

CHAPTER I

INTRODUCTION

This chapter presents background of the research, statement of problem, research objective, research significance and definition of key terms.

1.1 Background

Using English in labeling the product of certain market has becoming a trend. A lot of local companies selecting names to accompany their various product in attempt to appeal and lure the consumers. One of them is *Wardah Beauty Cosmetic*. Talking about cosmetic color has an important role because it is relate closely to the make up. One of the most popular makeup items is lipstick. Lipstick has a lot of variant color more than another makeup items such as eyeshadow, foundation, highlighter, blush on, etc., for example *Wardah* has a product called Matte Lipstick and it has 32 color variants. From all colors, there is some shade that glance looks the same, but in fact it is different.

Companies dealing with color such as cosmetic companies spend a lot of time and money selecting names to their product to make them different from the other. The color naming of the product is used to give the information of the product as well as the differentiation between the color one and another. Therefore it is required to give the different color name to facilitate us when the consumers identifying colors. In the other hand the color naming can used as the object of the research in morphology study namely compound words.

Research on compound words is one of the most interesting studies in the field of linguistics, as there are several new compound words that appear mainly in the types of products. The study of word formation of compound words in Linguistic is English Morphology. Morphology is the studies of words, how they are formed, and their relationship to other words in the same language. It analyzes the structure of words and parts of words, such as stems, root words, prefixes, and suffixes. One of the elements of morphological processes is compounding. Ingo (2002:169) mention that compounding is the most productive type of word formation process in English; it is perhaps also the most controversial one in terms of linguistic analysis. Ingo (2002:170) also defined compounding (sometimes also called composition) rather loosely as the combination of two words to form a new word. It is means that compound words are formed when two or more words are put together to form a new word with a new meaning.

Based on the description above, the researcher analyzes the word formation of compound words included in morphology study and the object is the color name of *Wardah's lipsticks* because the first *Wardah* gives unique and varied name of the lipstick colors and most of the name of *Wardah's* lipstick more than one word, therefore it is suitable with the study of morphology. The second is *Wardah's* products are widely known by the people of Indonesia as halal and safe cosmetics. The third is *Wardah* has more than one hundred of variant lipstick colors than another local product such as *Purbasari*, *Mustikaratu*, *Sari Ayu*, etc.

The similar researches about compound words especially in color naming were done previously by some researchers. The first is Desy Amdiasari (2013) entitled “Compound Words in the color name of *Dulux’s* Wall Paint Colors”. The result of her research is there are 51 data of *The Color Name of Dulux’s Wall Paint Colors* available in the product, six categories of word formations were found, i.e adjective+noun are 11 data, adjective+adjective are 9 data, noun+verb are 2 data, noun + noun are 15 data, noun+adjective are 13 data, and adverb+adjective are 1 data. The researcher also found types of compound meaning of compound words consisting of endocentric compound 43 data and 8 data are included in exocentric compound.

The Second is Iqbal Hardiansyah (2017) entitled “*Word Formation and Meaning of Compound Word in Motorcycle Color Naming.*” The result of his research is there are six main categories of word formation of compound words are found, they are: (1) adjective + adjective, (2) noun + adjective, (3) adjective + noun, (4) verb + adjective, (5) adjective verb, and (6) noun + noun, and some of them are divided into several subcategories that are derived by suffixes. In conclusion, the name of colors has strong relation with the characteristic of the motorcycle itself since they do not only content with the main color name but also put the combination of a word such as masculine, feminine, racing, musical or sporty theme. Those themes are also can show the target market of the motorcycle itself, whether it is for teenagers, woman or for men.

The difference between this research and the previous is the object and the way to answer the research question about the meaning of color naming. The first previous research analyzes wall paint colors, and classified the wall paint colors by types of compound meaning. The second previous research analyzes motorcycle colors, and interpret the motorcycle colors by lexical meaning and supported by the picture of each motorcycle. This research analyzes lipstick colors and interpret the color meaning using the theory of lexical meaning and supported by several opinions from beauty blogger Indonesia who review the *Wardah's* lipstick and their opinion about the name of *Wardah's* lipstick colors. Therefore the researcher makes the paper entitled “*Word Formation and Meaning of Compound Word in The Color Name of Wardah's Lipstick*”.

1.2 Statement of Problem

The color naming of the lipstick product is used to give the information of the product as well as the differentiation between the color one and another. The problem is *Wardah* gives unique and varied name of the lipsticks colors. Based on the problem above, the research questions are formulated as follow:

- a. What are the structures of compound words used in the color name of *Wardah's* lipstick?
- b. What are the lexical meanings of compound word in the color name of *Wardah's* lipstick as well as the beauty blogger's opinion?

1.3 Research Objective

The objectives of the research are:

- a. To find out and understand the structures of words formation in the color name of *Wardah's* lipstick.
- b. To identify and analyze the meanings of compound word in the color name of *Wardah's* lipstick based on lexical meaning as well as the blogger's opinion.

1.4 Research Significance

There are two significances from this research, theoretically and practically:

- a. Theoretically, this research can develop morphology theory and also as an additional references for those, student, researcher, or who have the same interest in morphology especially in compound word.
- b. Practically, this research is used to facilitate the consumer while looking for the lipstick color and also help them to find the color what they like.

1.5 Definition of Key Terms

This part clarifies the key terms used in this research. The words of *compound word, color, meaning, and Wardah* are described as follows:

Compound word is the combination of two words to form a new word (Ingo, 2002: 170). It means that compound words are formed when two or more words are put together to form a new word with a new meaning. Compound words in this research refer to the color name of *Wardah's* lipstick.

Color is the appearance that things have that results from the way in which they reflect light (Oxford, 2010: 280). It is also a phenomenon of light or visual perception that enables one to differentiate otherwise identical objects (Webster, 2010: 250). Color in this research refers to *Wardah's* lipstick colors.

Meaning is what words mean, or what they represent, or how they relate to the reality (Wardhaugh, 1977: 158). It is the thing or idea that a sound, word, sign, etc. represent (Oxford, 2010: 920). Meaning in this research refers to the meanings of each compound word in the color name of *Wardah's* lipstick colors.

Wardah is an Indonesian brand with amount of success in promoting their product as halal makeup brand. *Wardah* product are widely known by Indonesian women as halal and safe cosmetics. *Wardah* with the tagline "*Inspiring Beauty*" has three main concept in the beautiful value, they are *earth, love, and life*.