ABSTRACT

Nunung Nurjanah (205102504): Morphological Process of Product Brand Formation

The research describes the morphological process on product brand formation. The main reason of this research is to analyze the formation used in product brand. It focused on the word formation. The problems on this research are then formulated into two questions; (1) what are morphological process in forming product brand? and (2) How is the pattern of English word formation used on product brand?

This research employs descriptive qualitative method that the researcher categorizes, describes, and analyzes the data systematically, factually, accurately, in order to able to answer the research questions proposed. The researcher uses the theory of *morphological process* from O'Grady (1997), *word formation* from Ingo (2002), and *parts of speech from* Frank (1972).

To solve the problem presented in the research questions. The data used in this research are taken from the private television. There are five private televisions based on the result of survey done by NMR (Nielsen Media Research) from 3 of September – 30 of November 2009, those are RCTI, SCTV, ANTV, Trans TV, and Indosiar.

The researcher limited the problem to analyze the part of speech, which contains nouns, verbs, and adjectives. The researcher also limited the problem to analyze the word formation, which contains blending, compounding, clipping and acronym. In this research, the researcher used morphological process aspect as analyzes morpheme, word formation, and semantic aspect analyzes of part of speech and meaning.

The result of the research shows that the word formations found in the data are, blending, compounding, clipping, and acronym. The pattern of blending is AB+CD=AD, but there is an exception, where the blend has structure AC instead of AD, and it is only 4 or 6% of all blends. There are three types of compounding; endocentric, exocentric and copulative, and two types of clipping: apocope and syncope. The majority type of product brand is descriptive.