

CHAPTER IV

CONCLUSION

This chapter describes the conclusion of this research. It includes a conclusion, limitations of the research, and suggestions for future research related to word formation processes.

4.1 Conclusion

The analysis of word formation in the English description of Indonesian cosmetic products reveals 6 types of word formation processes. They are compounding, borrowing, derivation, acronym, clipping, and multiple processes. Based on the results, 73 words that are formed through word formation are found in the Indonesian cosmetic description. They are 27 words derivation process, 26 words compounding process, 8 words multiple processes, 5 words acronym process, 4 words clipping process, and 3 words borrowing process. From the data above, it can be concluded that the derivation process dominates the word formation process in Indonesian cosmetic descriptions. Derivation takes 37% of the total or 27 words from the total of 73. This indicates that derivation process is one of the most productive ways to creates new words. This fact enables the cosmetic company creatively form new words to describe their products and attract customers.

Furthermore, From 73 data are found, 22 data that found in Indonesian cosmetic descriptions categorized as new words because they have not been listed in the English dictionary. For example, words such as *cheeklit*, *light-feel*, and *creamytint* are new and used in the description of the cosmetic product.

The meaning of those words can be understood from the meaning of the two words that formed them.

4.2 Limitation

There have been quite a number of studies of word formation process in Indonesia. However, research on the word formation process in the description of Indonesian cosmetic products has never been done before. As a matter of fact, there are some limitation of this research due to the number and variation of the result. This is due to limitation in the data source, which is only face products and one Indonesian cosmetic company. This makes the variation of products and types of word formation process are quite limited.

4.3 Suggestion

Due to this research's limitations, future research may explore many other cosmetic brands and observe the variety of cosmetic products, such as cosmetic products for hair and the body, to collect more varied data. Future research can also conduct research on word formation in other fields, such as videos of beauty vloggers or the advertisement of a cosmetic product. For cosmetic product users who want to find any references to the meaning of the English word used in the description of cosmetic products, especially for women, hopefully, this research can help.