

# CHAPTER I

## INTRODUCTION

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

### 1.1 Background of study

Human has been given instincts that need each other and cannot live alone because they are social creature. One of the ways to complete the needs is to communicate through language in order to understand and make a relation to each other. All features about language are studied in linguistics. Linguistics has four main branches of study. They are phonology, morphology, syntax, semantics and pragmatic. Phonology the study about the rules, pattern and speech sound, morphology about word structure, syntax about sentence structure and semantics and pragmatic about meaning. The researcher is going to address more about morphology and this present study focuses on the category and type of compound word in the English store's name.

People has the creativity to make the new word from the word has been existed before. New word is studied in morphology. According to Booij (2007: 4), "Morphology is a subdiscipline of linguistics that deals with such patterns". Therefore, morphology deals with the internal constituent structure of words as well. A word itself has a meaning, but word can be grammatically simple and complex. Complex word is word that has internal structure that can be divided

into smaller part, while the simple word is the smallest word only consisting of one single morpheme that has a meaning. English language that use for naming the store would be analyzed in this research.

In morphology, process of combining two words that have been existed before becoming a new word and meaning itself is called compound. Compounding is the process of putting words together to build a new one that does not denote two things, but one and that is pronounced as one unit (Wisniewski: 2007). It consists of combining words having their own lexical meaning (having a substantial meaning of their own) to produce a new unit that functions as a single word. Crabtree and Power (1985) state “compounding is a process which forms new words not from bound affixed but from two independent words”. The words, which are the parts of the compound, can be free morphemes, bound morpheme, words derived by affixation. According to Booij (2007: 95), compounding is the most frequently used way of making new lexemes. It consists of the combination of two words, in which one word modifies the meaning of the other, the head. Its defining property is that it consists of combination of lexemes into larger words.

Booij (2007:49) says that morphology does not only deal with the analysis of existing words into their constituent pieces. The language user is able to make new words or forms of words, and it is this form of creativity that is the focus of morphology. Culture is a system created by human himself, done continuously then became ingrained and one of the elements is language. So that language and

culture cannot be separated. It means that language can develop same with word or sentence formation process along with development that happens in people.

In the midst of business competition between one store and other in a mall, entrepreneurs do various ways to make their business sell and attract buyers. One of the ways is to give the unique name that follows the time. To reach the target market, a store needs a creative advertisement through the use of name with English compound word as part of language which gives information about the product or their store description.

Studying compound words that used in stores naming is varying and very interesting because, in this globalization era, people always need to go to shopping center to fulfill their needs like buying clothes, food, daily needs or just having fun like going to karaoke or watching movie. Many stores in shopping center used English language for naming their stores. Name is the most important to introduce their store. So, in this paper, the researcher will analyze whether the name of the store can be used to introduce their stores to people based on the owner's reasons and also the types and forms of compound words constructed in stores name. All of the data would be taken from Bandung Indah Plaza Mall.

There are some previous studies to supporting this research. The first study was conducted by Dewi (2013) with the title *"The Analysis Of Compound Words In Banking Terms: Types, Word Formation And Interpretation"*. She has analyzed about 25 compound words of banking terms which are investigated in some banks. She uses the theory of compounding. The result from her research are the

endocentric compound was dominant as types of compound. Also word formation of compound, noun-noun was dominant in banking terms.

The second study came from Nurlina (2010) with the title "*Word Formation And Meaning Of Compound English Terms In "Pikiran Rakyat" Newspaper Edition Of June 2010*". She found sixty four data of compound English terms in "Pikiran Rakyat" newspaper then divided into 9 categories based on its word classes. Her theory supported by Katamba's Morphology. For the meaning, she found of compound meaning, endocentric and exocentric compound.

The third study was conducted by Muamar (2011) with the title "*Analysis of Compound Word On English Business Place Name*". From 42 English business place names, there are 36 n+n compound, 5 adj+adj compound and 1 adjectival compound which affected some of viewers in interpreting the business place name. He uses the theory about word formation and compounding. Then each word of member in compound word has the crucial part to determine the interpretation the viewers of the name.

