CHAPTER I

INTRODUCTION

1.1 Background of Problem

A human being is a social creature who cannot live alone without others. In the process of that interaction, therefore human-beings need language as the media that they can use to communicate each others. As defined by Wardhaugh in Alwasilah said language is a system of arbitrary vocal symbols used for human communication.[1]

Language is a tool for communication used to deliver and transmit someone's idea or thought to influence people's mind. They can communicate among others to express their feeling, expectation, disappointment, and appointment through language. Unfortunately, even language gives human a tool to convey people's feeling and ideas, it can lead them to a new conflict while they cannot control the language used in a particular society. One of them is language change.

Every language in the world will experience a change, that phenomenon is natural and general, as long as human used it as a tool for communication. It is in line to Fasold and Linton's statement that said language change happened because they are used by human beings not machines. Human beings share common

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[1] A. Chaedar Alwasilah, *Linguistik Suatu Pengantar* (Bandung: Angkasa, 1993), p. 82.

physicological and cognitive characteristic, but members of speech community differ slightly in their knowledge and use of their shared language.[2]

Language changed for variety reason. The most great scale reason come from the social context of human's life. History records many examples of language change fueled by invasions, colonization and migration. Even without these kinds of influences, a language can change dramatically if enough users alter the way they speak it. Related to the statement above Kvetko also said that a language is susceptible to change throughout its history, as words are transferred from one language to another.[3]

Having clearly with the explanation above, it is shown that language will always change during the development of human's life too and continues to change as long as it is spoken. Language change with time and with the development of social human's behaviors. Today, in the presence of globalization, it has great influence to the language change as well.

Globalization is defined as a process of being interdependence and interconnected among countries in the world. Process of globalization originally occurs through free trade and advancement of information technology, traveling around the world, infestation and many things related to the interact process especially the revolution of media.

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[2] Ralph W. Fasold,Jeff Connor-Linton, *An introduction to language and linguistics* (Washington DC: Georgetown University, 2006), p. 277.

[3] Pavol Kvetko, *English Lexicology: in Theory and Practice* (Trnava: Univerzita sv. Cyrila a Metoda, 2005), p. 53.

With a high level of interaction among countries in the world, it will cause cultural exchanges with each other. The entry of new concepts from globalization will lead people to give a new idea, arts and customs style and affected a way of life that called as a culture. Brown (2000:176) said that culture is a way of life. It is the context within which we exist, think, feel, and relate to others.

In addition to influence the culture, the globalization also has important influence in language change. The existence of various languages in the world has made it possible for them to interact and contact each other. Newspaper, magazines, movie, radio, social site, are the media for those language or contact. When Indonesian people listen to the English songs or read an English article, both English and Indonesian language are contacting each other. According to Jendra, language contact is a social circumstance where two or more languages, element of different languages, or varieties within a language, used simultaneously or mixed one over the others.[4]

Contact between people living as different communities have been progressing more rapidly since the globalization. In recent days, a growing interdependence through technology is bringing people together. People are better able to communication with, understand, and learn from each other using technology as a standard context. This circumstance has important role to intensifying the language contact.

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[4] Made I.I Jendra, SOCIOLINGUISTICS (Bali: Graha Ilmu, 2010), p. 67.

Process of language contact can be divided into two ways, namely direct and distant. Jendra[5] also said that direct contacts happen because the speakers of the languages meet in person, mostly through traveling activities or exploration. Distant contacts on the other hand, refer to contacts that happen through mass media (papers, magazines, TV, internet).

The spread of the technology in the globalization, especially the computer and the internet, have also caused borrow the word to another. When two languages come into contact, one or both of them may change. When multiple languages come into contact, the result may be an entirely new language. It is occurred transfer or removal of one element language into another language.

