

# CHAPTER I

## INTRODUCTION

This chapter provides the background of problem, the statement of problem, purposes and significances of research, frame of thinking, clarification of key terms, and organization of this paper.

### 1.1 Background of Problem

Human being is a social creature which cannot live without others. Human being always wishes to have interaction with others. Hence, human uses a tool that called as language. According to Finochiaro in Alwasilah (1990:75), [l]anguage is a system of arbitrary vocal symbols, which permits all people in a given culture or other people who have learned the system of that culture, to communicate or to interact. People who use the same system can be easily exchanged the thought, feeling and or other information. People cannot share those things, if they do not use a language as a tool of communication.

Generally, language is not only used as a means of communication but also used for certain purposes such as business, law, advertising, and other things that have a relation to language as a means of communication. For example, in advertising there is a product brand named by producer which is adjusted to the product itself.

According to Naomi (2000:453), brand itself is a name or trademark connected with a product or producer, and brands have become increasingly

important components of culture and the economy, now being described as "cultural accessories and personal philosophies".

In a product, the producer actually gives a name to his products. This can be called as brand name. A brand name is quite often used interchangeably within "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. In giving the name of some product, the brands name will fall into one of three spectrums of use: Descriptive, Associative or Freestanding<sup>1</sup>.

This research analyzes the product brands shown in television advertisements as a competitive market for the advertisement agencies who try to get an attention (Lewis, 1993:104). Language in advertising world has an important role. It can be showed by the use of language in a form of word, phrase, clause or sentence as a product trademark in company. In advertising, a producer is demanded to have a language skill, especially in arranging words of sentences (Burnett, 1997:278). A producer is one of the elements who promote products, to interest customer attention.

In giving the name of some product, there is a process to make the word or name that product to be familiar or easy listening or remembering, that process is morphological process. In line with this, Samsuri (1994:190) stated that

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<sup>1</sup> Published in <http://www.trendmatter.com/2007/05/24/no-brand-brand>

*morphological process is the way of words formation with connection between morpheme and another.*

Based on O'grady's theory (1997: 119-120), the morphological processes are compounding and derivation, blend and acronym, root creation and symbolic. **Compounding** is the combination of lexical categories (nouns, adjectives, verbs, or preposition) to create a large word, for example; *greenhouse, blackboard, spoon-feed* and so on. **Derivation** forms a word with a meaning and or category distinct from that of its base through the addition of an affix. (Ingo, 2002:165)

**Blend** is the process of combining two separate forms to produce single new term, for example *gasohol, smog, aerobicise, infomercial* and so on, whereas **acronym** is formed by taking the initial letters of some or all of the words in a phrase or title and reading them as the word, for instance, *NATO* (North Atlantic Treaty Organization), *UNICEF* (United Nations International Children's Emergency Fund), and so on.

The next process is more difficult to formulate. These are the rules in creating new roots, completely new words that did not exist before someone, consciously or unconsciously, made them up. Included are root **creations**, and **symbolic** words, (William: 1975: 119-120). In this research the researcher based the study on Ingo's theory (2002) *word formation in English* to find the rule of blending.

Based on the theory above, the researcher uses the theory to know how the morphological processes in naming product of trademark, and how the pattern of English word formation in that brand product. The researcher takes the data from

the television. There are big 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, TransTV, ANTV & Indosiar<sup>2</sup>. The researcher is more interested in knowing deeply about the way of morphological process of forming words, used in naming product trademark.

Based on the background above, the researcher intends to analyze the kinds of morphological process of product brand formation, and find out the pattern of English word formation in product brand. Finally, for that reason, the researcher proposes to make the research about the word formations on the product trademark. Hence, the researcher chooses the title: **“Morphological Processes of Product Brand Formations”**

## **1.2 Statements of Problem**

The problems in this research are morphological formations of product brand. Based on the background of problem above, the research questions are addressed as follows:

- 1) What are the morphological processes in forming product brands?
- 2) How is the pattern of English word formation used on product brand?

## **1.3 Purpose and Significance of Research**

This study has several goals that must be achieved, the purposes and the significance are related to the morphological process, and the pattern of word formation. Hence, the goals of study are:

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<sup>2</sup> Published in [http://www.republika.co.id/Koran\\_detail](http://www.republika.co.id/Koran_detail)

### **1.3.1 The purposes of research**

1. To find out the morphological processes of forming words on the product brand.
2. To find out the pattern of English word formation used on product brand

### **1.3.2 The significance of research**

In doing this research, the researcher hopes that the readers get additional knowledge about the morphological process of product brand formation. The researcher also expects that through this research, the readers know the morphological processes on product brand.

## **1.4 Frame of Thinking**

A study of language in writing forms becomes linguistic phenomenon, for instance, the people engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. Naomi, (2000:130) for that, the producer is looking for the product's names in order to be easily remembered and understood by people.

According to Finochiaro, language is a system of arbitrary vocal symbols which permits all of people in a given culture, on the people who have learned the system of that culture to communicate or interact (Alwasilah, 1994:23). The function and the use of language information world undergo development today.

Particularly, language is as a special type social existence, so that we can communicate with the people that are close to us.

According to Kridalaksana (2001:98), the words as a unit of language can be stood on itself consisting of singular federation of morpheme as a language component. The word has a process of formation. One of morphology studies in word formation process explains how the word is formed. As said by Ingo (2002:138) that the ways of word formation process consist of language coinage, compounding, blending, clipping, derivation, borrowing, and the other formations.

In this research, the researcher discusses the ways of word formation based on the theory of Ingo (2002) and the researcher identifies the word formation, and find out the pattern of English word formation, which uses on product brands.

### **1.5 Clarification of Key Terms**

To avoid misunderstanding on terms used in this paper, the researcher clarifies some terms that used. The terms used in this paper are probably uncommon. The term that need to clarified are;

1. Morphology: The study of morphemes and their combination of words  
(Wardhaugh, 1972:246)
2. Process: Series of actions carried out in order to do or achieve something  
(Oxford Learner's dictionary)
3. Morphological Process: The way of word formation in connection between morpheme and another (Samsuri, 1994:190)
4. Word: Written or spoken unit of language (Oxford Learner's dictionary)

5. Formation: Arranging or shaping of something (Oxford Learner's dictionary)
6. Word formation: A branch of language science which studies a pattern of a form (Marchand, 1992:2)
7. Brand: a name, term, sign, symbol, or design, or a combination of them intended to identify the goods (Keller, 2003:3)

## **1.6 Organization of Writing**

The writing of this research is organized into five chapters, as follows:

The first chapter is introduction. This chapter consists of background of problem, statement of problem, purpose and significance of research, frame of thinking, and organization of writing. The second chapter is Theoretical Foundations. This chapter consists of definition of language, part of speech, definition of morphology, definition of morpheme, word formation, morphological process, definition of brand and types of brand.

The third chapter is Methodology of Research, which are the way of researching the material the researcher choose. The fourth chapter is Analysis of Data. This chapter includes: kinds of morphological processes, and word formation. The last chapter offers conclusion and suggestion.