CHAPTER I

INTRODUCTION

The focus of this study is the word formation process that occurs in the process of making food and beverage brand names that are registered in the Gofood application. This chapter consists of a general introduction, the researcher describes background of the research, statements of problem, research questions, research objectives, research significance, theoretical review, and previous study.

1.1. Background

Technology is developed very quickly and rapidly following the times. According to Arthur (2009, p. 3), the existence of technology is a hope that aims to fulfill human objectives. The existence of technology is to be able to fulfill human purpose both to fulfill the needs of life or to facilitate work. Technology is synonymous with convenience because technology develops intending to be able to facilitate, for example in terms of sharing information and communication. Technology is not only always related to information and communication, but technology also covers all aspects that exist in human life even to the smallest aspects.

Many studies have been conducted to find the latest technology that is appropriate in realizing the desired facilities. Many studies focus on technology but with a different object of study. One of the studies about technology that is increasingly developing is a study in the scope of technology and language. An example is about the influence of technological advances in the language used in Internet media. The internet itself is a proof of technological advances. According to Crystal (2006, p. 26), internet is a media tool that is global, electronic, and interactive, where each property has its consequences on the type of language found therein.

The internet is a global electronic media that can be reached in general as a link in an interaction of the world with various languages in it. The wider use of the internet has made the internet reached almost all aspects of life. Now, instant

messaging, chat, and e-mail have replaced all conventional activities carried out previously and are developing very quickly, the web has also become one of the main objectives when wanting to conduct an inquiry of information and recreational activities (Crystal, 2006, p. 3). This makes human as users must be more selective and careful in using the internet to be able to get the benefits of the internet itself.

As a tool for communicating and exchanging information, this has led to the emergence of various kinds of creative ideas in making various applications that use the internet for its operation. Application is software that is used and created for a specific purpose. Where each of these goals is dependent on the person who created it. Application is a part of technology and is one example of technology that can be run using the help of the internet network. Application is supporting evidence that technology exists to facilitate all activities.

An application made specifically for running a job, for example, is a dictionary application that is on a smartphone both android and sort of. The dictionary application was created to facilitate users when they want to find out the meaning of words that come from different languages with their first language. Nowadays, with the dictionary application, we can use it anywhere and anytime because the application is on a smartphone which is a must item that must be taken anywhere when going to travel. We do not need to bother carrying a dictionary book anywhere, other than troublesome because it has a heavy burden, to search for a word in the dictionary book we must look for it based on the initial letters and then look for it on one page one by one word.

One other application that is currently used is the food delivery application. Increasing mobility and busyness people, making a desire to be able to make it easier in terms of buying or ordering food. There is an application that are most famous in several countries that can be used to order food now one of them is Indonesia, namely Gofood application. Both of those application originally only aimed to be able to order transportation, but those application developed their services to be able to order and send food online. The existence of food or beverage delivery application in the application turned out to be very attractive to the

community and very helpful to people who sometimes did not have time to go to buy food because of a job or a situation.

Food delivery applications are widely used by people who are busy in their work, people who are lazy to leave the house, or people who do not have a vehicle to reach the place to eat they want to buy. The great interest in ordering food in the Gofood application makes many food entrepreneurs who register their food or beverage businesses to become partners in the food delivery application. More entrepreneurs are joining as Gofood partners, making competition in sales even more difficult. So, to be able to compete in online food sales in the Gofood application, many ways are used to be able to attract the attention and interests of potential buyers. One way is to make their brand with a unique name as unique as possible to attract buyers.

A brand is created with the intention to be able to distinguish between one product from a company with products from other companies. Something like a new name, a logo or symbol made to name a new product, it can be called a *brand*. A brand is a sign, name, symbol, term, or design or even a combination of all of them, which is used as a tool to identify goods and services sold by a person or group of sellers. Brands can also be used as a differentiator from ongoing sales competitions (*American Marketing Association* (AMA) in (Keller, 2013, p. 30)). A good brand is an important thing that must be getting more attention from the owner of the product because a brand has a role as a differentiator between one brand and another when the product has the similarity on the products that sell by other sellers.

