

CHAPTER I

INTRODUCTION

1.1 Background of Study

As an international language, English has become necessary for many people, not only as a communication but also as a marketing tool. In Indonesia, the English language is used in various aspects. One of which is in the field of business, including the business in the cosmetic sector.

A cosmetic is defined as a substance that applies to one's face to make it more attractive (*Oxford English Dictionary*). Substances are applied on the body, especially the face, to improve their appearance and beauty, particularly of complexion (*Cambridge Dictionary*). In this era, the use of cosmetics is not a new thing. Both women and men worldwide use cosmetics for different purposes, such as enhancing beauty, self-esteem, and healthy skin (Martinez, 2017). Cosmetics also significantly impact our lives, fashion, and culture. In this case, cosmetic products attract attention and provide an opportunity for many cosmetic companies, including Indonesia.

In Indonesian society, quite a number of cosmetic companies use English to brand their companies and products. One of them is Emina Cosmetic, a company owned by Nurhayati Subakat. Emina mostly uses the English language for descriptions of their products, as can be seen in the following cosmetic product:



Emina Cheeklit Pressed

“Lit up your cheek with some blushing colors! Emina Cheeklit Pressed Powder comes in 6 intense colors (Violet Berry, Cotton Candy, Cherry Blossoms, Sugarcane, Bittersweet, Marshmallow Lady) to match your personality and mood. Pinkish colors for cute and smitten looks, and nudish colors for natural and fresh looks.”

Emina Cosmetic is an Indonesian multi-level company owned by Nurhayati Subakat, A Minangkabau woman who graduated from the Pharmacy Insitute of Technology Bandung. It was built in 1995 under the auspices of PT. Pusaka Tradisi Ibu. Then in 2011, the name was changed to Paragon Technology & Innovation (PTI). It produces various cosmetic products, ranging from products for the face and products for the body.

As mentioned before, cosmetics are substances put on the body, especially on the face, to make it look more attractive. To be able to use a cosmetic product, consumers must comprehend the substance and be familiar with its function. It is crucial for consumers to know so they do not use the wrong product on their face and body. One way to determine the function of a

product is to understand the form, structure, and meaning of English words used in the description of a cosmetic product. It can be determined by using morphological theory, specifically the theory of word formation.

Word formation is the process of creating a new word from another word and changing the original word's meaning (Yule, 2010, p. 53). Several processes of word formation happen in the description of cosmetic products. One of the examples is in the word *coverage*, which is called the compounding process. It combines two different morphemes, the verb *cover*, and the noun *age*, creating a new word and meaning. Word formation theoretically can be categorized into an acronym, back-formation, borrowing, derivation, blending, clipping, multiple processes, coinage, and conversion (Yule, 2010).

This research investigates the word formation processes in the English description of cosmetic products produced by an Indonesian company. It aims to determine the type of word formation tendency that might characterize English words in the description of Emina cosmetic products. The object is limited to English words in the description of face products produced by the company.

1.2 Theoretical Framework

This section describes the theories used in conducting this research. It covers descriptions of the basic meaning of morphology and morpheme, the root and affixion, the basic concept of word formation by different linguists, and types of word formation according to George Yule's (2010) theory.

1.2.1 Morphology

Morphology refers to one of the fundamental areas of linguistics. Anderson (1992) defines morphology as part of linguistics that studies the pattern of word formation within and across languages. It means morphology studies how a word is formed in a language. Katamba (1993, p.3) states that morphology studies word formation and the internal structure of words. While Nida (1952) explained that morphology is the study of morphemes and their orders in forming a word. In this case, morphology studies word structures and how morphemes construct words.

Morphology is the study of morphemes and their distributions and combinations in word formation. Yule (2010, p. 67) defines morpheme as the minimal unit of grammatical function. According to Katamba (1993), a morpheme can be divided into two categories, free morpheme and bound morpheme.

1.2.2 Morpheme

As Nida (1952, p.1) describes, a morpheme is all combinations that form words or parts of words that cannot be further divided into smaller units. A morpheme can be classified into two categories free morphemes and bound morphemes. A free morpheme is a morpheme that can stand on its own and have meaning, for example, to *chair* and *read*. In contrast, a bound morpheme is a morpheme that cannot stand on its own. A bound morpheme is permanently attached to a free morpheme, exemplified as *-ist*, *-s*, *-un*.

