

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

In conclusion, this study analyzes and explores the use of six types of abbreviations found in the WWF Palm Oil Buyers Scorecards report. Lieber (2010) and Crystal (1997) state these six types of abbreviations: blending, acronym, initialism, clipping, awkward case, and facetious form. Based on the analysis process, the writer finds 138 abbreviations from all seven editions of WWF Palm Oil Buyers Scorecards. There are consists of 104 (75.36%) initialisms as the frequently used, followed by awkward cases with 14 (10.14%) words, 13 (9.42%) acronyms, 4 (2.90%) blending, 3 (2.17%) clipping, and zero words belonging to facetious form as the least used types in WWF Palm Oil Buyers Scorecards.

In addition, this study also reveals the functions of abbreviations used in all series of the WWF Palm Oil Buyers Scorecards. Abbreviations in WWF POBS serve as shortened forms of organization's or legal authority's name, brand name, and refer to the specific regulations or terminologies related to the agricultural sector, especially the palm oil industry. Also, the use of abbreviations in those reports owned by WWF shows the intention of WWF to provide a compact analysis and to make the writing process of the report easier, but still maintain the meaning and message of sustainable palm oil practice campaigns.

#### 4.2 Suggestion

Based on the findings and analysis related to abbreviation type found in the WWF Palm Oil Buyers Scorecard, this research provides some insight that could

suggest improvements to future research and enhance the knowledge of students, researchers, and all parties that specialize in the palm oil industry.

Firstly, linguistics students should begin to explore the topic of abbreviations, as they have become an essential part of both academic and everyday language. Understanding the types and functions of abbreviations can provide valuable insights into word formation processes. Students can explore the use of abbreviations in various relevant works, including printed and online materials such as academic texts, magazines, newspapers, and videos. By conducting this kind of small-scale research, it may offer a deeper understanding about abbreviations. Additionally, understanding the abbreviation topics more seriously provides an opportunity for students interested in other linguistics disciplines, such as translation and semantics. This is because it will enhance their knowledge of abbreviations, so when students have to translate or analyze a text and encounter a specific abbreviation, they can translate and analyze it effectively.

Secondly, for the researcher, this study focuses solely on the six types of abbreviations based on Lieber's (2010) and Crystal's (1997) theories, which include blending, acronyms, initialisms, clipping, awkward case, and facetious form. It is recommended that further studies explore additional types of abbreviations by using other linguistic frameworks to broaden the theoretical perspective. Moreover, since this study only focuses on the analysis type of abbreviation used in the WWF Palm Oil Buyers Scorecards, future research is encouraged to investigate abbreviations used in other fields, such as economics, science, and law. Such a comparative study would contribute to a more comprehensive understanding and provide new insights into the diversity of abbreviations and the morphological processes in various discourses.

Lastly, for palm oil industry practitioners, it is essential to recognize the importance of understanding the abbreviations used in the WWF Palm Oil Buyers Scorecards. Since the palm oil industry continues to have a significant global impact, all practitioners must be aware of taking steps to avoid losses. By understanding the abbreviations used in this document provides much information for stakeholders or investors in selecting the right brands or companies that will not cause loss. Moreover, Palm Oil Buyers Scorecards also consist of many abbreviations derived from regulations and specific terminologies, which may assist palm oil industry practitioners in comprehending them and being aware of the current situation in the palm oil global industry.

