

ABSTRACT

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Many companies that produce a lot of cosmetic products usually put a name of the products they sell, by the reason can help consumers in identifying product they look for, improving efficiency of consumers, and prevent things that could harm consumers, therefore naming a product is necessary. The study of morphology is one of the interesting things to be analyzed, because in the naming of product there are some words that have the process of word formation. From the description above, researcher analyzes the names of Wardah products using the study of word formation and meaning of these words. In this research, the researcher asks two research questions, 1) how are the process of word formation in Wardah product names? 2) what are the lexical and contextual meanings of the Wardah product names?

This research uses the theory of Yule (2010) about word formation, and uses the theory of Lyons (1981) about meaning, and it is supported by the other theory about related this research.

The research method is used is the qualitative method and it is explained descriptively, the data is the product Wardah names that is taken from the website of Wardah in www.wardahbeauty.com.

The result of the research is found 9 data that is categorized as compounding, 3 data as acronym, 12 data as derivation, 2 data as multiple process, 2 data as borrowing, and related to the meaning, researcher found mostly some data have similar meaning with the dictionary.

Key words: morphology, morpheme, word formation, meaning