Although this research is similar to previous research, especially about types and forms of compound words, there are two things that are significantly different from the previous research, which is first about the types of meaning. Second about the staff's reasons that are not examined by them. Bandung Indah Plaza is the oldest mall in Bandung, established in 1989, located in JL. Merdeka No. 56, not being less costumer and inactive but the building is now getting better and many new stores that fill the mall is a proof of its existence. Those previous

studies were contribute to this research, there are some theory of morphology, compound and the way they are analyzing the data.

## **1.2 Statement of Problem**

Humans needs to communicate through language in order to understand and make a relation to each other. One of language is English which is an international language that is often used in everyday life. The language user is able to make and combine new words or forms of words, and this form of creativity that is the focus of morphology. In morphology, process of combining two words that have been existed before becoming a new word and meaning itself is called compound.

In the midst of business competition between one store and other in a mall, entrepreneurs do various ways to make their business sell and attract buyers. To reach the target market, a store needs a creative advertisement through the use of name with English compound word as part of language which gives information about the product or their store description. In accordance with the problem, the research questions can be formulated as follows:

1. What are the category of compound words constructed in naming the stores in Bandung Indah Plaza Mall?
2. What are the types of compound words constructed in naming the stores in Bandung Indah Plaza Mall?
3. What are the reasons for compound words constructed in naming the stores in Bandung Indah Plaza Mall?

### **1.3. Research Objective**

Based on the statement of problem above, here are the formulations of the research objective:

1. To identify the category of compound words constructed in naming the stores in Bandung Indah Plaza.
2. To find out the types of compound words those constructed in the stores in Bandung Indah Plaza.
3. To analyse the reasons of compound words constructed in naming the stores in Bandung Indah Plaza.

### **1.4. Research Significance**

#### **1. Theoretical Significance**

Theoretically, this research is expected to enrich the knowledge of English compound words which used in naming the stores at Bandung Indah Plaza and also there is lexical meaning in stores naming in English Compound Words.

#### **2. Practical Significance**

Practical significance in this research expects that the reader get more understanding about the compound word English, and also its meaning of sentence. The researcher also expects that the reader can understand about the use of English in stores naming and hope this research is useful for students who want to conduct similar research. Academically, this study gives contribution for the student UIN Bandung, especially at English department. This research will be alternative reference for those who interested to analyze the use of English in naming stores.

## **1.5 Definition of Key Terms**

This part tries to propose a few about clarification of the key terms as the delineation of theory in the whole of research, as follows:

1. The word morphology used in this study refers to Booij (2007:4) says that morphology is the subdiscipline of linguistics that deals with such patterns.
2. The word morpheme used in this study refers to Booij (2007:8) says that morpheme is the morphological building blocks of words, are defined as the minimal linguistic units with a lexical or a grammatical meaning.
3. The term words used in this study explains about basic units of syntactic organisation (the building bricks out of which phrases and sentences are composed) do not coincide exactly with words as items listed in dictionaries. (Andrew, 2002:114).
4. The term compound used in this study refers to Booij (2007:75) says that compounding consists of the combination of two words, in which one word modifies the meaning of the other, the head.

## **1.6 Organization of Paper**

This paper provides into five chapters. As follows:

Chapter I Introduction discusses the logical reasons for conducting the research. From the reason idea, the research problem are raised to be then the answer to the problems give much contribution theoretically and practically. The chapter consists of the background of research, research question, research objective, significant of research, key of terms, and organization of paper.

Chapter II Theoretical Foundation consists of, first theory of morphology included definition of morphemes and word. Second, English compound word included category of compound, types of meanings of compound and the reasons of compound word.

Chapter III Methodology of Research focuses on the method to deal the research till deliver the relevant result and agree with questions problem. So, methodology of research consist of research design, types and resources of data, technique of collecting data, and technique of analyzing data.

Chapter IV Analysis of Data focuses on all analysis of data and determines the result of research. It consist of presentation analysis of data included analysis the category and types of compound words in English name stores. Then finding the meanings and reasons that constructed in English name stores.

Chapter V Conclusion and Suggestion consists of two parts, they are conclusion and suggestion. First, conclusion deals about the researcher's analysis the data and finds the result of the research. Second, the researcher gives suggestions as reference to the next research. Then, the researcher hopes that this research can give many distributions for the people who read this mini thesis.