World International Property Organization (WIPO, 2008), states that brand names are tools that can be used as a sign to be able to distinguish between the production issued by one company with another company. The better brand name will make the brand last in a long time. It caused every company to try to create a brand name that is as unique and interesting as possible to attract the customers to buy what they sell. So, a new word for a brand name is preferred to use than use the existing words. The creation of this new word is a link between the word formation process and a brand name.

Brand name is one of the most important factors in the sales process. This is because when potential buyers want to buy what is being sold, the first thing they will see is the brand name that identifies the detail of the product. As explained above that at this time, an attractive and a unique product name is one of the important things that can attract buyers. That is why today entrepreneurs, especially in the culinary field who are joined as partners in the Gofood application, are competing to create their brand names as unique and interesting as possible.

The new words that are unique and interesting for making a brand name must also consider the language used by most target markets in sales. The target market in selling food delivery in the Gofood application is all who use a smartphone. Currently, the language that is being widely used by food and beverage vendors in creating their brands or in creating the names of the products they sell is English. This is because English has become one of the languages that are starting to be widely used in Indonesia that inserted in conversations, especially in conversations on social networks. English is also an international language that is used as a unifying language in many countries.

In Indonesia, the use of English spreads into many aspects of life in society such as in aspects of politics, technology, social, education, economy, social, etc. The example in the case of food and beverage sales, many entrepreneurs using English to name their products or brands they sell. The use of English in making a food or beverage brand is also caused by the selling price of a product which becomes higher in price when using English. The combination of the use of names in English that is formed in a unique and interesting way is intended so that their brands can be adapted to the times so that their brands can be easily remembered by buyers. The brand name can be formed using patterns from the word formation process.

Word formation is one part of the branch of linguistics, namely morphology. Linguistics is a scientific study of language that is discussed about many phenomena or many problems in language. According to Fasold and Linton (2006, p. 59) morphology is a study about form, more precisely in the way how a word is

formed. In line with Fasold and Linton (2006), Matthews (1991, p. 2) states that morphology can easily be interpreted as a branch of linguistics that focuses on the formation of a word that has several types of ways and has different uses in each type. As a study of words, morphology discusses phenomena that may occur in word structures including word formation.

Word formation is the way for people to change their language by producing new varieties of languages, it is impossible for people just static in using language in the long term period time. It also relates to the characteristics of language that are dynamic which may people do some changes in using language. Yule (2010, p. 52) defines the function of word formation is done by several processes that aim to form a new word. The process of forming this word is a process that is convinced or expected to bring up new words in a language. Yule (2010) divided the word formation process into ten categories: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, and multiple processes.

In this study, the limitation of the research is focused on the discussion about the correlation between English brand names, Gofood application, and with the word formation process which made the researcher interested in knowing how the actual formations of words used in making English brand names are used by many sellers who are partners in the Gofood application as an application that is well known and widely used by gadget users.

1.2. Statement of Problem

Many of the owners of a product that makes a brand name with a unique name that can make consumers interested to buy the product. This era, developments in the digital world have sped up very rapidly, many applications have sprung up for consumers. Like *Gojek* application, in this application, there is a Gofood service where consumers can buy food without having to move from their comfortable position. Many new brands especially in the Gofood application that use unique names in order to get the attention of consumers. A unique and interesting brand name can be created using one of the types of word formation, the owners of a

business can adjust which type of word formation they want to use according to the products they sell to make the best brand name.

Based on the discussion above, the researcher wants to know what types of word formation used by the most owner to make a unique and interesting brand name in the Gofood application. This study discusses the word-formation that exists in the Gofood Application. The focus of this study is on how to create and how the pattern of word formation in food and beverage brand names. Based on the background that has been described, the problems to be examined in this study can be formulated by asking the following questions:

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?

1.3. Research Objective

In this research, word formation analysis in Gofood Application directly have several objectives, namely:

1. To know the type of word formations in food and beverage brand names in Gofood Application.
2. To find out the patterns of word formations in food and beverage brand names in Gofood Application?

