

CHAPTER IV

CONCLUSION

4.1 Conclusion

This study is conducted to analyze word formation found in the brand of food and drink products of some Indonesian companies. In analyzing the data, Lieber's (2009) and Yule's (2010) theories of word formation is applied. The data is taken from three food and drink product categories on Budiman Swalayan's website. The three categories of food and drink products are Biscuits & Snacks, Coffee, Tea & Beverage, and Milk & Dairy.

Based on the result, this study shows that English is also used to form the brands of food and drink products. In analyzing brands of products from the morphological view, not all brands can be categorized as word formation. Among 264 food and drink product brands on the website of Budiman Swalayan and 126 brands written in English, only 23 brands can be analyzed using the word formation theory by Lieber (2009) and Yule (2010). The rest of the brands are common English words and can not be analyzed using word formation theory or not brands from Indonesian companies. The types of word formation found in the product brands are five types, namely blending in one brand, compounding in 15 brands, intialism in one brand, and multiple processes in six brands. It shows that compounding is the most dominant type in creating brands. The creativity in making the name will attract customers' attention to buy products.

4.2 Limitation

This study has limitations in the variation of the product. Some products are not found on the website of Budiman Swalayan. It makes the variety of brands

narrower. The brands are constructed mainly by the common English word. Furthermore, only a few brands can be analyzed using the word formation theory of Lieber (2009) and Yule (2010).

4.3 Suggestion

Due to the lack of variation in the data, further research is likely to find more brands from different supermarkets, marts, or smaller marts to get more data. The more source of data can increase the number of data. In addition, increasing the number of data can also increase the type of word formations.