Usually, the greatest influence comes from language that dominated the world. In this case English language refers to the dominant language that used in global era. Crystal in his book said that English is now the dominant language or official language in over 60 countries and is represented in every continent.[6] English as a foreign language, which is recognized as an international language, takes an important role in influencing many languages by contributing its words into the vocabularies, and of course Indonesia is one of those countries. One of consequence of language contact is borrowing.

Borrowing language usually happens when the recipient language need new words to give a name for the unfamiliar thing, as a result of a proliferation modern technological concept of products and science that introduced by the domain country. It is in line to Katamba statement that said borrowing take places

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[5] Made I.I Jendra, SOCIOLINGUISTICS (Bali: Graha Ilmu, 2010), p. 67.

[6] David Crystal, *the Cambridge Encyclopedia of the English Language* (Cambridge: Cambridge University Press, 1997), p. 106.

because a word is needed to give a name to unfamiliar thing, animal and cultural phenomenon.[7] Even Katamba also states that borrowing is to provide a word that meets a need for a word where no suitable one exists.[8]

Nowadays, the use of borrowing word can be found in mass media, especially the English. For example *Delay* Pesawat Dibalas *Delay*, *Strategi* Pak SBY Dalam Mengubur Kasus, *Insiden* Pendaratan Darurat Dagestan *Airline*s. Based on the examples above there is a tendency of the writers to use English borrowing words in their writings rather than to use Indonesia, because there are some of English borrowing words that have the same meaning in Indonesian vocabularies. For example word *Delay* means *Penundaan*, Strategi means *Siasat*, Insiden means *kejadian*.

The entry of English borrowing words may be due to the difficulty of finding an equivalent meaning in Indonesian language or maybe the writer is more concerned to present the interesting writing by using the rule of journalistic or mass media language. The language that used in the mass media should be more easily to understand by the reader, to avoid the different interpretations that can lead and build public opinion, erroneously. Badudu said that the Journalistic language is a kind of languages that have distinctive characteristics, such a short, dense, simple, smooth, attractive and clear.[9] Related to Badudu's opinion, Chaer also defined that *bahasa jurnalistik harus sesuai dengan prinsip ringkas, padat, sederhana, jelas, lugas, dan menarik*. (Journalistic language must be in

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[7] Frances Katamba, English Words (USA and Canada: Routledge, 2005), p. 135.

[8] Frances Katamba, English Words (USA and Canada: Routledge, 2005), p. 136.

[9] Badudu, JS, *Cakrawala Bahasa Indonesia* (Jakarta: Gramedia, 1988), p. 138.

accordance to the principle of compact, solid, simple, clear, concise, and interesting).[10]

Relying to the background above, the researcher intends to analyze the usage of English borrowing words in *Kompasiana.*

1.2 Statement of problem

Knowing that the problems are the most important of the research, the researcher decides some problems that will be discussed in this paper below:

1. What are the types of English borrowing words are in *Kompasiana*?

2. What are the reasons of using English borrowing words according to writers?

3. What are the advantages of English borrowing words in the writing in *Kompasiana* according to the reader?

1.3 The Purpose and Significance of the Research

1. The purposes of this study are:

   a. To find kinds of English borrowing words used in *Kompasiana*.

   b. To know the reasons of using borrowing words in *Kompasiana.*

   b. To know the advantage of English borrowing words in the writing for the reader

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[10] Abdul Chaer, *Bahasa Jurnalistik* (Jakarta: Rineka Cipta, 2010), p. 49.

2. The significances of this study are:

    a. To improve our knowledge or insight of how to use borrowing language in some contexts.

    b. To know the role of borrowing word in writing.

    c. This research is expected to be a helpful source in comprehending borrowing word in mass media.

1.4   Conceptual framework

It is clearly shown that the existence of foreign words especially English has enriched the Indonesia vocabularies. It is need to fulfill the lexicon as the result of new concept that introduced by the dominated country in global era, it is commonly known that America is one of them. That is why Indonesian language as the recipient language has a desire to borrow the English words to give a name which there is no comparison in the Indonesia words for example the words *komputer, printer, monitor, handphone* and etc. Katamba said that borrowing normally take places because a word is needed to give a name to unfamiliar thing, animal and cultural phenomenon.[11] The words computer, printer, monitor and hand phone are borrowed into Indonesian utterances from English. All the word could have been borrowed for the adoption of technology that followed with the introduction of the name.

