CHAPTER I

INTRODUCTION

1.1 Background of the Research

English is an international language that is used widely in the world. English influences many aspects of human life, such as communication, education, and business, in many countries in the world. Indonesia is one of the countries influenced by English in many aspects of life. It can be seen through languages for daily communication, songs, signs that can be found in public places, the local product brands such as food and drink products.

In Indonesia, many companies choose to use the English language for their brands. PT Indofood CBP Sukses Makmur, PT Nutrifood Indonesia, and PT Ultra Prima Abadi are examples of Indonesian companies that use the English language for some of their product brands. Some of their brands are *Chitato*, *WRP*, and *Blaster*.

However, deciding on a name for a product must be done appropriately because the brand is the product's identity. Clifton et al. (2003) state that a brand is a vital asset of organizations, corporations, or companies and must be appropriately considered. The company will look for the best possible name for their product that gives a good identity and name that can attract customers' attention.

Food and drink product brands such as *Mountea, HARIBO,* and *Yum Yum* are examples of brands that use English in Indonesian products. Morphologically, these names are interesting because they are formed from several

processes. *Mountea* blends the word *mount* (a noun) and *tea* (a noun) to create a brand name. The formation process in the word *Mountea* is named blending. *HARIBO* is formed by taking the initial letters of *Ha*ns *Ri*egel as the founder and *Bo*nn as the location of the product company. The process of word formation is called acronym. *Yum Yum* is formed by repeating the word *Yum*. Therefore, the word formation process used in *Yum Yum* is the reduplication process. These processes of creating names aim to form the name of brands. The formation process used in forming brand names that include English words is studied in a linguistics branch, morphology.

Morphology discusses the structure of words and the formation of words (Katamba, 2005). Word formation creates a new word by modifying morphemes through various processes (Yule, 2010). Furthermore, Lieber (2009) states that word formation has many processes, such as *affixation, compounding, conversion, coinage*, *backformation, blending, acronym, initialism, and clipping*.

Regarding the formation of the brand of Indonesian food and drink products which are unique and interesting, it is essential and valuable to study further how the names of the products are formed morphologically.

1.2 Theoretical Framework

1.2.1 Morphology

Word plays an essential role in language. People need language to interact and communicate with each other, and they express it through words. As O'Grady and Archibald (2016) states, words are more important to language. Words carry meaning and will always be in the speaker's mental dictionary or

lexicon. Words constantly develop and form new words. A study called morphology analyzes the phenomena of new word forms.

Morphology is a study concerning with structure of words or word formation (Katamba, 2005), which also deals with how a language works and a word is created (Lieber, 2009). It specifically studies "morphemes and their arrangement in forming words" (Nida, 1952, p. 1).

1.2.2 Morpheme

Morpheme is "the smallest significant meaningful unit of language" (Nida, 1952, p. 1) that is indivisible (Katamba & Stonham, 2006). One word can consist of more than one morpheme: for example, the word *remake* consists of two morphemes: *re-* and *make*.

Morpheme is divided into two types: bound morpheme and free morpheme. A free morpheme is a morpheme that is capable of standing alone, and a bound morpheme is a morpheme that needs another morpheme (Katamba & Stonham, 2006). An example of a free morpheme and bound morpheme is in the word *happiness*. *Happy* is a free morpheme, and *-ness* is a bound morpheme.

1.2.3 Word Formation

Word formation is a process of making new words with various processes. According to Lieber (2009), word formation or lexeme formation is the way to create new lexemes from existing ones.

According to Katamba & Stonham (2006), inflection and derivation are two main processes of word formation that form words differently. Inflection is a process of word formation that adds affixes to morphemes without changing the natural meaning of morphemes, while derivation can cause some changes in

morphemes. An example of inflection is *'books'*. The plural marker 's' does not change the meaning or word class of the word. The meaning of the word is still *'book'*, and the difference between those words is the plural marker. An example of derivation is *'booklet*.' The morpheme '-let' changes the meaning of the word *'book'* to *'a small book.'*

1.2.4   Type of Word Formation Processes

Theories of word formation have developed, and many linguists have proposed their theories of word formation processes. Francis Katamba (1993) divides word formation processes into 6 types. Differently, Rochelle Lieber (2009) and O'grady and Guzman (2016) categorize the process into 12 types. Gorge Yule has less number, which is 11 types of word formation processes.

