

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In everyday language, the concept of shortening words is familiar and in linguistics, this concept is defined as abbreviation. According to Crystal (2008), an abbreviation is a part of word formation and consists of various ways to shorten words in daily use. Abbreviation has become a linguistics tool that plays a significant role in shaping social communication. This is because abbreviations create a long and complex word into a brief one. Crystal (1997) also states that abbreviations provide a style in language and make it easier to convey the message to society.

Therefore, abbreviations have become one of interesting and important topics to research. Abbreviations could reveal the use of producing a new word form to facilitate efficient and effective communication. Also, an abbreviation study may provide a deeper explanation about the function and meaning of abbreviated words in many types of discourse. The study of abbreviation is also interesting because it may influence and be used in any linguistics discipline such as translation, semantics, and discourse analysis. Furthermore, abbreviations offer a compact explanation of the diversity of abbreviations classifications.

In linguistics, there are many kinds of abbreviations. It could happen because one linguist could state different categorizations from those with other linguists. Also, the categorization of abbreviations occurs due to the characteristics of each type. Even though there are many kinds of abbreviations, two categorizations are commonly used in everyday language. These are acronyms and initialisms. Acronyms are abbreviations that give a new name to a word by using its initial letter and forming a word whose

syllable can be pronounced once and is not difficult to say, such as "NASA," which stands for National Aeronautics and Space Administration. Meanwhile, initialism uses initial words that form a new name but do not provide an acceptable sound or syllable and are pronounced as a series of letters instead. For instance, the word "GPS" means Global Positioning System.

Regarding usage, abbreviations are frequently used in various medical, chemistry, and agricultural sectors. The use of abbreviations in each of these fields has its uniqueness that distinguishes the use of abbreviations from one another. An example of the abbreviation usage comparison often seen is the use of abbreviations in the chemistry and agricultural fields. Abbreviations that are frequently used in the field of chemistry are the Initialism type. Initialism in chemistry represents chemical elements in the periodic table, such as H for Hydrogen, and describes chemical reactions such as CO_2 . In contrast, in the agricultural field, abbreviations represent crops, agrarian processes, agricultural products, sustainability practices, and organizations related to the agricultural field. In agriculture, abbreviations are often used to refer to necessary agricultural and plantation regulations.

Meanwhile, in terms of abbreviation writing, there are also significant differences between abbreviations used in agriculture and chemistry. According to the International Union of Pure and Applied Chemistry, or IUPAC (2011), abbreviations used in chemistry must be written based on the strict rules of molecular structure, electronegativity, and any other standard formatting. In chemistry, they use capital letters for elements consisting of one letter, such as H for Hydrogen, and capital letters followed by lowercase letters for elements with the same initials, such as He for Helium. Chemistry also uses subscript numbers to indicate the number of atoms, such as

H₂O, and superscripts to present the charges, such as Na⁺. Also, they use punctuation marks to separate chemistry formulas and reactions, such as arrows in the reaction C + O₂ → CO₂. In contrast to abbreviations that exist in the agricultural field, the writing is written in capital letters without additional symbols or unique numbers, written with the extension of the abbreviated word either in the same sentence or in a separate abbreviation section, using abbreviated terms that have been agreed upon in the context of regulations and policies, prioritizing easy understanding by the audience and no particular punctuation related to the abbreviations used.

In the agricultural sector, an abbreviation is one part of linguistics that is widely used in media in the farming industry to convey various messages related to campaigns on issues being discussed, such as the issue of sustainable palm oil. Compared to other sectors such as cocoa, coconut, and rubber, palm oil has become the focus of global attention and propaganda, with pros and cons. This is because palm oil has a significant positive and negative impact on the environment, the economy, social and consumer awareness, and global policies related to sustainability practices. The palm oil industry is a significant cause of deforestation, resulting in many endangered species, such as orangutans and tigers, losing their habitat as tropical forests are cleared. In the social field and consumer awareness, the palm oil industry is often associated with human rights violations due to the issue of poor working conditions and exploitation of workers. On the other hand, one of the positive impacts of the palm oil industry is an increase in the economy, especially for Southeast Asia countries such as Indonesia and Malaysia, as the countries that rely on the palm oil sector for economic development and stability (Sundraja et al. 2021).

