

CHAPTER I

INTRODUCTION

This chapter presents the background to conduct this research. It includes background of the research, statement of problem, research objective, research significance, definition of key terms, and organization of writing.

1.1 Background

The situation of English as an international language makes the using of English in this era becomes no longer a strange thing. There are many of countries which do not use the English as its mother language, they also use any English terms for their daily communication. One of them is Indonesia. Some Indonesian people think that using English is as a special thing, some others consider it is as a necessary, and some others think that using English terms for communication is easier than we have to translate it into Indonesian Language first. However, if we look the function of the language as a communication device to express their emotions and feelings, to transmit information, to make promises, to ask questions (Brintons, 2010: 1-2), certainly it would be not effective when one participant does not understand the language used. It because of some people still do not understand at least the meaning of English terms which they usually hear.

There are many of Indonesian people that use English for their daily communication. Whether, it is verbal or non-verbal communication, in oral or

written forms. However, the researcher chose blog as the object of research, where blog is a kind of media of written non-verbal communication. Blog is a frequently updated online personal journal or diary. It is a website that owned by individual. A place to express yourself to the world, share your thoughts or anything else you want to (Byrd, 2011).

From several kinds of blog, such as travel blog which is contained of many things about traveling, food blog which is contained of many things about food, then this study uses Indonesian beauty blog which is contained of many things about beauty and makeup. Makeup is one thing that very familiar in daily life, exactly in women's life. Almost every woman in this world uses makeup for their daily activity, even they use lipstick and powder only. The existence of makeup reviews on the internet makes it easier for the fans of makeup in searching for the information of the makeup products that would be used, and this also makes the phenomenon of makeup is rampant in the moment

However, it would be a problem when the beginners in makeup read reviews of makeup which written by Indonesian bloggers but use English terms to define the makeup. They will not understand about the essence of the review in case they do not understand the meaning of the terms used. This study is going to explain about the analysis of English terms that used in makeup review articles by Indonesian beauty bloggers. The analysis focuses on the word formation and the meaning of those English terms.

To find out the meaning of the English terms used in makeup review articles, the researcher uses semantics as the study of the meanings of words and

sentences (Saeed, 2003: 3). Then, as Saeed states (2003: 3-4) when we are learning foreign language we might learn a word from book. We might know the meaning but we could not pronounce it well, we might pronounce it perfectly but not know the meaning, we might know the pronunciation and the meaning, but not know how the words are formed. Based on that statement, before the researcher analysis the meaning of the English terms used in makeup reviews by Indonesian bloggers, the researcher is going to analyze the form of the words use the morphological theory. Morphology is a study concerned with the structure of word and combine several words or by including morphemes to form new word (McCarthy, 2002: 16).

This study about word formation and meaning of English terms has been discussed by Nurlina (2010) in the thesis of *Universitas Islam Negeri Sunan Gunung Djati*, then the title is “Word Formation And Meaning Of Compound English Terms In “*Pikiran Rakyat*” Newspaper Edition Of June 2010”. This study is concerned in the formation of only compounding English terms are used in “*Pikiran Rakyat*” newspaper June 2010 edition, and the compound meaning from its combination.

The second is a thesis of *Universitas Islam Negeri Syarif Hidayatullah Jakarta* by Meisara (2014). A thesis titled “Word Formation Of Medical Terms In *New York Time Magazine*’s Articles. Conceptual morphology is used by the writer to analyze the words which experience word formation process and clasify the types of word formation on the medical terms. From the analysis of the seven monthly different edition of *New York TIME* magazine’s articles, it can be said

that found 39 data found, with 28 derivatives, 7 compound words, 3 abbreviations, and one acronym.

The last previous study is a thesis of *Universitas Islam Negeri Sunan Gunung Djati* which is written by Sasratopano (2014) with the title “Word Formation Process in English Photography Terms in Popular Photography Magazines”. The writer stated that photography uses terms for facilitating the photography sector user. Then the writer had a good interesting in analyzing the type of word formation of English Photography Terms and those meaning. To support the finding of that study, the writer employed the theories of word formation by O’Grady and Guzman (1996), Katamba (1993), Allan (1986), Hatch and Brown (1995), and Kridalaksana (2007) to analyze the data.

In this sense, the researcher has chosen an Indonesian beauty blogger, named Sasya Aile, who has big influence in beauty and makeup world in Indonesia. Sasya Aile on her website blog www.hellosasyachi.com writes many things about beauty and makeup. In that blog, it has been found there are many English terms are used in makeup reviews, such as *pigmented*, *crack*, *light coverage*, and *matte*.

For that reasons, this study tries to explain more about the formation and the meaning of English terms used in makeup reviews on www.hellosasyachi.com. Then, the title of this study is “Word Formation And Meaning Of English Makeup Terms Used In “*WWW.HELLOSASYACHI.COM*” Blog”.

1.2 Statement of Problem

Based on background above, the researcher found any problem that the beginners in makeup learn the English makeup terms is as they learn a foreign language. Moreover, it could be done by learning the formation of the word, or by knowing the meaning. It means the problems that are really concerned here are the morphological process and the meaning of English terms that used in makeup reviews are written by Indonesian beauty bloggers. So, the following research questions are necessary to carry out in terms of the problems above:

1. What type of word formation of English makeup terms used in Makeup reviews by Sasyachi as Indonesian beauty bloggers on www.hellosasyachi.com?
2. What are the meaning of English makeup terms used in Makeup reviews by Sasyachi as Indonesian beauty bloggers on www.hellosasyachi.com?

1.3 Research Objective

This research has two goal to achieve; the purposes are related to the morphological process and the meaning of English terms used in makeup reviews by Indonesian bloggers. Hence, the purposes of this research are:

1. To know and understand the type of word formation of English makeup terms found in Makeup reviews by Sasyachi as Indonesian beauty bloggers on www.hellosasyachi.com.

2. To know and understand the meaning of English makeup terms found in Makeup reviews by Sasyachi as Indonesian beauty bloggers on www.hellosasyachi.com.

1.4 Research Significance

This research is made to give some significances in some matters.

1. Academically, this research gives information for the other researchers who are going to know deeper about on the word formation or morphological process.
2. Practically, this research gives many information and references for university students who are English major in applications of morphology especially word formation theory, and semantics study to find out meaning of terms.

1.5 Definition of Key Terms

To avoid ambiguity and misunderstanding on the terms which are used in this research, the researcher defines some key terms as follows:

1. Morphology: is a study concerned with the structure of word and combine several words or by including morphemes to form new word. Morphology is also known as a processes involved of word-formation and as the type of exercise we have just performed is an example of investigating basic forms in language (Yule, 2006: 62).

2. Word formation: is a main discussion of Morphology which explains how a word is formed by any kind of processes. As Yule stated (2006: 52) that word formation means to trace the operation that more than one process of word in certain of particular word.
3. Terms: special words and expressions are used in a particular subject.
4. English terms: special words in English that used in a particular subject with other language.
5. Semantics: is a study which concern of meaning of that language.
6. Makeup: is kind of stuffs which used by women to make their looks better than before.

