

CHAPTER I

INTRODUCTION

This chapter provides the background of problem, statement of problem, purpose of research, significance of research, clarification of key terms, and organization of writing.

1.1 Background

The existence of humans being cannot be separated from communication with others, because they are social creatures that cannot life alone in this world to face their life. All of the human being defend on others to meet their needs. Therefore, they realize that communication is an important part of their life.

Language is an important tool of communication for humans, because by language people can know information that they need, in addition people also express their ideas through language. Therefore, people should be able to take control of the language and elements of it, such as vocabulary, structure and other. Language appears and develops because of the interaction between individuals in a society. In connection with the critical role of language as part of communication in human life, Fromkin and Rodman (1998: 5) state that the nature of human language as a sound arbitrary system of symbols used by members of the public to communicate and recognize each other.

Language itself consists of some parts, such as morphemes, words and sentences. Each part has its own function and rule. In this research, the writer limits on the words analysis as a part of language. Word as a part of language has important rule in forming a language. People always use it to build a sentence, but they do not know where do actually those millions words come from. People as the user of language sometimes do not think about how a language is formed. There are millions words now used by people. Every time people get more and more new words unless they know the way it happens.

According to Yule (2006: 30) Language is dynamic its means the language cannot be separated from the possibility of changes can occur at any time. That change can occur at any level: phonological, morphological, syntac, semantic and lexicons. At any time perhaps there is a new vocabulary that appears, but there is also an old vocabulary that is disappear, not used anymore. So then came the new term of language people may not know the meaning. Basically science, profession, or certain fields give specific names for some objects, facts, events, or processes. Certain names that are specific to each branch of science is called the term. As an example, the terms field of tourism, economic, political, education and other.

In this research, the writer tries to find or how processes of word formation and finally can be used in human's life. In addition, word form has deep relation with meaning. The meaning of the new word form is influenced

by the process of forming a word. This process is usually called word formation process.

According to Lieber (2009) Morphology is the study of word formation, including the ways new words are coined in the languages of the world, and the way forms of words are varied depending on how they're used in sentences. As a native speaker of your language you have intuitive knowledge of how to form new words, and every day you recognize and understand new words that you've never heard before. So word formation process is a way of forming new words or terms from the use of old words. The processes consist of clipping, blending, acronym, back-formation, folk etymology, and antonomasia. There are, of course, numerous word formation processes that do not arouse any controversies and are very similar in the majority of languages.

The critical role of language for human as a media to express themselves, feelings, thoughts, desires and requirements, good as personal and social beings, also as a appliance of integration and adaptation between people in developing social civilization. People use language as a appliance of communication in activities in the community. The characteristic of communication is verbal communication or communication conducted orally and written and non-verbal communication conducted in sign language and symbols. In verbal communication, communities often using the media, usually most media is the medium of writing or mass media, such as newspapers, magazines, and tabloids.

The writer has found some research about process of English word formation on some undergraduate thesis written by some students of linguistic program. The first research entitled "*Penggunaan Pembentukan Kata Bahasa Inggris Dalam Facebook*", was written by Stevani Wasti Philips Jacobs (2013) she finds some word formation in Facebook. The second research entitled "*Process of English Word Formation Found in Advertisement Boards in Kendal Regency*" was written by Eko Rustamaji (2015). The data were taken from English advertisement boards found in Kendal regency. The observation was conducted in three locations. They are east region, middle region, and west region of Kendal regency. The last research entitled "*Proses Pembentukan Nama-nama Menu Makanan Berbahasa Inggris di Restoran di Simpang Lima*" was written by Wiwiek Sundari (2008). Data found in this research are 200 english names of menu food obtained from 6 Simpang Lima Semarang restaurants.

The phenomena of language has been described above, the writer is interested to examine the process of formation the education terms, because there is no research about the formation terms in the field of education. The terms in education is the object of this analysis, this research uses the magazine as source of data. A magazine contains a variety of options readable information began to from articles, advertising, and so on. In this research, the writer uses the magazine "Study-USA-Summer" as a source of data. The magazine contain educational terms in English like the terms *student guide*, *ELS*, *educating*, *IEP*, and *others*. Therefore, the writer interested in

examining how the process formation of educational terms by examining through the theory of the formation of the word, the title in this research is “*Word Formations in Educational Terms in Study-USA-Summer Magazine Advertisement.*”

1.2 Statement of Problems

In order to reach the purpose of the research, the writer has to decide the problems that will be investigated to enable the writer to be conducted appropriately, a writer should formulate the problems as clearly as possible (Arikunto, 1998: 19). In relation to the explanation above, the writer has some problems that can be formulated as follows :

1. What are educational terms contained in *study-USA-summer magazine advertisement* ?
2. How is the process and the meaning of word formation in English educational terms in *study-USA-summer magazine advertisement* ?

1.3 Purpose of Research

Based on the statements of the research above, the purpose that are going to be reached as follows:

1. To determine any vocabulary contained in terms of education in the *Study-USA-Summer Magazine Advertisement.*
2. To explain how the process and the meaning of formation in English terms in the field of education..

1.4 Significance of Research

The significance that the writer expects in this study have a benefit are follows :

1. Theoretically, the writer expects this study will contribute to language aspects, especially to inform readers about the word formation. In this research will discover how the formation words and vocabulary contained in education terms in *Study-USA-Summer magazine advertisement*.
2. Practically, this research can be used as a reference for future research. Such as for the students at the Islamic University of Sunan Gunung Jati Bandung, especially students of English. Furthermore, this study will be able to provide relevant information about the formation of words. In addition, the writer also hope this study to be a reference, if in the future other research want to do research on the same topic.

1.5 Definition of Key Terms

To avoid misunderstanding on terms used in this paper, the writer clarifies some terms that used. The terms that need to be clarified are ;

1. Morphology : the study of morphems and their combination of words.
2. Morphems : is the smallest grammatical unit in a language, divided into free morpheme and bound morpheme.
3. Morphological processes : the method of words forms which related with one morpheme and the other.

4. *Study-USA-Summer Magazine* : name of the magazine one of products from education system Study in the USA® owns the speciality websites: ESL.com, CommunityCollegesUSA.com and BoardingSchoolsUSA.com
5. Educaional Terms or terminology : special words and expressions used in a particular subject about education.

