CHAPTER I

INTRODUCTION

This chapter presents background, statement of problem, research objective, significance of study, definition of key terms, and organization of writing.

1.1 Background

In this era, English becomes a necessity, because it is not only as the communication tool but also the promotion tool, English is used by many companies in Indonesia as their products naming because it will give more credibility towards products or services they sell. Dahlen, et al (2010:168) reveals that many companies in the world use English in naming their product, and it makes the consumer attracted. People can see about this phenomenon in several products especially in cosmetic products.

Being beautiful is a dream of everyone, women are the one that are specialized, and this thing cannot be denied that almost all women love cosmetic. With looking the case, the cosmetic products become the attention and give the opportunity for many companies. The example in Indonesia has Wardah as phenomenal brand in society, because it is one of brand which has good product with Halal label. Wardah has many products produced, and they list the name on the each product.

Giving a name to a product is the important thing for a company produces products with many kinds because name makes something to be clear, and give the information toward the consumer about the product which will be bought, so the consumer will not feel confused in distinguishing the products.

Name consists of the word and structure of words to identity of a product, person, or the other thing, and in the names of Wardah products there are a process, it is word formation process, According to Marchand word formation is a branch of science of language which discusses the pattern in which a language forms a new lexical unit, for instances are words (in Nurlina, 2010:12).

Based on Yule (2010:53-60) word formation consists of several processes, these are coinage, the discovery of totally new word; borrowing, the formation of words by borrowing or taking from other languages; compounding, combining two separate words to make a single form; blending, combine two words by eliminating a particular section before; clipping, the process of forming a word by cutting a part of the word itself; backformation, the process of formation of words by separating the affix on the basic of word; conversion, is changing word class without change the form; acronyms, the process of forming the word from several words and taken the initial letter so it becomes an abbreviation; derivation, is changing in the form of word class because it is formed by adding affixes; multiple process, words can be formed through more than one processes. The example of Wardah's product name that has word formation process is *lip balm*; it is categorized as compound process, it comes from two words and combined to become one new word, automatically it will change the meaning of the word.

From the explanation above, the words is not only changing the form but also change the meaning. In this research, writer will focus on word formation and meaning in the product names of Wardah listed on Wardah's website, it is www.wardahbeauty.com, and then the writer entitled this research "Word Formation in Wardah's Product Names".

The other review related to this research is *"Word formation and meaning of food naming in pizza hut"* by Nenden Sri Sulastri 2011. In graduating paper, she analyzed word formation with compounding, derivational, inflectional, borrowing, conversion, blending, clipping, and inversion. She took data from menu list in pizza hut then she added data with 10 respondents and analyzed their understanding toward menu list in pizza hut.

The similar researches about this research were done previously by Nurul Fadliah on 2014 titled *"An Analysis of Word Formation Processes in Creating Food Brand Name Distrtibuted in Toserba Borma Cipadung"* this research describe the process of word formation, then analyzed the brand product type in word formation. She get the data from the manager of Borma Cipadung specially food brand product. Writer analyzed twelve categories, as follow: classifying; Coinage, Borrowing, Compounding, Blending, Clipping, Backformation, Conversion, Acronyms, Derivation, Multiple Process, onomatopoeia, and reduplication. The writer found 26 compounding, 17 blending, 7 multiple process, 8 reduplication, 1 borrowing, and 1 onomatopoeia.

And the other similar topic from Nunung Nurjanah with the title *"Morphological Process of Product Brand Formation"* analyzes about the formation of Brands name. She analyzes use the theory of morphological process, part of speech and word formation, and then she found blending, compounding, acronym, clipping in her data.

1.2 Statement of Problem

Wardah is one of brand with the several products with some names; and in the names can be found a process of linguistic, it is word formation that seen from the words and meaning contained in the names. Based on the explanation appear several questions:

1. How are the processes of word formation in Wardah's products names?

2. What are the lexical and contextual meaning in Wardah's product names?

1.3 Research Objective

From the question above, there are two objectives in this research, as follow:

1) To identify types of word formation process used in Wardah's product names.

2) To identify the lexical meaning and contextual meaning of Wardah's product names.

1.4 Significance of study

Theoretically, this research can add the knowledge about word formation and meaning.

Practically, this research can get beneficial for reader, learner, and they who learn about word formation and meaning in product names.

1.5 Definition key term

1. **Morphology**

   Morphology is the studies that try to describe the type of investigation that analyzes all those basic elements (morphemes) use in language. (Yule, 2010:67)

2. **Morpheme**

   Morpheme is a minimal unit of meaning or grammatical function. (Yule, 2010:67)

3. **Semantics**

   Semantics is the study of the meaning which is in the words, phrases and sentences. In semantic analysis focus on what the words conventionally mean, rather than on what an individual speaker. (Yule, 2010:112)

4. **Meaning**

   Meaning is manifestation of the ideas or concepts, which can be transferred from the mind of the speaker to the hearer by embodying them, as it were, in the forms of one language or another (Lyons, 1981:136).

1.6 Organization of Writing

Chapter I present background, statement of problem, research objective, significance of study, definition of key terms, and organization of writing.

Chapter II deals some theory of morphology, morpheme, word formation (blending, coinage, borrowing, compounding, derivation, acronym, clipping, backformation, conversion, multiple process) and meaning in semantics studies (lexical meaning, contextual meaning, descriptive meaning, expressive meaning, social meaning, grammatical meaning).

Chapter III contains research design, data and source of data, technique collecting data, and technique analyzing data.

Chapter IV explains applying theory into the data, the theory of word formation and meaning (lexical meaning and contextual meaning) is applied to the data.

Chapter V presents the conclusion and suggestion. The all conclusion and suggestion will be presented in this part.