

CHAPTER I

INTRODUCTION

This chapter deals with background of research, statement of problem, research objective, significance of research, classification of key term, and organizing of writing.

1.1 Background of Research

Indonesia is a large country, each region in Indonesia has its own language, the national language of Indonesia is Indonesian (Malay language). According to Kridalaksana (2007:32), "Language is a symbol system sounds arbitrary use by members of social groups to work together, communicate and identify themselves". It means that language is a sign that is used by people to express their feelings. Apart from taken from the Malay language, the language of Indonesian is also the result of the adoption or borrowing from the language of another country often called 'Borrowing Word'. Wardaugh explains borrowing is as another way of adding new vocabulary item to a language and it is a technical term for the incorporation of an item from one language into another (1972:181). It means that borrowing word is a way to form a new vocabulary that can be understood by users of the language itself. A formation word that produces a new meaning is contextual meaning.

In Indonesia using term often comes from other languages, namely through the process of borrowing. Borrowing words is a special thing when

used in a term. For example the in fashion 'dress code' is derived from the word dress + code which is the literal meaning of the word dress is frocks consisting of superiors and subordinates (skirt), which integrates into one, while the literal meaning of the code is an action taken by a person through body movements or objects to imply something, but the contextual meaning of the dress code is an outfit to wear to attend an event. Each of the words used by both men and women is very different, because women more have words that only them who know the authors focusing on the words of cosmetics or makeup that is often used by women. Words on makeup or cosmetics are often used or borrowed from English and sometimes the women do not know when being asked about '*dasar bedak*' but women just know about 'foundation' hence lot of words in a make-up or cosmetics are borrowed from other languages especially English.

This phenomenon becomes to be aware that English should be mastered by the women. Therefore, women need an understanding of the meaning of the words in cosmetics, so there is not misunderstanding about the words. This is for the reason that the writer is interested in conducting the research related to the use of borrowing English words in women's cosmetics.

There are same researches that have relationship with the topic of this research. The first was entitled "A Study of English Borrowed Words Used in Hidayah Magazine" focusing on English words in Hidayah magazine and the research was written by Kartikasari (2011).

The second one was entitled “ English Borrowing in Indonesian Entertainment Terminology “ and The research was written by Alawi (2007). Her research was to know the English borrowed word into Indonesian languages in Entertainment terminology. The important purpose in her research was to know change of meaning happened in the borrowing word from English to Indonesian language.

The last research was entitled “ A Study of English-Indonesian Borrowing Words in Daily Need Products “ and it was written by Kurnianingsih (2010). Her research was focusing on English words in daily product and to give an explanation of changes in the morphology of English to Indonesian, as a lot of changes words in Indonesian daily product.

To distinguish the research from the previous studies above, the writer decides to convey the research on the use of words borrowed from English related to women’s cosmetics. The writer conducts the English borrowing words in women’s cosmetics, the contextual meaning of it.

1.2 Statement of Problem

Based on background of research, there are many English term in make up or cosmetics used by women. Women use these terms to name and refer to each type of the make-up or cosmetics but women have difficulty in explaining the meaning and only know the function of these words, then formulated in a question as follows:

1. What types of English borrowing words are there in women's cosmetics?
2. What is the difference between lexical and contextual meaning of those?

1.3 Research Objective

Based on research question above, the objective of the research are:

1. To know the types of English borrowing words in women's cosmetics.
2. To find out the difference of lexical and contextual meaning in English word on women's cosmetics.

1.4 Research Significance

This research is hoped to be useful theoretically as well as practically as follows: Theoretically, the research is for the readers to know and understand English term easily in cosmetics. So there is no more misunderstanding in interpreting loan words contained in cosmetics especially for women, and Practically, the result of the research is for the next researcher as a reference for a research with the same topic. In addition, this study is a requirement for a Bachelor of Humanities degree in the English Department.

1.5 Classification of Key Term

The key term of this research are:

1. English Borrowing Words

English borrowing words is words borrowed from English. It consists of one or more than word or such an abbreviation. The word usually used in particular field. Borrowing is natural process of language change where by one language adds new words to its own lexicon by copying those words from another language.

2. Lexical and Contextual

Lexical and contextual meaning is part of the semantics which talked about the meaning. lexical meaning is a meaning that is based on a dictionary while the contextual meaning of meaning within the context of the use of the word.

3. Cosmetics

Cosmetics is a substance or mixture of substances to be rubbed, poured, or sprayed on, applied to the body or parts of the human body with a view to clean, maintain, add to the attractiveness or alter appearance, and does not include drug classes.

1.6 Organizing of Writing

The researcher arranges this research into four chapter, as follows:

Chapter I: Introduction, which consists of background of research, statement of problem, purpose of research and significance of research.

Chapter II: It is about conceptual framework, which consists of sociolinguistics, borrowing, types of borrowing words, and contextual meaning.

Chapter III: Procedure of research consists of method of research, data, sample of data, source data, technique of collecting data, technique of analyzing data and organizing Data.

Chapter IV: It is about the analysis of the types of borrowing words on English borrowing term in women's cosmetics and find out the contextual meaning from it. And then make a conclusion about that.

Chapter V: This chapter present the conclusion and suggestion the research based on the finding of data and its discussion on the previous chapter.

UIN
UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG