusses various concepts and theories in semantics, including polysemy, synonymy, antonymy, and other concepts related to meaning in language. This provides readers with a foundation to understand how meaning is processed and represented in language and how this meaning can vary depending on the communicative context.

One of the aspects of semantics that is correlated with the study of brand naming is frame semantics. Frame semantics is a specialized approach in natural language semantics developed by (Fillmore, 2006). This approach emphasizes that understanding the meaning of a word or linguistic expression requires access to the encyclopedic knowledge associated with that word, illustrating the close link between world knowledge and knowledge of linguistic meaning. Frame semantics involves a special structure of encyclopedic knowledge necessary for the understanding of words that refer to concepts in the frame. The frame is a collection of concepts related to real-world situations, and words activate this frame, highlighting the concepts in the frame. In addition, frame semantics has a close relationship with Construction Grammar, integrating semantic concepts into various language constructions. Overall, frame semantics sits at the intersection of semantic concepts and language construction.

It is generally agreed that semantics is the study of meaning, with the main focus on understanding meaning itself, as the definition suggests. There are at least two main approaches to examining how meaning in language is analyzed. The first approach is verbal strategy, while the second is philosophical. Semantics can be classified into three

main aspects: (1) meaning, (2) conception, and (3) reference. **(Suryono and Afrianto, 2023).** While this research **(Maulana and Suprayogi, 2022)** Semantics, it is studying the meaning of words and phrases. This concept distinguishes semantics from pragmatics, concerned with the relationship between language and its organization.

2.5.1 Fruit as brand

The dataset features only one instance of a "fruit as a brand," exemplified by the product brand "Apple." Despite referencing the apple fruit, it symbolizes freshness, tastiness, and health benefits. The choice of "Apple" for electronic devices cleverly implies portability and innovation, aligning with the fruit's size and vibrant imagery. This association suggests continual benefits and positive experiences for consumers.

2.5.2 Place as brand

The dataset comprises five brands named after places: RCA, Cisco, BAE System, JVC, and Hitachi. While some reference countries like America and Britain, others, like Hitachi and Cisco, are city names. Despite these ties, the brands symbolize history, quality, and community. Just as landmarks guide navigation, brands distinguish products. Places, cities or countries carry historical importance, enhancing brand memorability. Brands continuously refine products for competitiveness, mirroring cities or countries' quest for progress. Globally, consumers prefer products linked to esteemed places, viewing origin as a mark of quality. Companies leverage their names for endorsement, appealing to consumers associating sophistication with origins.

2.5.3 Person as brand

Thirteen brands in the dataset, including Dell, HP, Amstrad, Binatone, Murphy Richards, Dyson, Ferranti, Pye, Sinclair, Alba, Casio, Oki, and Melco, are named after individuals, mostly their founders. While some, like Binatone, incorporate personal connections like the founder's sister's name, 'Bina,' others adopt the surname. This naming strategy aims for recognition and legacy, emphasizing the brand's lineage and the values associated with the individual, such as strength, intelligence, and reputation. Integrating a person's name into the brand underscores uniqueness and reflects the founder's traits, symbolizing quality and expertise to consumers.

2.5.4 Product as brand

Clarifying the product within a brand aids consumers in swiftly grasping its attributes and facilitates easy recognition. Eight brands, including AMD, Compaq, MPC,

RCA, Xerox, Vax, Epson, and Vaio, are centered on the products provided by the respective companies. Despite this distinction, the terms remain interrelated, with a brand functioning as the product's identity. Both product and brand result from the production process, requiring effective marketing strategies reflected in the brand name to capture consumer attention. Transforming desirable product characteristics into a brand name provides advantages to the company by establishing immediate connections in the consumer's mind.

2.5.4   Concept as brand

Four brands in the dataset, namely Magnavox, Kenwood, Canon, and Sony, focus on the product concept. This incorporation serves two main purposes: driving the product's purpose and ensuring ongoing customer satisfaction. The concept guarantees fundamental product attributes and superior quality compared to competitors. A creatively appealing brand captures consumer attention, reflecting the company's commitment to delivering excellence. In essence, concept and brand are vital elements for the company's success, ensuring longevity and sustained quality and reflecting the company's dedication to exceptional products.