CHAPTER I

INTRODUCTION

1.1 Background of the Research

Nowadays more restaurants and cafes spring up all over the cities in Indonesia. This can be seen from the emergence of coffee shops and the coffee beverage business which has increased significantly and become a trend in the past three years (Widiati, 2020). Various types of drinks and food are offered on the menu list. It ranges from traditional local drinks such as *cendol* and *es campur* and food such as *soto* and *gado-gado* to the international global ones such as *thai tea* and *tom yam*.

This fact is also found in Padang City based on my observation to several restaurants and cafes near my place. The names for the drinks and food on the menu lists in the restaurants and cafes are not always in Indonesian language; many are in English language or mixed Indonesian and English. Some names for types of drinks made of coffee are in Italian, such as *espresso*, *latte*, or English such as fried-chicken, hotdog, and sandwich. Moreover, even though they are traditional or local drinks or food, the names are in English such as meatball for *bakso* and mixed vegetables for *gado-gado*.

Some restaurants and cafes creatively create new words in English to name their drinks and food. The new words are made, for instance, by combining two words in English. An example of the combination is *milkshake* which is a combination of the noun *milk* and the verb *shake*. The name is formed because, according to the process of making the drink, the milk is shaken in a bottle before it is served. The form of new words has its own meaning related to the things referred to.

Choosing the appropriate name for a brand is important because it can give the customers cues about the meaning of the brand, as stated by Batey (2008). He also added that the brand name should be able to make customers want to buy the product. It also applies to the naming of food and drink. Conforming to Duyen (2012), the name of the food or drink is supposed to be meaningful and has cultural value because its aim is to attract more people to try the dish and drink. Since the list of the menu is the first thing customers see before ordering what to consume, it is made interesting and sometimes unique to impress customers. It indicates that language seems to play an essential role in the business of culinary.

The use of English for the names of food and drinks in restaurant or cafes are not only in big cities in Indonesia but also in small cities such as Padang. Padang is known as the capital and the largest city of West Sumatra province. Restaurants and cafes can be found easily in this city. Therefore, the menus are varied. Besides being written in Indonesian, some restaurants and cafes use English in the names of drinks and food on the menus, such as *pizza* and *cappuccino*.

Lieber (2009) states that with morphology, new lexeme can be formed from old ones that may change the part of speech, add substantial new meaning, or both. The process of producing new words from other words that create new meaning is called word formation. Morphologically, several processes of word formation happen in forming the names of drinks and food. The process that takes place in the name of the drink *milkshake* is called compounding, which is the combination of two different words–the noun *milk* and the verb *shake*–that makes the new word. The other word formation processes are derivation, blending, backformation, conversion, acronyms, and clipping.

2

The writer is interested in studying the names of drinks and food in some restaurants and cafes in Padang city, which are in the English language, to analyze their forms and the process of their formation morphologically. The formation of words can be done in various ways (Yule, 2010; Katamba & Stonham, 2006; Lieber, 2009). This study is intended to investigate the process of word formation of English names of drinks and food in selected restaurants and cafes. It is aimed to find out the tendency in the type of word formation that might characterize the English names of drinks and food made by the owners of those Indonesian restaurants and cafes in Padang city.

1.2 Theoretical Framework

This section describes some theories of word formation and the main theory used for data analysis. It also discusses some studies of word formation that are relevant to this topic to show the gap the writer is trying to fill.

1.2.1 Morphology

Morphology is defined in many ways, but basically, it refers to the same concept. Nida (1949) defines morphology as the study of morphemes and how they are arranged in forming words. It means that morphology studies the structures of word that focuses on morphemes and the words constructed by morphemes. Meanwhile, Fromkin & Rodman (1988) writes that morphology is concerned with the form or the internal structure of word and its rules in forming words. He argues that morphology is unconscious knowledge because to know language means to know its morphology. Moreover, Lieber (2009) also defines morphology as the study of word formation that involves the way new words emerge and how word forms vary based on the use in sentences.