Katamba's (1993) types of word formation are inflection, derivation, affixation, conversion, compounding, and wishy-washy word or reduplication. Lieber (2009) mentions twelve types of word formation: affixation, compounding, conversion, coinage, backformation, blending, acronym, initialism, clipping, internal stem change, reduplication, and templatic morphology. Meanwhile, Yule (2010) proposes 11 types of word formation process: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, etymology, and multiple processes. O'Grady and Guzman (2016) mentioned twelve types of word formation: derivation, compounding, inflection, cliticalization, conversion, clipping, blending, backformation, acronyms and initialisms, onomatopoeia, coinage, and eponym. Of all the types of word formation, the linguists only share two types of word formation: compounding and conversion.

Some of the word formation processes of Lieber (2009) and Yule (2010) have the same name and explanation (compounding, conversion, coinage, backformation, blending, acronym, and clipping). Lieber (2009) and Yule (2010) use different types of word formations. Lieber has affixation, initialism, internal stem change, reduplication, and templatic morphology, while Yule (2010) has borrowing, derivation, etymology, and multiple processes. This present study uses both Lieber's (2009) and Yule's (2010) types of word formation.

Lieber's (2009) and Yule's (2010) types of word formation process are described below:

1. Affixation

Affixation is a type of word formation proposed by Lieber (2009). Affixation is the process of combining two morphemes. There are four types of affixation: prefixes, suffixes, infixes, and circumfixes. The types of affixation occur in different situations. Prefix occurs when it is placed before a morpheme, such as *un-* and *in-,* as in words *un*do and *in*complete. A suffix, on the other hand, is an affix attached after a morpheme. Examples of suffixes are *–s*, *–ly*, *–ness*, and *–ist* in *cats*, *lovely*, *brightness*, and *artist*. Finally, infix occurs in the middle of a base, for example, *Fan-bloody-tastic.* On the other hand, circumfix occurs when a prefix and suffix are put together before and after a base for example, in the word *unhappiness*.

2. Compounding

According to Lieber (2009), words of two or more bases, roots, or stems are known as compounds. Compounding is joining two or more bases, roots, or stems to make a new word. In English, a compound is not always formed as one

word, such as *greenhouse*. Instead, it could be written as two words or more like *dog bed*, and with a hyphen like *producer-director*.

As Lieber (2009) states, there is a common way to divide compounds: root compounds that consist of two lexemes (nouns, adjectives, or verbs) and the second lexemes is not derived from a verb, such as in *windmill*, and synthetic compounds that consist of two lexemes where the head and the nonhead has a relationship as a verb or derived from a verb and its argument, such as in *homemade*. The other way to divide compounds is based on the semantic and grammatical relationship between the lexemes: attributive compounds, coordinative compounds, and subordinative compounds. Attributive compounds are where the nonhead is the modifier of the head, such as in *notebook*. In coordinative compounds, the elements are equal, as in the word *producer-director* and *Prince consort*. Subordinative compounds have the exact definition of synthetic compounds.

Yule (2010) describes that word formation can be done by combining two different words to create a single form is called compounding. Compounding can be composed of compound nouns, compound adjectives, compound adjectives plus nouns (Yule, 2010). An example of compounding is a combination of *finger* and *print* can create a new word, *fingerprint*.

3. Conversion

Lieber (2009) and Yule (2010) have a similar explanation for conversion. The conversion process occurs because of the change or shifts in the part of speech of a lexeme. This change occurs without any addition of affix in the word. Conversion in English can be formed from noun to verb, verb to noun, or

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adjective to verb. For example, a noun, google, which means a search engine, becomes a verb, such as in a sentence like "I googled the question number five."

4. Coinage

Coinage is the process of forming a new word or a term. The new word that is created is a word that has never existed and been used before. Coinage is commonly used for commercial products, for example, *nylon* and *vaseline*. Another example of coinage is *blivet* which means an intractable problem (Lieber, 2009). A person's name or place can be used to form new words called eponym (Yule, 2010). An example of eponym is the word *jeans*. The word *jeans* is taken from Genoa, an Italian city where the fabric type was first produced.