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[11] Frances Katamba, English Words (USA and Canada: Routledge, 2005), p. 135.

Besides, the presence of English borrowing words has important role to enrich Indonesian vocabularies, it is also caused slightly deviates from the rules of Indonesian language because there are some borrowing words that have the equivalent words in Indonesian language. For example the word *hand phone*, *scanner, tissue*, *snack*, *cream bath* and etc. The example words above that are borrowed into Indonesian language belong to this type as the Indonesian people may actually use *telepon genggam*, *pemindai*, *selampai*, *kudapan*, *langir krim* to refer to the meanings expressed by the English words.

This research is encouraged by a fact that the development of English has rapidly grown through many kinds of presentation writing that using English borrowing words. Especially in a mass media, the writers always try to find the precise word to give a sufficiency meaning in some information that convey to the reader. When the writers write for the mass media, they have to use the correct language to make the reader more easily to understand what the writers want to inform. For example the words *delegasi, konferensi, delay, strategi, tips*. Those words have a distinctive meaning rather than the synonym in Indonesia such *utusan, pertemuan, penundaan, siasat, cara*.

In this research, the researcher discusses the borrowing word based on some aspects (The study of borrowing including types, reason of borrowing and analyzing the change by using the Indonesia EYD rules) and identifies the types of selected word and their meanings in Indonesia. At this stage, the researcher gets the data from the Indonesia article posted in *Kompasiana*.
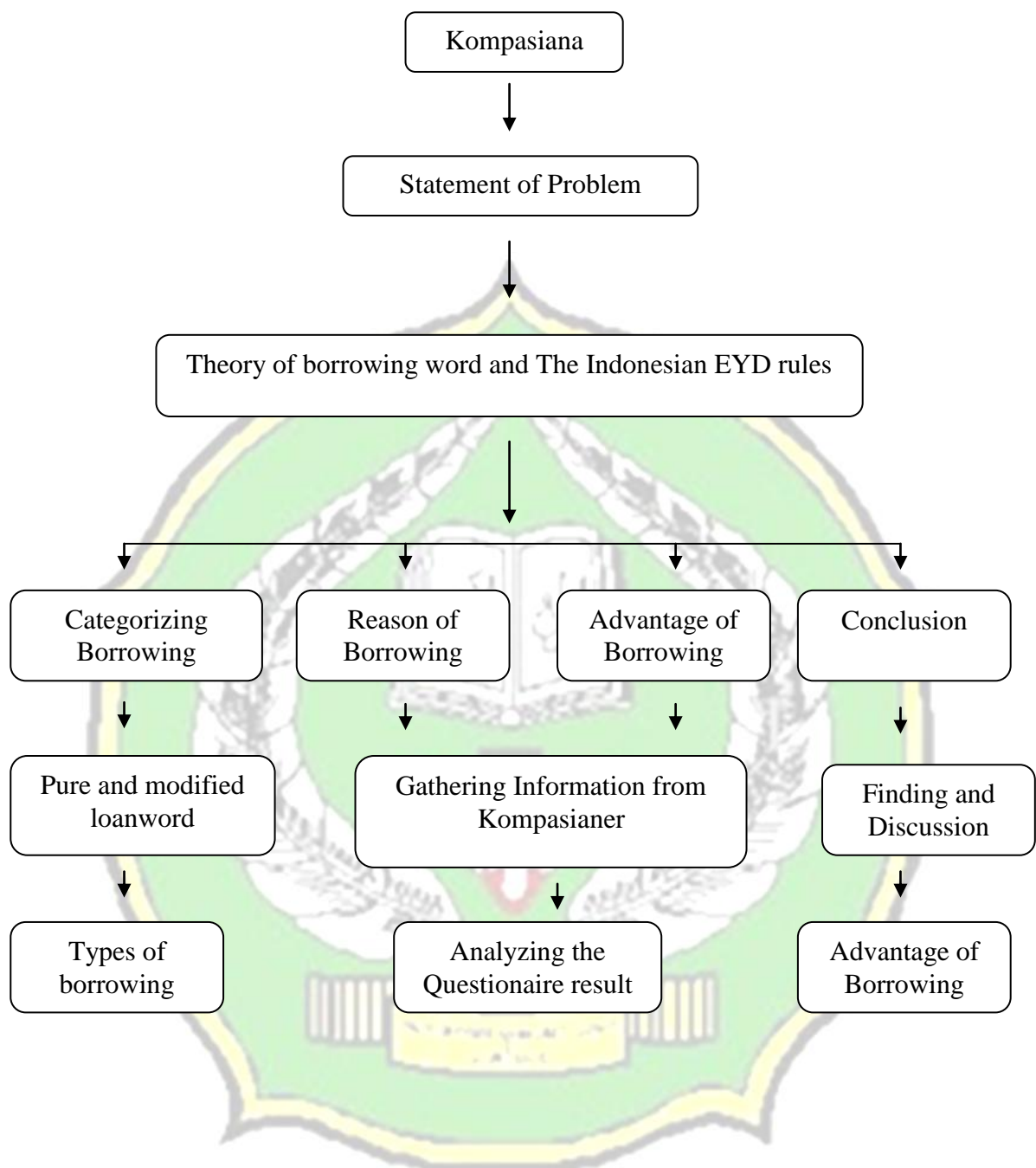
For categorizing the selected word, the researcher relies on Haugen's theory in Katamba. He defined borrowing word into two types: Loanword and Loan shift. After that the selected word would be analysis based on the Indonesia EYD rules. In analyzing the reason of borrowing, the researcher relies on reason of borrowing. Katamba[12] derived several reason of borrowing in his book, *English word* as state below:

