

## ABSTRACT

Muhammad Zaki (206500078): *The Usage of English Borrowing Word on “Politik” and “Media” rubrics in Kompasiana*

The globalization has a great contribution to intensify the contact between Indonesian language and English. Many English terms had already been taken in mass media, in this matter especially by the writer of *Kompasiana*. The data of this research were the sentences containing the English borrowing words in *Kompasiana* published on March 2010 until April 2011 especially in *Politik* and *Media* rubrics. There were three main problems, which were formulated in this research: (1) what are types of English borrowing words in *Politik* and *Media* rubrics? (2) What are the reasons of using English borrowing words according to writers? (3) What are the advantages of English borrowing words according to the reader?

The researcher used Haugen's theory in analyzing the forms of English borrowing words into Indonesian which were accumulated into five main points. They were definition of borrowing; types of borrowing which consists of loan word, loan blends and loan shifts; reason for borrowing; *Kompasiana* which consists of internet and mass media online; and syntactic rules of EYD. In collecting the data, the researcher used documentation method. The researcher used descriptive method to describe and analyzed the English borrowing words.

The result of this research paper showed that: (1) There were two forms of English borrowing words in *Kompasiana* especially in *Politik* and *Media* rubrics: loan word and loan shift. Loan word consists of two categories; pure loan word and modified loan word. There were 35 (26.12 %) data that could be classified as pure loan word, which consists of a) the spelling, the pronunciation, and the maintained meaning and b) the data included the pronunciation was changed but the spelling and the meaning were maintained. There were 98 (73.13%) data that could be classified as modified loan word. They consist of data including the spelling and the pronunciation were changed but the meaning was maintained and data included the spelling was changed but the pronunciation and the meaning were maintained. Loan shift only consists of 1 data. (2) The reason of using English borrowing words could be classified as follow: (a) More popular, (b) fill lexical gap (c) More prestigious (d) Receptivity of recipient language (e) Giving sufficient meaning.

The advantage of English borrowing word was aimed to give contribution or educational field that help the readers. Commonly, it solved the difficulties in reading comprehension and gave the new vocabulary.