

**A Study of Word Formation of Brands of Food and Drink Produced by
Some Indonesian Companies**

A Thesis

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ABSTRACT

This thesis is about morphological analysis of food and drink brands produced by some Indonesian companies. The purpose is to identify the structure of the word and describe the type of word formation process referring to Lieber's (2009) and Yule's (2010) theory. The observed products are limited to three categories: (1) Biscuit & Snack, (2) Coffee, Tea & Beverage, and (3) Milk & Dairy. The names of the products are from the Budiman Swalayan website: <https://cod.budimanswalayan.com>. Of 264 brand names, 23 brands are formed through word formation process, categorized into *blending*, *compounding*, *initialism*, and *multiple processes*. *Compounding* is the most dominant (15 names), while *blending* and *initialism* are the least (1 name). This result indicates that naming the product names needs creativity, which can be achieved through combining at least two words.

Keywords: word formation, brand, Indonesian food and drink products



ABSTRAK

Skripsi ini membahas tentang analisis morfologi pada merek makanan dan minuman yang diproduksi oleh beberapa perusahaan di Indonesia. Tujuannya adalah untuk mengidentifikasi struktur kata dan mendeskripsikan jenis proses pembentukan kata yang mengacu pada teori Lieber (2009) dan teori Yule (2010). Produk yang diamati terbatas pada tiga kategori: (1) Biskuit and Camilan, (2) Kopi, Teh & Minuman, dan (3) Susu & Produk Olahan susu. Merek-merek produk diambil dari website Budiman Swalayan: <http://cod.budimanswalayan.com>. Dari 264 merek, 23 merek terbentuk melalui proses pembentukan kata. *Penggabungan (compounding)* paling dominan (15 merek) sedangkan *pencampuran (blending)* dan *inisialisme (initialism)* paling sedikit (1 merek). Hasil ini menunjukkan bahwa penamaan pada suatu produk membutuhkan kreativitas yang dapat dicapai dengan menggabungkan minimal dua kata.

Kata kunci: pembentukan kata, merek dagang, produk makanan dan minuman Indonesia.

