

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Morphology is a field of linguistics focussed on the study of the forms and formation of words in a languages (Verhaar, 1997 : 246). Based on the statements above, it can be inferred that morphology is the study about from of basic elements which used in language. It can be also said that morphology is the study about internal structure of word and of the rules by which word are formed. In the process morphology, there are some interesting words in English which lead the researcher to conduct this researcher.

Phenomena abbreviations that occur in human life today are very interesting to observe. This phenomenon cannot be separated from the role of language. One reason is the delivery of informstion processes that run so fast and smoothly. In this modern age, we can get all types of information easily through various type of media. The information is in the form of new words modified by the shortening process of a word called abbreviations. Abbreviations that appear in media information can be acronym and abbreviation. This phenomenon is very interesting to analyze because there are many young people the confusion distinguishes acronym and abbreviations. They assume that all abbreviations are just abbreviations without knowing understanding of acronym and abbreviations.

Acronym was formed by taking the initial letters some or all of words in a phrase or more small from the phrase and pronounce it as a word. The basic difference between acronym and abbreviation (initialism) is located in the pronunciation method, the abbreviation is pronounced as a series with separate letters, for example the FBI originating from radio detecting and ranging.

This type of word formation is generally in the names of organizations and terms scientific. The acronym process can be classified into the following categories:

- a) Acronym by taking the initial letters of each word.
  - b) Acronyming by taking the initial letters and using the initial letters of the word task.
  - c) Acronym with initial letter retrieval and task word removal.
  - d) Acronym with taking several letters or syllables.
- A. Acronyming with retrieval of the first letter of every word. This acronyming is generated by taking the initial letters in each word.

Example :

UK      United Kingdom

- B. Acronyming with initial letter taking and used of initial letters task word. This acronyming is produced by taking the initial letters or letters words and conjunctions for example and & all.

Example:

Radar      Radio Detecting and Ranging

- C. Acronyming with initial letter taking and task word removal. This acronym is an auxiliary word where each initial letter of a word is taken, but the task word is omitted or the word letter of the task is not taken.

Abbreviation is a shortened form of a word or phrase used in writing to represent the complete form (In Webster's New Collegiate Dictionary, 2002:2). Usually, it consists of a group of letters taken from a word or phrase. An abbreviation is a result from abbreviating one word. It is used to summarize idea in communication. The using of abbreviations will add new vocabulary. There are some examples of abbreviations, such as; *ATM (Automatic Teller Machine)*. Each type of abbreviation has different process, *ATM* is taken from the word *Automatic Teller Machine* formed by taking the first letter of the each words and make new words. Abbreviations can be found in various types of writing, such as writing news.

The news in general is information about one thing, an event that is happening, is being widely discussed or often referred to as actual, then the news is also real or factual information, to be given to the general public to know about the truth of one information, can be in the form of writing, image, sound or video. News using abbreviations aims to make it easier for the human memory who is universally very limited. With these limitations, humans try alternatives to remembering things long with the help of short forms. Humans tend to more easily memorize NASA than to memorize long the (*National Aeronautics and Space Agency*). That fact applies to the names of institutions, organizations and places.

The newspaper uses language according to their needs and interests of their own information. It is intended to attract the attention of consumers in order to be more interested in reading and following the event that is being held by the media. In this case the process of word formation is one of the important rules in making an interesting slogan or messages. So, it makes the reader reads their messages.

Based on the explanation above, there are some reasons to study the phenomena of using abbreviation in newspaper articles.

First, abbreviation as the phenomena of language development, always develop and has the new forms time to time. Therefore, the old forms of abbreviation are ignored by the societies. The societies do not realize that those new form has been used before, so that they have two meanings and create ambiguity such as NIM. NIM has two stands for, they are Network Infrastructure Management (Journal,est.1961) and Network Installation Manager. In writing the news, the journalist sometimes does not write the original form of abbreviations. The readers has to know the context of news so that they do not get confuse and difficulties in understanding the news. Besides, abbreviation make the society often use them rather than use original form of those abbreviations. The large use of abbreviations should be controlled in order to keep the appropriate rule of language without having ambiguous meaning.

The last, by knowing the abbreviation process, the readers will also know the forms of abbreviation processes used in newspaper article. The readers will know the meaning of abbreviations used in that news, so that disturbance of

communication purposes will not appear. Besides, Information that has to be known by the readers will be delivered well without having misunderstanding between journalist and the readers.

According to Emer (2010) Business Column is led by the manager to address what economic problems are happening at that time. This column can also be equated with thought, both viewed from an economic point of view, and criticism from management leaders and legal angles. a problem that was a hot issue at the time. News writing on Business columns must use economic, social and legal languages. Mass used in magazines, newspapers, television or radio with regard to business, of course the manager wants the column it can be read and understood by the reader. But because of business using English in writing, this makes it not all people can understand it quickly because English is not used every day and the position of his own English in Indonesia is not as second language. This understanding is deemed necessary because it is so important Business Column.