1.2.3 Root and Affixion

A morpheme is divided into two elements, the root and the affixes. A root is the fundamental element of a morpheme with nothing attached to it (Katamba, 1993, p. 43). A root can be a free morpheme that can be stand-alone, for example, “*talk*.” In comparison, affixes are bound morphemes that only occur when attached to other morphemes (Katamba, 1993, p.44). The process when the affixes are attached to a morpheme is called affixation. Affixes that occur before a root is called prefixes like *re*-turn. Affixes at the root end are called suffixes, like child-*ish* and global-*ly*. Another example of root and affixes is in the word *unbreakable*:

Unbreakable

Un- + *break* + *able*

(Bound/affixes) (Free/root) (Free/root)

In the example above, the word *unbreakable* consists of three morphemes; the first morpheme is *un-*, a bound morpheme that cannot occur on its own and must be attached to the root. The bound morpheme is also known as Affixes. While the other two morphemes, *break* and *able*, are free morphemes that can stand on their own and have their meaning.

1.2.4 Word Formation

Word formation is the main theory underlying this study. Word formation studies how new complex words are built based on other words or morphemes (Plag, 2003). It means word formation is constructing new words

from existing words. Yule (2010, p.53) defined word formation as the primary study of creating new words by modifying morphemes through various processes.

1.2.5 Type of Word Formation

There are different opinions as to the number of types of word formation. O'Grady and Archibald (2016) propose 14 types of word-formation processes: derivation, compounding, inflection, internal change, suppletion, reduplication, cliticization, conversion clipping, blending, back-formation, acronym, onomatopoeia, and coinage. Differently, Katamba (2005) only mentions two main word-formation processes: inflection and derivation. Yule (2010) proposes ten types of word formation: coinage, borrowing, compounding, blending, clipping, back-formation, conversion, acronym, derivation, and multiple processes. This study followed Yule's (2010) word formation categories.

As mentioned previously, Yule (2010) classifies the process of forming new words into ten types. Each type is described below:

a. **Compounding**

Compounding is combining two separate words into a single form to create a new word (Yule, 2010, p. 55). The compounding process produces a new word and creates a new meaning. For example, *coverage* combines two words, *cover* + *age*. The term *cover* means to put something over something, and the word *age* means the period of time that someone has lived. In contrast, the word *coverage* in cosmetic describes the amount or extent to which something is covered.

There are four kinds of compounding processes, according to Yule (2010). They are a) compound of two nouns: *sunburn*, *greenhouse*, and *wallpaper*. b) Compound of two adjectives: *good-looking*, *red-hot*, *fat-free*. c) Compound of a noun and adjectives: *family-friendly*, *ice cold*, *smoke-free*. d) Compound of an adjective and a noun: *long-term*, *full-time*, *high-quality*.

b. Blending

Blending is the process of word formation that combines two words into one word by only taking the first syllable of the first word and the last syllable of the other word to create a new single word (Yule, 2010, pp. 55-56). For example, the word *brunch* comes from *breakfast* + *lunch*; the term is taken from the first syllable of the word *breakfast* and combined with the last syllable of the word *lunch*. Other examples can be seen in the words *motel* comes from *motor* + *hotel*, and the word *telethon* comes from *television* + *marathon*, which means the activity of fund-raising on television that feels like a marathon. In some cases, the blending process combines the beginnings of both words. For example, *telex* is the combination of *teleprinter* + *exchange*, and *modem* is the combination of *modulator* + *demodulator*; the term is taken from the first syllable of the word *modulator* and combines with the first syllable of the word *demodulator*.

c. Borrowing

Borrowing takes over words from other languages (Yule, 2006, pp. 54-55). The borrowing process is a common source to create a new word. English borrowed many words from other languages, especially Latin and

French. Examples of borrowing words are “*ballet*” from Italia, “*croissant*” from French, “*mansion*” from Latin, “*ketchup*” from Chinese, and the word “*yogurt*” from Turkish. However, English is not the only one that borrows some terms from other languages. Other countries also borrow some phrases from the English language. For instance, the word *suupaa* or *suupaamaaketto* in Japan is borrowed from the English word *supermarket*.

d. Back-formation

Back-formation is a particular type of reduction process (Yule, 2006, pp. 56-57). The back-formation process always involves a reduction process that changes the form of the word. It reduces the actual affix from the main word and creates a new word. The back-formation process is the word formation process when a word of one type (usually a noun) is reduced to form a word of another kind (usually a verb). For instance, the verb *liaise* is created from the noun *liaison*, *emote* (verb) from *emotion* (noun), and *donate* (verb) from the *donation* (noun). One common source of back-formation verbs in English is based on the pattern of *worker-work*. It is assumed that if there is a noun ending with *-er* (or something in a similar sound), then a verb can be created for what that noun does. For example, the word *babysitter* to *babysit*, *editor* becomes *edit*, and *driver* becomes *drive*.

e. Derivation

The derivation is the most common type of word formation process. The derivation process is contrary to the back-formation process. Yule (2010, pp. 58-59) notes that a derivation is a large number of small “bits” of the