Morphology studies the way words are formed by their smallest part called morpheme. Lieber (2009) states that morphemes are the most minor meaningful units of language used to form words. According to Fromkin & Rodman (1988), a word can consist of one morpheme, such as *boy*. It is also possible for a word to contain two or more morphemes such as *boy + ish* and *boy + ish + ness*.

1.2.2   Morpheme

Basically, morphology studies the way words are formed by their smallest part called morpheme. Morpheme is the most diminutive and indivisible unit that has its own meaning and marks grammatical functions such as singularity or plurality of a noun (Katamba & Stonham, 2006). Lieber (2009, pp.3) defines morphemes as the smallest units of language that have meaning. A word can consist of one morpheme such as *boy*, and it is also possible for a word to contain two or more morphemes such as *boy + ish* and *boy + ish + ness* (Fromkin & Rodman, 1988, pp. 127).

Morpheme is usually divided into two types which are free morpheme and bound morpheme.

1. Free Morpheme

A morpheme that can occur alone as a single word is called free morpheme. It can be used as a word independently. The examples of free morpheme are *fair* and *open*.

2. Bound Morpheme

Morpheme that must occur with another morpheme is bound morpheme. Morphemes *un-*, *re-*, *-ed*, and *-s* are categorized as bound morpheme, for example, *un-fair* and *re-open*.

In its formation, a word may consist of one or more morphemes. A word can compose of, for instance, a free morpheme and a bound morpheme like in the word *unfair*, or a free morpheme and two bound morphemes such as *reopened*.

There are other types of morpheme. They are root, base, and stem

1. Root

Root is known as the nucleus of a word that is irreducible (Katamba & Stonham, 2006). There is nothing attached to it. Roots that can stand alone are called free morphemes, but the roots that cannot occur alone are bound morphemes. The examples of root are *walk*, *talk*, and *eat*.

2. Base

Basically, all roots are also bases. A base is a unit or form in which affixes (inflectional or derivational) can be attached. A base like *boy*, which is also a root, can have an inflectional affix attached to it such as *-s* as in the plural *boys*. The base can also be added a derivational affix such as *-ish* that changes the noun *boy* into the adjective *boyish* from.

3. Stem

In the context of inflectional morphology, based are also known as stems. Before adding an inflectional affix to a base, the word is called stem. For instance, the word-form *workers* has the stem *worker* in which there is the inflectional affix *-s* attached to make it plural.

1.2.3   Word Formation

According to Katamba & Stonham (2006), 'word' does not always refer to a lexeme; it may refer to a particular realisation of the lexeme or is known as word-form. Word-form means concrete words which are not abstract, that happens in writing or

speech, for example, the lexeme *eat* is realised by the word-forms *eat*, *ate*, *eaten*, and *eating*. Others example are *listen*, *listened*, and *listening* which are all encompassed under the lexeme *listen*, and the word-forms *sleep*, *slept*, and *sleeping* which are included in the lexeme *sleep*.

The word-forms mentioned above are subsumed under a particular lexeme. They are formed through several morphological processes in which the lexeme changes to adjust a context. The morphological process in the word-form is concerned with word formation.

Lieber (2009) states that with morphology, forming new lexeme or words from existing ones refers to lexeme formation which is also known as word formation. It means that word formation is the process of how new words are formed by established words to create new meaning. The result of the process is the realisation of the lexeme that is called word-form.

There are several rules of word formation in English followed in the production of the new words. The use of affix *-ify* after the adjective *ugly* for example, forms a new word *uglify* which is a verb. It is also possible to add the suffix *-cation* to the verb *uglify* and makes a noun *uglification*. Even though those words have never been heard before, the meanings would be easy for most English speakers to understand since the individual parts of the words are already known.