For these reasons, many parties and organizations worldwide are focused on running sustainable palm oil campaigns, including WWF. WWF, or World Wide Fund for Nature, is a global organization that focuses on environmental issues. It was formed on September 11, 1961. This organization was founded by conservationists, including Sir Julian Huxley, Max Nicholson, and Prince Bernhard of the Netherlands. Although initially, the organization was founded out of concern for endangered animals, as time went on, it also focused on other environmental issues, such as sustainable palm oil. To support the running of the sustainable palm oil campaign, WWF also helps in various ways, one of which is monitoring palm oil production activities carried out by large companies around the world. The monitoring results are recorded in WWF's Palm Oil Buyers Scorecard report.

WWF's annual Palm Oil Buyers Scorecard report explains these companies' palm oil production reports and proves whether they have run a sustainable palm oil campaign using environmentally friendly materials. This report is one of the WWF's critical assets. Therefore, WWF uses many abbreviations in writing the report to shorten the terms so that they can still be read efficiently, and the content is not too long so that readers worldwide can understand the message that WWF wants to convey.

Moreover, the writer finds the analysis of abbreviations in the agricultural or environmental field to be an interesting topic because of the various types of abbreviation structures. The form of word formation, especially word abbreviations, can facilitate conveying messages related to environmental issues, such as sustainability issues, used in various types of media or documents, such as the WWF Palm Oil Buyers Scorecards report. In addition, the writer finds that there is still limited research on

abbreviations, especially in the agricultural sector and sustainable palm oil, and it leads the writer to analyze the use of abbreviations in the agricultural industry.

Besides the small number of studies on abbreviation analysis in the agricultural sector, several reasons indicate the urge for this study. Firstly, this study helps English Department students translate English and Indonesian abbreviations in palm oil regulations. This is because in translating palm oil sector regulations, there are various terminologies used to mention sustainability practice activities, international standard certifications such as RSPO, covering social and environmental contexts such as the word HCV, which means High Conservation Value, and involving various stakeholders such as producers, or investors so that translators must translate the abbreviations in the regulations correctly so as not to cause misunderstanding to readers. Secondly, this study also helps Agribusiness Department students learn more about the complexity of sustainable palm oil production implemented by companies and its impact on the economy. Thirdly, with this study, investors can be more aware of which companies have implemented sustainable palm oil practices so that they may select the appropriate company and avoid the risk of reputational damage and violating regulations. Lastly, this study shows the uniqueness of the abbreviations used and found in the WWF Palm Oil Buyers Scorecards from the various abbreviations in the report.

Based on the explanation above, this study aims to analyze the types of abbreviations contained in the seventh edition of Palm Oil Buyers Scorecards, including 2009, 2011, 2013, 2016, 2020, 2021, and 2024 editions. This research is necessary so that people aware of and want to help make this campaign successful can find out about its progress through the Oil Palm Buyer Scorecards report.

1.2 Research Question

This study aims to analyze the types of abbreviations found in the WWF Palm Oil Buyers Scorecards by applying the theory from Lieber and Crystal about the characteristics of each kind of abbreviation. Based on the explanation above, the writer formulates the research questions as follows:

1. What abbreviations are used in the WWF Palm Oil Buyers Scorecard, and which are dominant and least used?
2. What are the functions of abbreviations used in the WWF Palm Oil Buyers Scorecards?

1.3 Objective of the Research

The use of abbreviations may enhance the effectiveness of the writing process by simplifying complex terms into shorter forms. Nowadays, abbreviations are commonly used in various writings, including both academic and professional contexts. This is particularly relevant to the WWF Palm Oil Buyers Scorecards, which uses abbreviations to address institutional names and terms related to sustainable palm oil. Despite its prevalence, there are only a limited number of studies that focus on the classification and function of abbreviations in professional documents, such as WWF POBS. This gap is crucial because it is necessary to ensure that students, translators, and practitioners in the field of palm oil sustainability have a clear understanding of abbreviations. Thus, examining the use of abbreviations in the WWF Palm Oil Buyers Scorecards report not only provides linguistic insight but also an understanding of agricultural concepts, particularly in the palm oil industry.

