

CHAPTER I

INTRODUCTION

This chapter is introduction that explains background of study, research question, research objective, research significance, clarification of key terms.

1.1 Background of Study

Linguistic phenomenon is something that is interesting to discuss with the development of language. It follows human behavior who uses language in their every activities. *Linguistics is the study of all aspects in human life: how is such a knowledge system structured, acquired, the production and comprehension of messages*, (Chaer, 2007). Linguists consequently are concerned with a number of particular questions about the nature of language. Language results message from someone to another. It conveys several meaning, it can be giving or getting an information, as for science that studies the means is semantics. In this relation to this, Bagha (2011:2) states that :

“Semantics is the study of meaning in language. We know that language is used to express meanings which can be understood by others. But meanings exist in our minds and we can express what is in our minds through the spoken and written forms of language (as well as through gestures, action etc)”.

The sound patterns of language are studied at the level of phonology and the organization of words and sentences is studied at the level of morphology and syntax. These are in turn organized in such a way that we can convey meaningful messages or receive and understand messages. Message carries meaning. A to identify meaning of something there should be a way to find it, such as by giving questionnaire to some respondents. In line with that, in naming products some producers usually use the combination of some words to make the products more interesting, and to get a unique meaning. They choose several words to make consumer do not get what the products shape explicitly. This phenomenon is discussed in one of linguistic branches, named semantics or science which discusses the meaning of words. It is commonly known as semantic transparency and opacity. Semantic transparency is the degree to which the meaning of a compound word or an idiom can be inferred from its parts (or morphemes) and the other hand, a word that is not semantically transparent is said to be opaque. (Cruse, 1986)

Transparency and opacity are determining the meaning of something. It occurs in many product naming. One of them is the naming of fast food products. One of the fast food restaurant which is very famous in the world is Mc Donalds. What makes the product names interesting is because, occasionally, the names of the product are the combination of some words which is not easily understood by their name, for example, *Chicken*

Snack Wrap is a kind of sandwich wrapped in oval shape containing chicken breast while from its names the combination of the words will show that product is a kind of *Kebab*. However, there are also some other products which can be clearly recognized from the combination of its words, for example, *Triple Burger with Cheese*. This name can be easily known that the product is a kind of burger with three slices of beef with cheese added.

From the varieties of those product namings, the writer is interested to find the clear of product namings, through semantic transparency and opacity by means of questionnaire concluding that most of them do not recognized those products. This paper also determining meaning which resulted from transparent meaning of product according to respondent opinion. The writer proves this semantic transparency and opacity with questionnaire list were distributed to six semester grade of English Department who interesting with semantic (science of meaning) and like to consum a Mc Donalds product's names. At least writer have 40 name of product which can analysis with reference theory.

The idea of this research somehow comes from Sherko (2015) as basic reference which tells to identify linguistic transparency and opacity in compounds. Linguistic transparency and opacity analyses the degree to which the meaning of a compound word or idiom can be inferred from its parts. Thus, results the detailed analysis of the word classifies linguistic transparency or opacity as follows: two transparent constituents,

transparent-opaque constituent, opaque transparent constituent, two opaque constituents. Another research is a graduating paper by Sulastri (2011) which is resulted is word formation of menu list in Pizza Hut is divided into 7 categories such as blending, borrowing, derivational, inflectional, clipping, compounding and conversion as well as the analysis of semantic aspect of these word formation.

This research has similar topic with those above in semantic part and similar object on fast food products. Specifically, this research studies the meaning of Mc Donalds product's names and the way the word formation of the menus makes the respondents easy to identify the meaning. In line with that, there are many kinds of menu which are more innovative and varied, such as : Egg & Chesee Muffin, Sausage Wrap, Fish & Fries, Fish Fillet Burger, Triple Burger with Cheese and so on. That words can found in brocure, television, magazine, restaurant and so on. Those words are formed by many processes and are interested to analyze by determining the meaning of those product with semantic transparency and opacity. Thus, this research is conducted under the title "Semantic Transparency and Opacity of Mc Donalds Product's Names".

1.2 Research Question

The question for this research are :

1. What are the meaning of Mc Donalds product's names based on respondent's opinion?
2. How is the semantic transparency and opacity degree of Mc Donalds product's names?

1.3 Research Objectives

The objectives of the research are :

1. To explain what the meaning of Mc Donalds product's names based on respondent's opinion.
2. To analyze the semantic transparency and opacity degree of Mc Donalds product's names.

1.4 Research Significance

The significance of the research is expected to contribute especially in semantics. This research also expected as an additional references for those, student, researcher, or who have the same interest in semantic analysis, especially semantic transparency and opacity. First, theoretically this paper used for student who interest in Semantic process, such as lexical semantic and transparency and opacity that references to next research or academic paper. Second, practically, this paper used for everyone who attractive with

fast food product which use unique and antique product that able to know what is meaning exactly.

1.5 Definition of Key Terms

This part explains the key terms used in this paper:

1. Semantics

Semantics is the study of meaning in language. Although it can be conceived as concerned with meaning in general, it is often confined to those aspects which are relatively stable and context-free, in contrast to pragmatics, which is concerned with meaning variation with context. Semantics is sometimes described as concerned with the relation of linguistic forms to states of the world; more sensibly, it may be seen as concerned with the relation of linguistic forms to non-linguistic concepts and mental representations, as well as with relationship, of meaning between linguistic forms, such as synonymy, antonymy and hyponymy.

2. Lexical Semantics

Lexical Semantics is about the meaning of words. Although obviously a central concern of linguistics, the semantic behaviour of words has been unduly neglected in the current literature, which has tended to emphasize sentential semantics and its relation to formal systems of logic. (Cruse, 1986)

3. Meaning

An attempt to explicate the knowledge of any speaker of a language which allows that speaker to communicate facts, feelings, intentions and products of the imagination to other speakers and to understand what they communicate to him or her. (Kreidler, 1998).

4. Semantic Transparency and Opacity

Transparency as defined by Cruse (1986: 39) is the end – point of a continuum of degrees of opacity. Cruse has located the decisive break in semantic character between “fully transparent” and “to some degree opaque” rather than between “completely opaque” and “not completely opaque”, as this groups together more satisfactorily elements with significantly similar properties. Thus, semantic transparency is the degree to which the meaning of a compound word or an idiom can be inferred from its parts (or morphemes) and the other hand, a word that is not semantically transparent is said to be opaque. Opaque is referred from opacity.