1.2.4 Type of Word Formation Processes

There are several theories of word formation proposed by linguists. They differ in the type of word formation processes. McCarthy (2002) discusses 5 types of word formation processes, namely inflection, derivation, compounding, blending, and acronyms. Based on Lieber (2009), there are 9 types of word formation processes which

are affixation, compounding, conversion, coinage, backformation, blending, acronyms and initialisms, and clipping. Another theory is put forward by Yule (2010) who argues 11 types of word formation processes that are derivation, compounding, blending, backformation, conversion, acronyms, clipping, borrowing, coinage, etymology, and multiple processes.

This study uses Yule's (2010) theory to identify the types of word-formation processes as described in the following.

1. Derivation

Derivation is the process that frequently occurs in word formation. Derivation produces new lexeme. In this process, a new word is formed with affixes, which are bound morphemes, attached to a lexeme. There are three kinds of affixes, they are prefixes, suffixes, and infixes that has another version, namely kamhmu. Prefixes are morphemes that precede a lexeme such as *un-*, and *dis-*. Suffixes are morphemes that follow a lexeme, such as *-ly* and *-ment*. Infixes are also the type of affix which are affixes joined into other words such as *abso**goddam**lutely!* and *god**triple**dammit!*. Kamhmu is a type of infix that has regular pattern in which, for instance, the infix *-rn-* forms the corresponding noun *srnee* (a drill) from the verb *see* (to drill). Adding affixes to a lexeme produces a new lexeme. In addition, it is able to change syntactic category such as the suffix *-ment* change the verb *move* to the noun *move-ment*. However, not all of the processes change syntactic category such as the prefix *un-* in the words *like* and *un-like* which both are verb (Lieber, 2009).

2. Compounding

Compounding is when two different words are combined together to make a new word as a single form. The two words *wall* and *paper*, for example, create the word

7
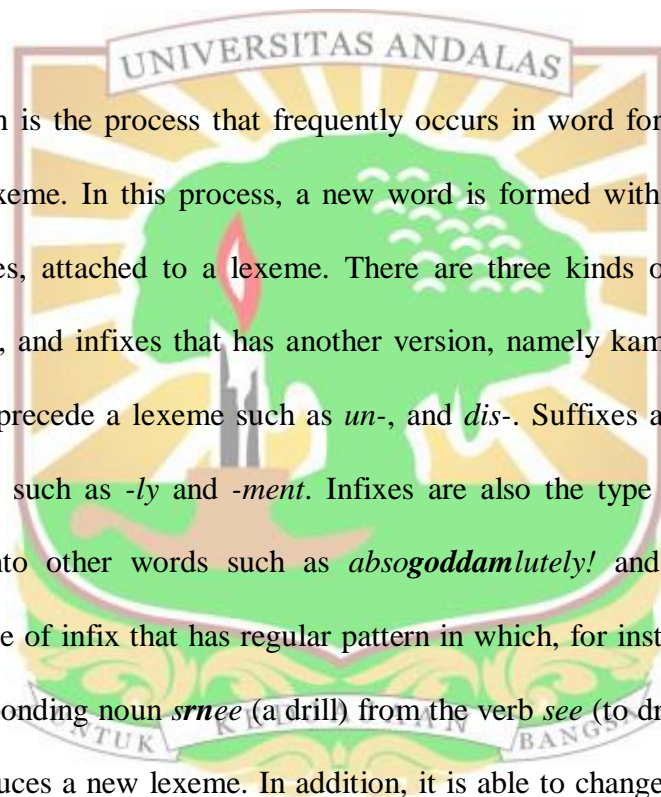
wallpaper and words *book* and *case* in the word *bookcase*. There are also compound adjectives such as *good-looking*, and compounds of adjective plus noun such as *fastfood*.