5. Backformation

Backformation forms a new word when a type of word is reduced to create a word of another type of word class. The word burglar was monomorphemic until native speakers have understood that it is taken from the verb *burgle* because the last syllable sound is similar to the suffix –er (Lieber, 2009). Another example is the word *donation* is a noun which is reduced to a verb *donate* (Yule, 2010).

6. Blending

Blending has a similar definition to compounding. Lieber (2009) stated that blending process is not only taken from one part but can also be formed from the whole base or affix. An example is a word listed in Word Spy, *celeblog*, a blog written by a celebrity. Even though blending is a minor type of word formation process, it is frequently used in advertising, product-naming, and playful language (Lieber, 2009.)
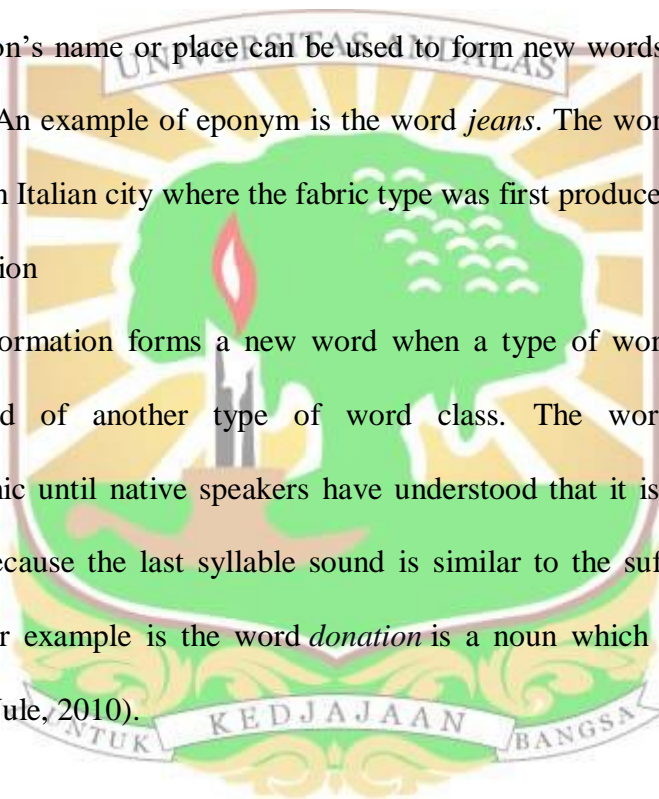
Yule (2010) has a different definition of blending. Blending combines the first part of the first word and the last part of the other word (Yule, 2010). For example, the word *Motel* is created by combining *motor* and *hotel*. Another example is the word *brunch*, which is made from *breakfast* and *lunch*.

7. Acronym

The acronym is a process to form a new word from the initial letters of words. The words are pronounced as words, not as individual letters in the initialism. Examples of acronym are *AIDS* from **A**cquired **I**mmune **D**eficiency **S**yndrome, which is pronounced as [eɪdz], and *DUMP* from the **Du**rham **M**arket **P**lace.

8. Initialism

Initialism has the exact definition as the acronym. The new word created by the initialism process is formed from a combination of the first initial letters of a series of words (Lieber, 2009). The difference between initialism and acronym is that initialism is pronounced the letters one by one. For example, *FBI* from *Federal Bureau Investigation* is pronounced as [ɛf bi ɑɪ].

9. Clipping

Clipping is a process of making a new word by reducing or shortening an existing word, for example, the word *ad* from the word *advertisement*. Blending process is also found in universities, as seen in the word *laboratory*, which is shortened into *lab* (Lieber, 2009).

