

ABSTRACT

Noviyani, 1135030194. *English Borrowing Words in Women's Cosmetics*. Advisor:
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The English borrowing words have been widely used in Indonesian, such as in women as there are no match words in cosmetic terms. In addition the contextual and lexical meaning of the words borrowed from English is different from Indonesian translation. . Therefore, this research formulates two questions: 1) What are the types of English borrowing words in women's cosmetics ?, 2) What is the difference between the lexical and contextual meaning of those ?. The theories used in this research are from Haugen about the type of English borrowing words, Wardhaugh's about sociolinguistics, Saaed's about semantics and Chaer about the contextual meaning. The researcher uses descriptive method with qualitative approach to analyze data from cosmetics catalog.

The result shows that from 30 data English borrowing words on cosmetics there are all types of loans relevant to the theory of loanword, loanshift, and loanblend. The Loanword type is the most widely found because this type is a very easy borrowing word. And, Loanshift as the second most found in this research because is just like loantranslation. Meanwhile is the Loanblend as simple switching form from foreign to native language is very rarely found here. It means that there are many uses of English borrowing words in women's cosmetics. Besides, there are differences in lexical and contextual meanings of 30 English data borrowing words contained in women's cosmetics.

The conclusion of the research shows that there are many usage of English borrowing words in women's cosmetics. It means that there are many uses of English borrowing words in women's cosmetics. English borrowing words are widely used in cosmetics because in Indonesian there is rarely equivalence of the words or terms. Or it is not common to use the literal or contextual translation.

Keywords: English word, type of borrowing, contextual meaning