In addition, McCarty (2006) shows two criterions that differentiate compounds with phrasal noun. The first criterion is stress. In phrases the main stress in on the last words such as *green hóuse* that has its literal meaning, while the main stress of compound noun is on the first word such as greenhouse which means a glass structure. The second criterion is semantic in which the meaning of a compound tends to be less or more unpredictable or idiosyncratic. The phrase *white hóuse* means "house that is white", while the compound noun *(the) White House* means "residence of the US".

Another example of compounding given by Katamba & Stonham (2006) is *free trade*. It is sometimes written as two separate words with a space in between. Sometimes, it appears as a single hyphenated word, *free-trade*.

3. Blending

Like compounding, blending is also to combine two different words to produce a new word. However, blending is usually done by joining the beginning part of the first word with the end of the second word, such as *brunch* from *breakfast* and *lunch*. However, in blending, the beginning of two words can be combined as well such as *modem* which is from *modulator* and *demodulator*.

Furthermore, Lieber (2009) states that not all parts of blends are themselves morphemes, sometimes there are affixes or bases as a whole that are used. An example for this case is *celeblog* (listed in Word Spy). *Celeblog* is formed by blending the chunk *celeb* (celebrity) and the word *blog* which has become a free morpheme in English.

4. Backformation

Backformation relates to the reduction process. This process usually happens, for instance, when a base noun is reduced, it becomes a base verb. An example of the case is the word *television*, which is a noun, reduced to the verb *televise*. Lieber (2009) also gives an example that the word *burglar* is historically a simple word. However, because the last syllable sounds similar to the agentive *-er* suffix, some English speakers have understood that it is from the verb *burgle*.

5. Conversion

Conversion is when a word which originally is a noun can also be used as a verb. It means that the function of the word itself changes without any reduction. Another definition of conversion is also stated by Katamba & Stonham (2006) that words can be formed without any modification of the input word form that functions as the base. In this case, a word like *butter* can be a noun or verb. The noun *butter* is shown in the sentence *I spread some butter on the bread*, while *butter* used as a verb can be seen in the sentence *I have buttered the bread*.

6. Acronyms

Acronyms mean that new words are produced by joining the initial letter of two or more words. An example of acronyms is *CD* from "compact disk". Some acronyms such as *ATM* which stands for "automatic teller machine" are used so commonly that many speakers do not really know the meaning of the components. Lieber (2009) mentions that new words in acronyms are not pronounced as series of letters but as words, such as *AIDS* ("acquired immune deficiency syndrome") that is pronounced [eidz].
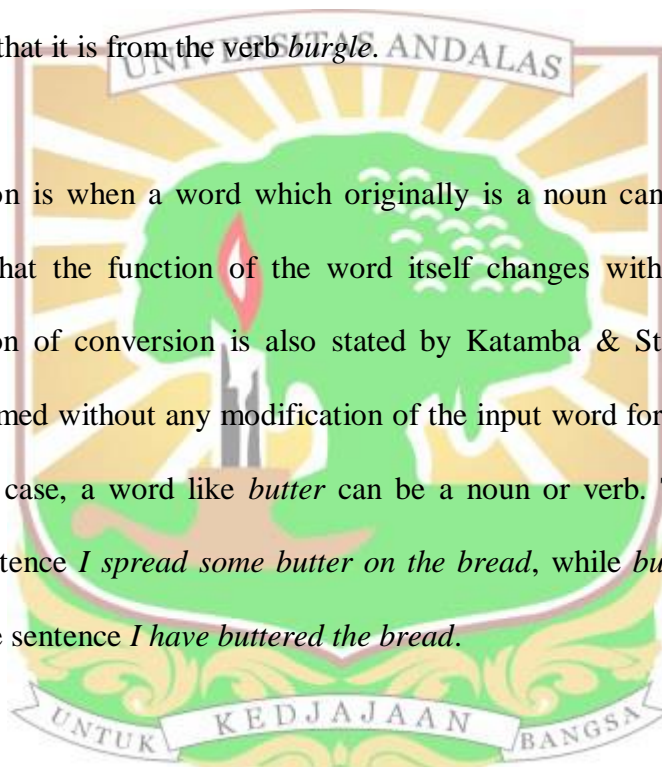
7. Clipping