Hypocorisms are a popular reduction process in Australia and British English (Yule, 2010). In this process, a longer word is simplified to a single
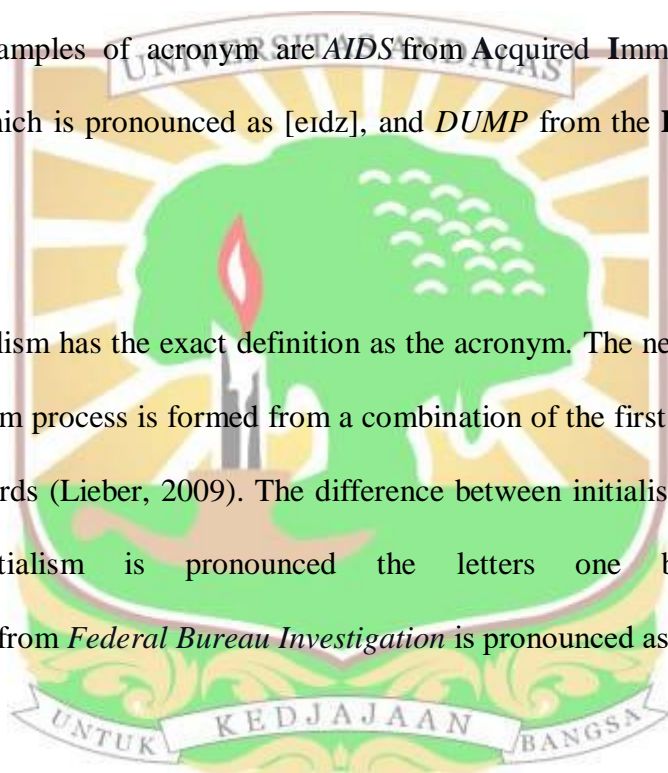
syllable before adding –y or –ie to the end. Some examples of this process are *movie* from *moving pictures* and *brekky* from *breakfast*.

10. Internal stem change

Internal stem change is also known as apophony. This word formation type happens by modifying an internal vowel or consonant of a base, root, or stem. This internal change can occur on its own or in conjunction with fixation of some kind. This type of word formation process is divided into vowel changes: ablaut and umlaut, and consonant mutation.

1) Vowel changes: ablaut and umlaut

Ablaut refers to morphological processes that affect the vowel's quality, quantity, or tonal patterns. An example in English is in the past and past participle forms of a verb, such as in the verb *sing*, *sang* (past) and *sung* (past participle). Meanwhile, the umlaut is a phonological process that happens when a following suffix containing a front vowel, such as in the diminutive suffix *–lein* in German, is added to a stem, and the stem vowel becomes a front vowel. For example, *Frau* become *Fräulein* (Lieber, 2009.)

2) Consonant mutation is a morphological process indicated by consonant changes rather than vowels and can occur alone or in combination with prefixes or suffixes.

11. Reduplication

Reduplication is the process of repeating all or part of the base. According to Lieber (2009), reduplication is divided into full reduplication, in

which the whole base is repeated and partial reduplication, in which the initial or the final part of the base is repeated.

Furthermore, Katamba (2005) states that there are two main types of reduplication. They are rhyme motivative compounds and ablaut motivated compounds. Rhyme motivated compound occurs when the vowels and consonants that follow it in the final syllable are the same as in *teeny-weeny*. Ablaut motivated compound changes the vowel while copying the consonants such as *ding-dong*.

12. Templatic morphology

Templatic morphology is also called root and pattern morphology. In this type of word formation, new words can be derived by adding vowels between a template of consonants, such as consonants *ktb* in Arabic, for example, in the word *katab* (wrote) and *kutib* (was written) (Lieber, 2009.)

13. Borrowing

Some English words originally do not belong to the English language. They could be originally from other languages. Words such as *piano*, *yogurt*, and *sofa* are borrowed or adopted from other languages, in which *piano* is borrowed from Italian, *yogurt* is from Turkish, and *sofa* is from Arabic.

However, English words or terms are also borrowed by other languages. Japanese *suupaamaaketto* is one of the examples taken from the word "supermarket." The borrowed words sometimes do not use the same meaning as the original words. In contemporary German, the term *partnerlook* is used to describe two people wearing similar cloth together.

14. Etymology

Etymology is the study of a word's origin and history. It is studied many ways of new words to enter a language. The word *Etymology* is an example of this process. It is originate from Greek which from the words *étymon* (original form) and *logia* (study of). However, the term itself come through Latin.