Therefore, align with statements above which is to answer the research question regarding the analysis of abbreviations contained in the WWF Palm Oil Buyers

Scorecards, the writer conducts research to achieve the research objectives as stated below:

1. This study aims to find the types of abbreviations used and determine the dominant and least used types in the WWF Palm Oil Buyers Scorecard.
2. This study designs to determine the functions of abbreviations used in the WWF Palm Oil Buyers Scorecards.

1.4 Focus of the Research

The WWF publishes seven editions of WWF Palm Oil Buyers Scorecards on its official website. These are the 2009, 2011, 2013, 2016, 2020, 2021, 2024 editions, and this study takes all those editions as the data source. To limit the scope of the research, this study focuses on the types of abbreviations, the types that are the most frequently used in the report, and the role of abbreviations used by applying Lieber's (2010) theory about abbreviation types in minor process of creating a new word in her book entitled *Introducing Morphology* and Crystal's (1997) theory about the characteristics of each types of abbreviations in his book entitled *The Cambridge Encyclopedia of the English Language*.

1.5 Methods of the Research

This research uses library research method to collect relevant studies as supporting information in analyzing the data which is abbreviations found in the WWF POBS. The data is collected from all seven editions of the WWF Palm Oil Buyers Scorecards starting from 2009, 2011, 2013, 2016, 2020, 2021, and 2024. To support the data analysis, the writer also provides information obtained from books, journal articles, and the internet related to the topic, which is the abbreviation. This method helps the writer gain more knowledge and understanding about abbreviations and align them with

the linguistic context. Meanwhile for the approach, the writer uses a descriptive qualitative approach to the data and explains the result of abbreviations analysis found in the WWF Palm Oil Buyers Scorecards. These methods requires research elements and techniques in data collection and data analysis process.

1.5.1 Data Collection

The writer chooses WWF Palm Oil Buyers Scorecards as the data source in this study. The writer decides on WWF because it is a famous non-governmental organization focusing on conservation and environmental issues. To make it more detailed, this study takes all editions of the WWF Palm Oil Buyers Scorecard, which consists of seven editions, starting from 2009, 2011, 2013, 2016, 2020, 2021, and 2024. In more detail, WWF published seven editions of the Palm Oil Buyers Scorecard, and there is a gap in the release time of these reports of around 2-4 years. According to the WWF (2021), this gap happens due to the assessment's methodology, which analyzes companies' commitments and practices regarding palm oil as their production material. Furthermore, this publishing gap allows WWF to assess and reach more companies from various continents, such as Europe, Asia, Australia, Africa, and North America. However, due to the COVID-19 pandemic, WWF released the scorecard in 2020 and 2021 to monitor the impact of the pandemic on the palm oil production industry for companies. WWF (2024) also mentioned that the methodology they use will be further updated and refined to get the results that remain relevant and more accurate.

In addition, the writer chooses the WWF Palm Oil Buyers Scorecard as the source of data because this report provides information related to companies' commitment toward sustainability palm oil campaigns and various types of abbreviations. Furthermore, the writer decided to take all editions as the data source

because it helped the writer collect more data and see how WWF tends to use various abbreviations. WWF provides this report and accesses it from their official websites at <https://wwf.panda.org/>. The writer downloads the data to prevent data loss if WWF takes down the data from their website in the future during the analysis process.

The writer takes several steps to obtain data. The first step that the writer does after determining the topic, which is an abbreviation, and the field of the research, which is the agricultural sector, is to look for data that could fit the research topic and field criteria. Due to that, the writer must find data on the farming sector, especially in the palm oil industry. It should be the regulation or any official data from a well-known and proper institution, and must have a unique abbreviation. Because it is difficult to access the country's rules about the palm oil industry, the writer needs to find other options and consider finding any non-governmental organization focused on the environmental issue, and eventually choose the World Wildlife Fund, also known as the World Wide Fund for Nature (WWF).

Because the WWF has several archives related to sustainable palm oil, the writer checks each item based on the categorization, such as the annual report, the guidelines of the WWF related to sustainable palm oil, and others. After checking it, the writer chooses the WWF Palm Oil Buyers Scorecard because this report involves many kinds of abbreviations. Since the WWF Palm Oil Buyers Scorecard is the annual report, the writer takes four editions that are only provided by WWF on their official website in September 2024, such as 2016, 2017, 2020, and 2021. In February 2025, the writer obtained all WWF Palm Oil Buyers Scorecards editions from 2009, 2011, 2013, and 2024.

