

ABSTRACT

Irma Mauliyah. 1165030090. *Word Formation Analysis of Food and Beverage Brand Names in Gofood Application*. An Undergraduate Thesis. English Literature Department. Adab and Humanities Faculty, Islamic University Sunan Gunung Djati Bandung. Supervisors: 1. Pepi Siti Paturohmah, S.S, M.Pd. 2. Ika Yatmikasari, S.S, M.Pd.

Linguistics has several branches, one of them is called morphology. Morphology is known as a study that is concerned with the relation between meaning and form, within words and between words. This study discusses how a new word can be formed and can be used in everyday life. Every word has the meaning and every new word that is created has its own way or process in forming it. In morphology, there are several ways or processes in forming a new word called the word formation process. In word formation, there are many types that have different rules in constructing a new word. Technology is a tool created to be able to meet the needs and goals of human life. One of the tools of a form of technological advancement that is very widely used by modern society today is a smartphone. By using a smartphone, one of them is can use various types of application services in it, one of the services is a food delivery application service called Gofood application. More users, making those application grow very rapidly and make many business owners register their businesses to become partners in Gofood application. Many entrepreneurs make a unique and attractive brand name from the English language to attract more buyers. This research is focused on the discussion about 1) what are the types of word formations in food and beverage brand names in Gofood Application? 2) what are the patterns of word formations in food and beverage brand names in Gofood Application? Based on grand theory according to Yule (2010) about word formation, there are ten types of word formation process, namely: coinage, borrowing, compounding, blending, clipping, acronym, backformation, conversion, derivation, and multiple processes. The results of the analysis show that six types of word formation found in this study, namely: borrowing, compounding, blending, clipping, derivation, and multiple process and the use of compounding processes in making brand names is the most widely found in this study which reaches half of the data. There are also patterns that are shown about the way of making a new word that is easier. For the technique of analyzing, this research is based on the qualitative method. It is in line with Dornyei (2007, p. 38), who states that in qualitative analysis, most of the data analysis is done with words because most of the data when processing is transformed into the text. In this study, the researcher used a screenshots picture to be described to be able to provide a more detailed explanation with the object.

Keywords: Morphology, Word Formation, Gofood Application