15. Multiple Processes

Creating new words is not only through one process. It is possible that a word is formed through more than one process, which is called multiple processes. Word *Deli* is an example of this process. It is borrowed from German *delicatessen* and then shortened to deli through clipping.

16. Derivation

Derivation is a process of word formation in which new words are created by adding affixes to an already-existing word. This process is the most typical method of word formation process used in creating new words (Yule, 2010). There are three different types of affixes: prefixes, suffixes, and infixes, one of which has a variant called kamhu. This process can change the syntactic category. For example, the suffix –ish in the word *boyish* changes the noun boy to an adjective. Though, not all processes modify the syntactic category, such as in the word *unhappy*. The prefix un- is not changing the syntactic category adjective *happy*.

1.2.5   Brand

According to Aaker (1991), a brand is something that can distinguish products from either individuals or groups of sellers, such as name or symbol. A brand's symbol could be in the form of a logo, trademark, or package design.

Some examples of the brand are Aqua and Vit. These are brands of mineral water from different companies.

Kapferer (2008) stated that a brand is an idea or a desire expressed in products or services. A brand is more than just a single aspect, such as the name or logo. In addition, a brand is the first aspect customers see from a product.

A brand is the identity of a product that makes brand naming important. Therefore, companies will look for a name that can bring a good and strong identity to their products. In addition, a brand that can emotionally connect the customers is needed to gain customers' trust for their products (Wheeler, 2018.)

1.3 Review of Previous Studies

Many researchers have discussed the word formation process with objects such as new words in online dictionaries, news websites, advertisement boards, and many other objects. Some of them are particularly about word formation in brand products. Some studies related to the word formation process in brands and English in bussiness are reviewed in this part.

The first study is written by Haryati (2014). The journal article entitled *A Study of Word Formation Process of Food and Beverage Product Names in Indonesia*. The study aims to explain the process of creating food and beverage names and acknowledge the characteristics of referential definitions of meaning in naming food and beverage products. The qualitative descriptive method is used in this study. The data were taken from advertisements of food and beverage products that appear on television using observation and note-taking techniques. Richard and Odgen's theory (1923) and Ullman's theory (1972) are used to analyze the referential definition of meaning. Based on the result, the word

formation processes found in the study are the blending process, the compounding process, wishy-washy process, onomatopoeia names, and coinage name which contains two words. In addition, there are three characteristics found in the referential definition of meaning. The result also shows seven types of referents.

The writer explains the word formation processes for all of the data. Therefore, the processes of the word formations can be understood. However, the theory used in analyzing the word formation processes did not clearly mention which is confusing.

The data analysis is explained in detail. In addition, the data is shown in the form of tables that make it neat. Moreover, there are explanations of each word formation process. However, the methods did not explains clearly.

Another study deals with word formation is analyzing word formation of brands of electronic products written by Viramdani (2017). This study aims to acknowledge the types of word formation processes in electronic product brands and to explain the meaning or associated meaning of the electronic product brands from three developed countries with advanced technology, namely The United States, the United Kingdom, and Japan. The qualitative approach is used in this study. The observation method and note-taking technique are used in collecting the data. To analyze the data, the writer uses Katamba's theory and Yule's theory of word formation.

Meanwhile, Fillmore's theory of frame semantics and Lakoff's conceptual metaphor analyze and classify the meaning of electric product brands. The data were taken from the advertisement of electronic products on television, magazine, social media, brochure, banners, billboards, and catalogs. The analysis

shows six types of word formation processes and five categories of meaning. The six types of word formation are compounding, blending, clipping, coinage, abbreviation, and acronym. The categories of meaning found in this study are fruit as a brand, place as brand, person as brand, product as brand, and concept as brand.

The data of the study are presented through 3 developed countries with high technology. Although the explanation of the result is good, there are some areas for improvement in the study. For example, the inconcistency in the research question, the purpose of the study, and th discussion part. In the discussion part, the writer mentions the characteristic of each type of word formation in three countries. However, the caracteristic of each type of word formation is not mentioned in the research question or the purpose of the study. Moreover, the year of the theory used in the study is not mentioned.