The next step that the writer takes is to read the reports one by one. The writer focused on the seven editions of WWF Palm Oil Buyers Scorecards, consisting of 2009, 2011, 2013, 2016, 2020, 2021, and 2024. This is because these editions are the same as the global editions of POBS. Meanwhile, the other editions are regional editions, such as reports on palm oil buyers in Singapore. After deciding to focus on those seven editions, the writer starts to collect the data from the first to the last editions. During the data collection process, the writer put all the data obtained in a table based on the year editions.

1.5.2 Data Analysis

To analyze the data obtained, the writer uses Lieber and Crystal's theory about the 6 types of abbreviations: blending, acronyms, initialisms, clipping, awkward case form, and facetious form. As mentioned in the previous section, the writer uses a qualitative approach and takes several steps.

To begin the data analyzing process, after reading the selected POBS editions and finding the data, the writer transfers the data from the report into Microsoft Excel to make the classification process easier. The data obtained is put in a table based on the year of editions, since many editions are chosen. After that, the writer found many abbreviations several times in different editions. As a result, the writer decided to count it as one even though it appears several times.

After obtaining the data from all editions, the writer starts to analyze the abbreviations found based on their characteristics as stated by Lieber and Crystal. This process begins with finding the definition or original forms of abbreviated words. After seeing the meaning, the writer compares and then aligns the data with the characteristics of abbreviations. After that, the writer put the analysis in the table in the analysis

column. During the study, the writer found that some abbreviations do not align with the characteristics, and the writer decided to remove them from the data obtained.

The next step is for the writer to transfer the data from Microsoft Excel into a different table in Microsoft Word. This table distinguishes the data analyzed based on its categories. After all the data from the seven editions of the scorecard report are grouped according to their respective categories, the writer calculates the number and the percentage value of each type of abbreviation that has been analyzed to get the sequence of abbreviation types used. To obtain the average percentage value of the number of abbreviations found in the WWF Palm Oil Buyers Scorecard report, the writer uses the following formula:

$$\text{Percentage occurrence} = \left(\frac{\text{Number of each type of abbreviations}}{\text{Total number of all abbreviations}} \right) \times 100 = \%$$

With this formula, the writer finds the sequences of abbreviation types used, and the writer may determine the most and least used type in WWF POBS. After that, to answer the second research question, the writer put three data examples of each types in the analysis sections to provide an analysis overview. Those data are selected because they provide a complex and compact analysis of abbreviations used in various forms from different languages, showing the uniqueness of abbreviation writing, and describe the functions of abbreviations used in WWF Palm Oil Buyers Scorecards. Even though the writer only provides three samples, in determining the functions of abbreviations, the writer also reflects all of the analyzed data, and the writer achieves the aims of the second objective. Eventually, the analyzed data is explained in the analysis section; the conclusions are drawn.

In conclusion, the analysis of abbreviation categories and their functions in the WWF Palm Oil Buyers Scorecards illustrates how language can effectively represent

and convey information related to environmental issues. By identifying the dominant and less frequently used forms and examining the structural and functional characteristics of each abbreviation type, this study highlights how morphological processes contribute to achieving effective and efficient communication, particularly in the professional sector. Based on the analyzed data, the results demonstrate the relevance of using abbreviations as a word formation process in the morphology discipline. This study provides an understanding and overview of how words are formed, how a complex word is simplified while still retaining its orientation to the actual meaning of the word, and how the word can indicate the function it holds. In addition, this research topic is also essential for the translation and semantic disciplines because it is closely related to how the meaning of a new word or an abbreviated form is represented.

1.6 Definition of Key Terms

To help the readers understand this study, the writer defines the key terms related to this research as follows:

Word Formation:

Word formation in English can be defined as the study of the ways in which new complex words are built on the basis of other words or morphemes (Plag, 2003).

Abbreviation:

Abbreviation is a part of the study of word-formation, distinguishing several ways in which words can be shortened (Crystal, 2008).

WWF Palm Oil Buyers Scorecard:

The WWF Palm Oil Buyers Scorecard is a report that serves as a practical tool for

companies using palm oil in their products, as it provides a clear roadmap for identifying areas of improvement in policies, operations, and sustainability efforts (WWF, 2024).