English language which are not usually given separate listings in dictionaries. The derivation is the word formation process that creates a new word by adding some affixes at the beginning or the end of a root. There are three types of affixes; they are prefixes, suffixes, and infixes. Prefixes are morphemes that are added at the beginning of a root, such as *un-*, *im-*, and *dis-*. Suffixes are morphemes that follow a lexeme, such as, *-ness*, *-er*, *-y*, and *-ment*. Infixes are an affix that occurs in the middle of the words such as *godtrippledammit!* English words formed from the derivational process have prefixes, suffixes, or both. Affixes that are attached to a root can change the meaning and the word class of the root. For example, *sadness* has a suffix *-ness* that changes the adjective *sad* into a noun. Another example is that the word *unhappy* has the prefix *un-* at the beginning of the term, and the word *disrespectful* has both the prefix *dis-* at the beginning and the suffix *-ful* at the end of the word.

f. Acronym

Acronyms are word formation processes that form a new word from the initial letter of a set of other words (Yule, 2006, p, 58). Typically, acronyms are pronounced as new single words, as in *National Aeronautics and Space* become NASA, and it is pronounced [næsə]. UNICEF (*United National International Children's Emergency Fund*) and PIN (*Personal Identification Number*).

Another type of acronym is called initialism, where the pronunciation consists of saying each separate letter. An initialism is similar to an acronym,

composed of the initial letter of a phrase. Nevertheless, the difference between an initialism and an acronym is how the word should be pronounced. Acronyms are pronounced as a single word, while initialisms are pronounced as a series of letters. For example, the *Video Cassette Recorder* as the *VCR* pronounced [vi si a:r]. Another example of initialism is *ATM* for *Automatic Teller Machine* and *FYI* for *For Your Information*.

g. Coinage

The coinage process is one of the minor standard processes of word formation. According to Yule (2006, pp, 23-24), coinage creates new terms from trade names or commercial products that become general terms for any version of that product. This process happens when a product name refers to something in general. For example, the term *google* has become widely used in the expression, which means using the internet to find information. In Indonesia, people also create new words from some product names and generalize them. For example, the word *Honda* is used to mention motorcycles in general, *rinso* is used to mention detergent in general, and *indomie* is used to mention noodles in general.

h. Clipping

Clipping is the type of word formation that creates a new word by shortening the word polysyllabic and removing one or more syllables. Yule (2010, p. 56) states that clipping occurs when a word of one or more syllables is reduced to a shorter form. This phenomenon is usually happening at the beginning of a casual speech. Examples of clipping are *doc* from the word

doctor and *info* from the word *information*. Clipping process also can be found in educational environment such as, *math* from *mathematics* and *prof* from the word *proffesor*.

i. Conversion

Conversion is one method for creating a new word by reclassifying an existing word into a new syntactic category. According to Yule (2010, pp. 57-58), the conversion process changes the word's function without any reduction. The conversion process can involve verbs becoming nouns, verbs becoming adjectives, nouns becoming verbs, and adjectives becoming verbs. In English, the typical conversion process is changing a noun into a verb. For example, *chair* (n) becomes a verb in " *someone has to chair the meeting,*" and *crazy* (adj) becomes a noun in " *stop running around like a crazy.*"

j. Multiple Process

Multiple processes are word-formation processes that occur when more than one type of word formation process is combined to create a word (Yule, 2010, p. 60). For example, in the sentence, *problems with the project have snowballed.* The word *snowball* is compounding in which *snow* and *ball* were combined to form the noun *snowball*, which was then turned into a verb through conversion.

1.3 Review of Previous Study

Studies of word formation can be found in various publications. This section reviews some relevant studies. Six previous studies were reviewed in this part.

The first study of word formation investigates neologisms word that found in women's cosmetic advertisements in three women's magazines: *Marie Claire*, *Cosmopolitan*, and *Harper's Bazaar*. This study is a journal article written by Piyanuch Pookhao in 2012. The writer used the theories proposed by Yule (2006), Plag (2003), and Aitchison (1994). This research also examines whether the most frequent word formation processes are shortening processes, as suggested by Lehrer (2007).

This study showed that 97 new words were found in the three women's magazines. They can be categorized into compounding, affixation, blending, layering, abbreviation, and multiple processes. The result also revealed that the most dominant type of word formation is not shortening, as suggested by Lehrer (2007) but compounding (39) and affixation (33).