Clipping is the process of shortening a word that is more than one syllable by reducing it to a shorter form which is usually into one syllable. In addition, words that have already existed are shortened in order to produce a new word is called clipping (Lieber, 2009). Examples of clipping are *fax* from the word *facsimile* and *info* from the word *information*. There are also words that are clipped found in educational environment such as *chem* (chemical), *lab* (laboratory), and *math* (mathematics).

8. Borrowing

Words may be created by taking charge terms from another language. Borrowing means that words from one language are the result of taking over or borrowing words from other languages. There are a lot of words adopted in English from other languages, for examples: the words *croissant* which is from French, *piano* from Italian, and *tycoon* from Japanese.

On the other hand, many terms are also borrowed by other languages from English, such as *suupaa* or *suupaamaaketto* in Japanese which is taken from the word "supermarket" in English. There are also cases where the borrowed word has quite different meanings from the original language, because no equivalent use of the expression in the original language is found. For instance, the words *partner* and *look* are borrowed in the contemporary German phrase *im Partnerlook* which is used to describe two people who wear similar clothing together.

9. Coinage

Coinage is the process by which a word is actually formed from a new term which after that becomes commonplace. Examples of this process are *aspirin*, *vaseline*, and *xerox*. There is also the term *google* is in which now people use it like an activity as

in "have you tried *googling* the recipe?". As seen in the examples, trade names for commercial products are the most common source of the invention of new terms.

10. Etymology

Etymology refers to the origin of a word and studies the history of how new words enter a language. An example of this process is the word *etymology* itself. The term comes from Latin but it originates from Greek which are *ètymon* translates to "original form" and *logia* means "study of".

11. Multiple Processes

In its formation, it is possible for a word to go through more than one process. A word can contain two types of word formation process. An example of the process is the word *deli* borrowed from the German word *delicatessen* which is then shortened through the process of clipping.

1.3 Review of Previous Studies

In this session, the writer reviews previous studies related to word formation. Some studies are related to the topic of the research that is going to be conducted. The studies are presented here.

The first study concerns with morphological process of English terms which are used to name beverage products (Susanti, 2017). The purpose of this study is to investigate the process of word formation in the name of beverage products. For the analysis, the writer applied Yule's (2010) and Lieber's (2009) theories about word formation strategies. The data was taken from beverage products found on the Youtube channel *Iklan TV Indonesia* by using observation method. There are five types of word formation processes found in the study among 23 beverage product names analyzed by the author. She showed that 1 word contains borrowing process, 4 words are blending

process, 13 words are compounding, 1 word is inflection, and 4 words are multiple processes. The processes of word formation that were not found in the study were coinage, clipping, back formation, conversion, acronym and initialization. The writer concluded that the names of the beverage product mostly are in the form of one phrase.

The results of the research are interesting by showing the list of 23 product names and their word-formation processes in a table. The author also described each product name by giving the explanation of the morphological process clearly. Even so, there are weaknesses in the report of the research where the data used is not in the form of words. One example is the product name *okky jelly drink* which does not consist of one word as explained by the author that compounding forms a single word.

Another study reviewed is the process of word formation for the names of food and beverage products in Indonesia (Haryati, 2014). This study aims to identify and explain the process of word formation in creating the name of food and beverage products in Indonesia, and to determine the characteristic referential definition of meaning in naming the products. The writer used word formation theory from Katamba (1994), Harley (2006) and, Yule (2005). The method employed is observation through television as the main tool in collecting the data. According to the results of the study in naming beverage and food products in Indonesia, there are 5 types of word formation process found. The types are blending (12 names), compounding (6 names), wishy-washy (4 names), onomatopoeia (4 names), and coinage (2 names). The author also showed three types of relationships that are formed between the meaning of the food and beverage product name and the product itself, which are directly related, indirectly related, and not related.