1.4. Theoretical Review

Morphology is one of the branches of linguistics that focuses on how a word can be built as a word and how a word can be constructed to be a word itself. In morphology, it has several types with different rules in every type. As a study of words, morphology discusses phenomena that may occur in word structures including word formation. Word formation is the way for people to change their language by producing new varieties of languages, it is impossible for people just

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static in using language in the long term period time. It also relates to the characteristics of language that are dynamic which may people do some changes in using language.

This research uses the theory from Yule (2010) in analyzing word formation process which exists in this study. Yule (2010, p. 52), defines the function of word formation is done by several processes that aim to form a new word. The process of forming this word is a process that is convinced or expected to bring up new words in a language. Types of word formation according to Yule they are divided into ten categories; Coinage, Borrowing, Compounding, Blending, Acronym, Backformation, Conversion, Derivation, and Multiple Process. Every types of those word formation process have different ways of forming a new word.

This theory is used to classify the types of word formation process that exist in each brand name which can then be analyzed on the type of word formation process used by each existing brand name of food and beverage or registered as partners in the Gofood application.

1.5. Significance of Research

The researcher hopes that this study can provide benefits for academic readers and public readers who study or read about word formation. The results of this study are expected to provide benefits and can be a reference to be able to better understand when learning about word formation in various forms of word creations. Many theories used in this study to make the process of analysis easier, the theory taken is a theory that can explain in detail about the elements of the object study. This study is expected to bring several benefits to the academic reader such as students like can be useful for students who will and are learning about word formation. The researcher hopes can help them to be able to understand more about word formation by looking at the many examples contained in this study.

Other researchers that take the study on word formation and for others who will also examine word formation more deeply, hopefully, this study can be a reference for the future. The last, this study hopes can be useful for public readers.

Although, not many people have learned about word formation and they never try to find out how a word formation can be formed and also what types of word formations exist. So, this study can be something new for them and can provide information to them that the word formations that are formed and used by the owner of food and beverage brand names are different. This can be a reference for those who also might want to create a brand name, so they can make it with an easier and structured pattern of word formation.

1.6. Previous Study

There have been several previous studies conducted by several researchers that have similarities in the object of study and research methods. The previous study serves to be a reference for relevant studies, which can help the researcher to continue in writing.

The first previous research conducted by Tanissa Nur'aini (2018). The title of the paper is *Word Formation Process in English Food Menu at Warunk Upnormal.* This previous research was taken because it has links with research topics, the research that has been done by Tanissa Nur'aini is focused on investigating word formation meaning of the food menu. She expected to give more understanding about word formation process in form of naming English food menu in cafe or restaurant and some information about the meaning of English food menu, using the theory about word formation and semantic are also given in those research.

The result of the research is the researcher gets are 40 data but 28 of them here taken as the sample of the study. The reason from the researcher for taking those 28 is the rest of 12 are not included in word formation categories and some of them have the same types with other data had analyze. The researcher took all the types of menu in *Warunk Upnormal* such as drinks, dessert, main menu, and healthy juice. From 28 data that analyzed, they are 9 derivation processes, 12 compounding processes, 6 borrowing processes, 3 blending processes, 2 clipping processes, and 1 acronym process. Among the seven types of word formation process in this research, compounding is the most common process used.

The researcher also get the conclusion of lexical and contextual meaning in the whole data of English food menu in Warunk Upnormal, that are either lexical and contextual, some food menu list has a similar meaning between lexical and contextual but mostly food menu list has a different contextual meaning especially in compounding process.

The second previous research conducted by Nurul Fadillah (2014). The title of the paper is *An Analysis of Word Formation Processes in Creating Food Brand Names Distributed in Toserba Borma Cipadung*. The research that has been done by Nurul Fadillah is focused on investigating word formation processes in creating food brand names. She only focused on food products because she said if food as the primary need of human living which is exactly more known by people to any other products. She analyzed all of word formation processes and she wants to know word formation process that mostly used in creating food brand names distributed in that used in branding product distributed in Toserba Borma Cipadung (The biggest department store nearby State Islamic University Sunan Gunung Djati Bandung and mostly visited by students there).

