

ABSTRACT

Widia Aqni 1135030275: “Word Formations in Educational Terms in *Study-USA-Summer Magazine Advertisement*.” An Undergraduate Thesis. English Literature English Department Faculty of Adab Humanities. States Islamic University Sunan Gunung Djati Bandung. Advisor: 1 Cipto Wardoyo, S. Pd, M. Hum.; 2. Dr. Dewi Kustanti, M. Pd.

Keywords: Word formation, educational terms, *Study-USA-Summer Magazine*.

The research discuss the word formation process in a magazine advertisement entitled "Study-USA-Summer" from the ESL.com website, Community CollagesUSA.com and BoardingSchoolsUSA.com as a magazine online.

The theory in this research uses by Yule (2006) the theory to determine the types of word formation, while the meaning of word formation the writer takes the theory from Plag (2006).

Furthermore, the method used in this research is qualitative and descriptive method. Descriptive method is method used by writer in analyzing data to describe how the English process of word formation contained in magazine advertisement accurately. While qualitative method is data collection techniques, in this case the technique use by the writer is reading a magazine advertisement and described in a table.

Based on the results of this research, the writer found 8 types of word formation contained in the magazine advertisement, there are derivation, inflection, initialism, blending, clipping, compound, acronym and coinage. 2 other types of data are not found such as borrowing word and back formation.

From 97 data in word formation educational terms, in the form of derivation 31 data, in the form of inflection 13 data, in the form of initialism 24 data, in the form of acronym 2 data, in the form of blending 1 data, in the form of clipping 1 data, In the form of compound 8 data, and in the form of coinage 17 data. In this research, the most dominant types word formation in educational terms in Study-USA-Summer magazine advertisement dominated by derivation.

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Kata kunci : Pembentukan kata, istilah pendidikan, majalah *Study-USA-Summer*.

Penelitian ini mengkaji tentang proses word formation dari iklan majalah berjudul “*Study-USA-Summer*” dari website *ESL.com*, *Community CollagesUSA.com* and *BoardingSchoolsUSA.com* as a magazine online.

Penelitian ini menggunakan teori Yule (2006) untuk menentukan jenis-jenis kata majemuk, sedangkan untuk maknanya itu sendiri peneliti menggunakan teori dari Plag (2003).

Metode yang digunakan dalam penelitian ini ialah metode descriptif kualitatif. Metode deskriptif ialah metode yang digunakan oleh penulis dalam menganalisis data untuk dapat menjelaskan bagaimana proses pembentukan kata yang terdapat dalam iklan majalah secara akurat. Sedangkan kualitatif ialah teknik pengumpulan data, dalam hal ini teknik yang dilakukan oleh penulis ialah *reading a magazine advertisement* dan digambarkan pada sebuah tabel.

Berdasarkan hasil dari penelitian ini, penulis menemukan 8 tipe dari word formation yang terdapat dalam iklan majalah tersebut, yaitu derivation, inflection, initialism, blending, clipping, compound, acronym and coinage. 2 tipe lainnya tidak ditemukan data seperti borrowing word and back formation.

Kemudian, dari 97 data yang diambil mengenai word formation dalam istilah pendidikan, dalam bentuk derivation 31 data, dalam bentuk inflection 13 data, dalam bentuk initialism 24 data, dalam bentuk acronym 2 data, dalam bentuk blending 1 data, dalam bentuk clipping 1 data, dalam bentuk compound 8 data, dan dalam bentuk coinage 17 data. Dengan demikian bentuk data yang paling banyak ditemukan adalah dalam bentuk derivation.