The strength of this study is the data are shown with a concise explanation. The author also provides definitions of each type of word formation processes according to books. Therefore, the result of the research can be understood easily. However, the author is inconsistent in using one book to describe these types of word formation processes. The notions of brand names, compound names, wishy-washy names, and onomatopeia names are explained based on Katamba's book, while coinage is explained based on Yule's.

The third study about word formation process was conducted by Ika Audiyah Andriyani (2017). This study aims to describe the process of word formation of the English menu names and to explain the motivation of using English names on the menus in several hotels in Cepu. The writer employed word formation theory from Katamba (1993) and O'Grady and John (2015). To collect the data, she used two methods which are observation and interview. Moreover, the techniques applied in the interview are recording and note taking. The result of the analysis reveals that out of 130 English names in the menu, only 65 of them contain word formation processes. The hotels of Cepu used seven types of word formation processes in English menu names. There are 9 English names in the menu that are categorized into inflection, 16 names are derivation, 23 names are compounding, 3 names are initialism, 14 names are conversion, 11 names are borrowing, and 1 name is double processes. Meanwhile, the writer did not find the English names containing acronyms, reduplication, back formation, blending, and clitization. Four reasons that motivate the hotels of Cepu to use English to name their menus are because they want to impress the customers, the name is taken from the ingredients and seasonings, foreigners prefer to eat food from their country, and so foreigners can understand the names of the menus.

The result of the research is described systematically by grouping the data according to the type of word formation processes. Another strength of the research is that the author explains the motivation for using English on the menu in several hotels in cepu clearly by using intelligible words. Meanwhile, the weakness of the research is that not all data are elaborated on by the author. In some types of word formation processes, the author only gives an explanation of one or two names.

A study reviewed which also concerned with word formation processes was done by Anggrisia, Rosyidah, and Riza (2019). The purpose of the study is to explain the way the names of bestseller food brands in *Grab* and *Go-Jek* applications are formed. In collecting the data, the method used by the writer is observation. The data were taken from mobile applications which are *Grab* and *Go-Jek*. Based on the result of the study, the writer found that out of 88 words, only 44 names contain word formation processes. Only 5 of the food brand names are compounding, 8 of them are initialization and acronym, 10 of them are clipping, 12 of them are borrowing, 5 of them are inflection, and 4 of them are reduplication.

In the result of the study, the brand names are systematically shown in the table according to the type of word-formation which is one of the strength of the journal. The authors also described in advance the meaning of each type briefly. Meanwhile, the weakness is in the explanation of the data in which the word-formation processes that occur in some brand names are not elaborated on in more detail.

All studies that are described here discuss word formation processes on the names of food and beverages which are related to the study that is going to be done. Even though those object of the research are names of food and drinks or beverages, and the theory is mostly the same, the present study is different in terms of data source. The

aspect that distinguishes this research from those studies is that this research analyzes the English word formation processes of drink and food obtained from restaurants and cafes in six sub-districts in Padang city.

1.4 Research Questions

In this research, the research questions are:

1. What are the types of English word formation processes found in the names of drinks and food in restaurants and cafes in Padang city?

2. What are the common trends in the formation of words for drinks and food names in restaurants and cafes in Padang city?

1.5 Objectives of the Study

The research objectives according to the research questions are:

1. To explain the types of English word formation processes found in the names of drinks and food in restaurants and cafes in Padang city.

2. To find the common trends in the formation of words for drinks and food names in restaurants and cafes in Padang city.

1.6 Scope of the Research

As described previously, the scope of the study is morphology which focuses on the word formation processes. This research is limited to the English names of drinks and food. The writer will focus on analyzing the type of English word formation of the names of drinks and food in some restaurants and cafes by applying George Yule's (2010) theory of word formation.