Another related study concerns with word formation process on best-seller food brand names in *Grab* and *Go-Jek* application written by Anggrisia, Riza, and Rosyidah (2019). The study aims to explain the creation process of names of best-seller food brands in two popular online food delivery service applications, *Grab* and *Go-Jek*. The method of collecting data, observation, is used in this study. The writer found that 44 names contain word formation out of 88 names. The types of word formation found in the data are compounding, initialism, acronym, clipping, borrowing, inflection, and reduplication.

The data is presented clearly and systematically in the form of tables. The classification of data by the type of word formation makes it easy to read the information. However, the explanation of the processes did not detailed.

A study by Jeremić and Josijević (2019) analyzed a type of word formation, blending, in creating trademarks and brand names. By carefully examining the Thurner corpus (1993), this study aims to add to the existing literature with a study on blends as brand names. Thus, this study will focus on the characteristics of blends in 602 brand names and trademarks in Thurner's (1993) *Portmanteau Dictionary*. The graphological, phonological, stylistic and semantic features of the data were thoroughly analyzed. An analysis of statistics in the SPSS program version 18.0 is applied to obtain the numerical data. In the structural aspect, there are two types of blend: overlapping and non-overlapping. In the stylistic aspect, brand names found in the corpus are formed creatively. Some brands use homophones, merge similar-sounding words, and suffixes to create brand names. In the semantic aspect, the study shows that blends are regularly used in the names of essential products in daily life, such as foods and beverages.

The description of this study is promising, clear, and detailed. The results of the analysis follow the research framework. However, there is no clear statement about whose theory is used in the study.

A study on language in the business context written by Mohammad Husam Alhumsi (2021), entitled *The Practicability of Language in Business Context: A Study of Linguistic Tools in Business Discourse.* This study is conducted to examine how language is employed in business discourse. A descriptive research approach is used in this study. Several kinds of research are reviewed to investigate the effectiveness of linguistic tools in business communication. According to research, blogs and company websites serve as

linguistic tools for business communication through advertising and marketing activities. This study shows that language has a vital role in the ideological formation of the intended audience and serves as more than just a medium for communication. It is discovered that various businesses are not entirely confident in participating in the global market because they are unaware of the outcomes of web localization and the necessity of cultural customization.

This study investigates an interesting topic, the use of language in business communication. The explanation of the study refers to considerable research on language in business discourse. However, the methodology and the description of this study are not transparent.

The last study reviewed is a study of word formation in local and international cosmetic brands written by Safira (2022). The study aims to discover types of word formation and the meaning of local and international cosmetic brands. The documentation technique is used in this study and Yule's (2010) theory of word formation to collect the data. The data were taken from an online shop application named Shopee. The official websites of each brand are needed to identify the meaning of the product brands. The result shows 25 brands of local and international cosmetics. Five types of word formation are found, they are borrowing, compounding, acronym, blending, and multiple processes.

The writer explained some types of word formation in the brands clearly. The explanation of the meaning of the brands is also evident. It mentioned in the finding that the data would be shown in the form of a table, but no table was found in the study. Despite a clear description of the types of word formation, this study, however, does not mention the word formation consistently, such as in

borrowing. Moreover, several data used are not in the form of a word, such as BAD Lab, Madam Gie, and House of Hur in multiple processes, as Yule's (2010) explanation of multiple processes.

The studies that are reviewed here are related to the study that has been done. Although these studies are helping the author in completing this research, some factors distinguish the research. For example, all studies analyze word formation in brands with different objects. However, this research is focused on food and drink products produced by Indonesian companies. Furthermore, the methods and theories used to distinguish this study from the studies that analyze word formation on food and drink brands.

1.4 Research Question

This research is conducted to answer a question:

1. What types of word formation are found in the brands of food and drink produced by some Indonesian companies?

1.5 Objective

Based on the research question, the objective of this research is:

1. To find and describe the types of word formations in the brands of food and drink produced by some Indonesian companies.

1.6 Scope of the Research

This study is in the morphology field and focuses on the word formation processes. This study is limited to the food and drink brands produced by some Indonesian companies. To narrow it down, the researcher concentrates on analyzing the types of word formation processes on products that use English. The

researcher applies Lieber's (2009) and Yule's (2010) theory of word formation to

analyze more word formation process of food and drink brands.