The result of the research, From 61 samples of food product which have been analyzed, there are 6 categories of word formation occurred in branding food products in Toserba Borma Cipadung namely, 26 compounding, compounding divided into 2 categories (15 nominal compound and 11 adjectival compounds), 17 blending, blending divided into 2 categories (blending type 1 that is dealing with existing compounds that are shortened to form a new word and blending type 2 that is the blends here denote entities that share properties of the referents of both elements), 7 multiple process that is divided into 3 categories (3 product are from clipping and compounding, 1 product is from onomatopoeia and compounding, and 3 product are from a new way in combining the words into multiple process that is adapted from another word that has been found by the researcher), 8 reduplication that is divided into two categories (6 full reduplications and 2 partial reduplications), 1 borrowing, and 1 onomatopoeia.

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From the result of the data that mostly used type of word formation process in creating food brand names distribution in Toserba Borma Cipadung is compounding with the total brand are 26 products.

The third previous research conducted by Hadid Arifin (2017). The title of the paper is *Language Attitude and Word Formation of Food Menu Names in The Food Court of Parahyangan Apartment.* The research that has been done by Hadid Arifin is focused on analyzes the language attitude and word formation that chosen as the food menu names in the food court of Parahyangan Apartement. The researcher got there are 34 data of food menu names which were taken from five stands in the food court of Parahyangan apartment, encompass the stand of *Syl's Kitchen, Kedai Koe, A-Heng, Igor's Kitchen,* and *Ketan Susu.*

The result of the data that has been analyzed about language attitude of the stand's owners is analyzed into two categories. First is the positive language attitude indicated by two of the stand's owners, they are the stand of *Kandang Monyet* which consists of 9 data and the stand of *Ketan Susu* that comprises 8 data. The second category is negative language attitude indicated by five of stand's owners, they are *Syl's Kitchen* which consists of 2 data, the stand of *Kedai Koe* consist of 4 data, the stand of *A-Heng* which consists of 3 data, the stand of *Igor's Kitchen* which consist of 6 data, and the stand of *Mam-mam Yuk* which consist of 8 data. Furthermore the result of analysis data in the study of word formation, they are word formation of coinage which consist of 5 data, the borrowing consist of 7 data, compounding consist of 2 data, blending consist of 3 data, clipping consist of 4 data, derivation consist of 8 data, and inflection consists of 5 data.

The Fourth previous research conducted by Mursyid Kasmir Naserly (2010). The title of the paper is *An Analysis on The Word Formation of The Advertisements Lexicon.* The research that has been done by Mursyid Kasmir Naserly is focused in analyzes the collection of the advertisement in the form of communication that relies on the written language and printed that used word formation as the style for their promotion and also to find out the form that happens. The research uses the qualitative method in which the writer tries to analyze data; to identify every word

formation used as the style. The result of the data, there are 15 advertisements that used word formation terms as the style in their promotion. From 15 results of data, there are divided into 13 blending with the types of blending they are adjective+noun, noun+noun, noun+adjective, adjective+adjective, and verb+noun. Then the types of compounding which consist of 2 with types of compound are noun+noun.

The Fifth previous research conducted by Denise Sheilla Noumianty (2016). The title of the paper is *An Analysis of Compound Words on Culinary Terms in Masterchef U.S Season 7 (2016)*. The research that has been done by Denise Sheilla Noumianty has limited the research by focusing on the theory of the process, type, and meaning of compound words. Although many kinds of word formation can be analyzed, she only focuses in analyse compound words because she hopes this research can be done in detail. The result of the research, there are 15 data analyzed who divided into 12 attributive compounds, 2 subordinative compounds, and 1 coordinative compound which also divided into two categories, endocentric and exocentric. In this analysis, there are 12 endocentric compounds and 3 exocentric compounds.

In the word stress, there are 10 culinary terms in *MasterChef u.s season 7* which categorized as noun compounds, 3 adjective compounds, and 2 verb compounds. Compound words certainly produced a new form of a word. Some of the new words have a predictable meaning and some others have unpredictable meaning. From the data, there are 13 compound words that have transparent meaning, and two opaque meaning.

 The differences between previous research and the research now that is on the source of data or research object. In this study, the research was interested in the Gofood Application as the research object. Another difference is from the research purpose that in the previous research, the purpose only focused on the types of word formation while in the research now is focused on the types and the patterns of word formation that used in Gofood Application as the object.