- Identity. Language is much more than simply communications; it is also a badge that we wear to assert our identity.

- Code switching. They may produce sentences which are partly in English and partly in other language.

- Prestige. People have always liked showing off. By using fashionable word from fashionable culture one shows that one is with it.

- Another obvious reason to provide words that meets a need for a word where no suitable English one exists.

- The need for a word arises following contact with another culture; people could just make one up. But in most cases they do not. It is relatively rare for speakers to create completely new words. When a suitable word exists in another language, the easiest thing in the world to do is to adopt that word rather than to make up an original one from nothing.

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[12] Frances Katamba, English Words (USA and Canada: Routledge, 2005), p. 134-136.

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          │ Theory of borrowing word and The Indonesian EYD rules │
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| Categorizing Borrowing | Reason of Borrowing | Advantage of Borrowing | Conclusion |

| Pure and modified loanword | Gathering Information from Kompasianer | | Finding and Discussion |

| Types of borrowing | Analyzing the Questionaire result | | Advantage of Borrowing |

1.5 Organization of writing

The writing of this research is organized into five chapters.

The first chapter: *Introduction.* This chapter consists of background of problem, statement of problem, purposes and

significances of the research, conceptual framework, and organization of writing.

The second chapters: Literature Review of Borrowing and *Kompasiana.* This chapter consists of definition of Borrowing, reasons for borrowing, types of borrowing, and the history of *Kompasiana* the last is the Indonesia syntactic rules.

The third chapters: Methodology of research, which consists of some steps of doing the research. This includes method of research, data, sources of data, technique of collecting data, population and sample and technique of analyzing data.

The four chapters: Analysis of finding and discussion. This chapter includes: Categorized the English borrowing word found in *Kompasiana,* the reasons using English borrowing words and the advantage of English borrowing words.

The five chapters: Conclusion and suggestion.