The following study analyzes word formation processes on cosmetic product descriptions in U.S. celebrities' beauty brands. This study is a journal article written by Larasati & Pariyanto in 2022. This study aims to classify the types of word formation in the description of U.S. celebrity cosmetic brands. Based on Yule's (2010) theory of word formation, 125 data are found in this research. They can be categorized into 8 types of word formation; derivation, compounding, conversion, borrowing, blending, acronym, coinage, and multiple processes. The writer also discovered the derivation

process as the most frequently used in describing cosmetic products in U.S. celebrities' beauty brands.

The study by Izzeti (2018) examines the word formation process used in Shopie Paris Cosmetic Products. The writer used the theories from Katamba (1993), Hatch and Brown (2001), Aronoff, O'Grady, and Dobrovolsky (1997) to analyze the data. The study result showed that from 85 product names that were selected, 58 products names were multiple processes, 34 products names were derivations, 14 products names were an acronym, 4 products names were borrowing, 6 products names were blending, 6 products names were inflection, 5 products names were coinage, and 3 products names were initialization.

This study has enriched our knowledge of the morphological process of creating new terms in cosmetic products. However, their description is not complete. The type described is only 8 instead of 9, as the writer claims.

Another study of word formation investigates how new words are formed in 25 local and international cosmetic brands, written by Safira and Kurniawan in 2022. The study aims to classify the types and analyze the patterns and meanings of word formation in local and international cosmetic brands. The data was taken directly from one of the famous e-commerce platforms, namely *Shopee*. The writer applies Yule's (2010) theory in analyzing the data. The research results show that 5 types of word formation are found in 25 cosmetic brands. They are borrowing (6 words), compounding (6 words), blending (4 words), acronyms (6 words), and

multiple processes (3 words). Furthermore, this thesis indicates that the borrowing, compounding, and acronym processes dominate word formation.

The following study is the analysis of word formation processes that use on The Jakarta Post Website. This study is a journal article by Dian Luthfiyati, Abdul Kholiq, and Intan Ni'matus zahroh in 2017. This study only focused on one type of word formation called derivation. This study aims to identify the most common derivation words used in the headline of ten educational articles on "The Jakarta Post Website" from October 2015 until April 2016. The study shows that the Jakarta Post website uses three types of derivation processes. The types are adjective derivation, noun derivation, and verb derivation.

The writer finds 52 derivation words with three kinds of derivation processes. There are 17 words for adjective derivation, 26 for noun derivation, and 9 for verb derivation. The writer also points out that noun derivation is the most common derivation word used in "The Jakarta Post Website" from October 2015 until April 2016. The verb derivation is seldom used in the article's content. The article's writer clearly stated the study's object and aim. The research findings are also described systematically by categorizing the data based on the type of derivation processes. However, the author only put the data without elaborating on it in more detail.

The last study reviewed was written by Kodi (2020). She analyzed the pattern and meanings of English beauty terms taken from youtube beauty vloggers. This study examines the word formation of English beauty terms used by beauty vloggers. This study aims to define the categories of word

formation of English beauty terms used by beauty vloggers and to describe the word formation process and meaning. The result of the study reveals that English beauty terms can be categorized into 7 types of word formation processes according to George Yule's Theory. They are borrowing, compounding, clipping, conversion, acronym, derivation, and multiple processes. This research shows that 133 English beauty terms were selected, 59 terms are compounding, 6 terms are clipping, 10 terms are conversion, 7 terms are an acronym, 36 items are derivation, and 9 terms are multiple processes.

The study has clearly shown the terms and the types of word formation process in the English beauty terms used by beauty vloggers. The writer also found some terms categorized as new words because they are not listed in the English Dictionary.

All studies that are discussed above are related to the study that is going to be done. Although all studies discussed the word formation process, some aspect distinguishes this research from the previous studies. In contrast with Izzeti's, and Pookaho's research, this research only used George Yule's theory to analyze the data. Unlike Kodi's study, which took spoken discourse as the object of her research, this study took written discourse as the object of the study. Although the theory used is the same, this research's object differs from Larasati's and Safira's research. That is what distinguishes this research from previous studies.

1.4 Research Question

Based on the background of the study, this research is concerned with the questions what types of English word formation processes are found in Emina's cosmetic products?

1.5 Objectives

Based on the research questions, the objectives of the study is to identify and describe types of English word formation processes found in Emina's cosmetic products.

1.6 Scope of the Study

The scope of this study is morphological processes that focus on word formation. This study takes place on cosmetic products. This research focused on analyzing word formation processes in the description of Emina's cosmetic products listed on Emina's website from August 2022 until October 2022. This research describes the word processor used in describing Emina cosmetic products using George Yule's (2010) theory. There are ten categories of word formation processes proposed by Yule (2010), including acronym, back-formation, blending, borrowing, clipping, coinage, conversion, derivation, and multiple processes.