There are some reasons why the researcher chooses Business Column of *The Jakarta Post* Online Newspaper as a source of data in this research. First, Business Column of *The Jakarta Post* Online Newspaper often used abbreviations. It exists to abbreviate various things, such as name of people, places, title, intitute of government, etc. *The Jakarta Post* Online Newspaper is one of newspapers that is published in Indonesia and published every day. *The Jakarta Post* features a online edition ([thejakartapost.com](http://thejakartapost.com)), which includes both print and internet exclusive stories that are free to access. There are also news flashes that are developed as they happen. The paper hopes to digitise the entirety of its printed stories with at least 50.000 article dating to June 1994 already digitised In 2017. The Jakarta Post began charging subscriptions in order to access “premium” online content. In writing the news, Business Column of *The Jakarta Post* Online Newspaper often used abbreviations. It exists to abbreviate various things, such as name of people, places, title, intitute of government, etc. So this study analyzed about abbreviations in Business Column of *The Jakarta Post* Online Newspaper Published on April 25, 1983.

This research is not only the one which studies word formation in English. There are some previous studies related to this topic. Some of them are as follow: First, The research done by Silma Hayati (2015), the focus of this research also explains the analyze abbreviations contained in *The Jakarta Post* Newspaper. The purpose of this study is to find any type of abbreviation that is used on *The Jakarta Post* Newspaper. The results of this study found 161 abbreviations which is used in the 6 sections. Of the overall data classified in the six types, namely 11 (6,8%) type of units of measurement, 35 (21,7%) and 3 (1,9%) types of suspensions. Based on the results of the study, the type of abbreviation is the most widely used is the type of initialism with a percentage of 46.6%. Business Column of *The Jakarta Post* Online Newspaper often used abbreviations. It exists to abbreviate various things, such as name of people, places, title, intitute of government, etc. So this study analyzed about abbreviations in Business Column of *The Jakarta Post* Online Newspaper Published on April 25, 1983.

The second, research done by Prasetyawan (2010). This thesis discuss about abbreviations that used in short message service (SMS), in the way he makes the different data source and theory but similar in topic about abbreviations.

The third, studies of acronyms and abbreviations in written media ever done before. Research done by Ayu Indra Pratiwi (2008). This thesis discuss about abbreviations contained in the magazine from the teen magazines *Gadis* in 2007. Ayu describe patterns of abbreviations and acronyms contained in *Gadismagazine* and which dominant patterns in use in the magazine. Of these studies showed that stands in *Gadis* magazine in 2007 classified in to 2 patterns. Meanwhile, the acronym in *Gadis* magazine in 2007 can be grouped or classified into 13 patterns. And to prove that he has the acronym stands funds diverse patterns.

The previous researches mainly were done by graduate students on behalf of their theses. Specifically in English Language and Literature Department, this is the third research discussing about English Abbreviations. Based on the previous researches above, this research uses a different theory which makes it different from those third previous researches. So, it can be said that this reseach is something

new especially in English Language and Literature Department, UIN Sunan Gunung Djati Bandung.

### **1.2. Statement Of Problem**

News or another media is often found and difficult to be understood because sometimes the meaning of the words is not found in the dictionary. It is because some economic terms usually have special abbreviations. This research focuses on the analysis of the types of abbreviations and how the formation words are processed in the newspaper articles. Therefore, the research formulates the problem into the following research questions:

1. What are the spelling and pronunciation of abbreviation in business column of *The Jakarta Post* Online Newspaper?
2. How are the morphological processes of abbreviation in business column of *The Jakarta Post* Online Newspaper ?

### **1.3. Research Objective**

The purpose of the research is to achieve a particular result. Based on the statement of the problem above, the purpose of this research are as following:

1. To describe the spelling and pronunciation of abbreviation words in business column of *The Jakarta Post* Online Newspaper.
2. To describe the morphological process of abbreviation in business column of *The Jakarta Post* Online Newspaper.

### **1.4. Research Significance**

1. Academically: The analysis of abbreviation of business column is expected to be useful for the researcher in particular and for linguistic students and other people in general who want to know about this subject, especially about abbreviation in business column.

2. Practically: The researcher hopes this research can give benefit or to be reference to the orther research, gives more knowledge to the students who study specific course and generally for people who are interested in study economy deeply.

### 1.5. Definition of Key Terms

To avoid misunderstanding on terms which is used in this paper, The researcher clarifies some term which often used. The terms that need to be clarified are :

1. Morphology is a field of linguistics focused on the study of the forms and formation of words in a language. According to Verhaar (1999:97).
2. Morphology Process is a way of forming words by connecting morphemes to one another (Samsuri, 1998:51).
3. Abbreviation is a sortened form of a word or phrase used in writing to represent the complete form (In Webster's New Collegiate Dictionary, 2002:2).
4. Business Column is led by the manager to address what economic problems are happening at that time (Emer 2010).
5. *The Jakarta Post* Online Newspaper is one of newspaper that published in Indonesia which is located in Jakarta, published every day. Online Edition *The Jakarta Post* features a online edition (*thejakartapost.com*).