

ABSTRACT

Gema Zalfa Azzuhri Purnama. 1175030114. English Blending Words Analysis in Music Event Flyer Advertisement. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung, Supervisors: 1. Tenny Sudjatnika, M.Ag; 2. Pepen Priyawan, S.S., M.Hum.

Keywords: Blending, Combining, Shortened word.

Music event flyer appears from the combination of two or more words, which is that process of combination is the blending process. Furthermore, language users intentionally produce new words using Blending but are unaware of it. For example, in the music event flyer advertisement, they create a new lexicon as the title of their event name. However, it only aims to attract the reader's attention, and they are unaware of it although they are deliberately producing the new words. Therefore, the writer chooses this topic to make people aware of the existence of blending.

This research was conducted by using a descriptive qualitative method that focuses on analyzing the blending process in music event flyer advertisements posted on the social media platform Instagram from November 2018 to November 2021. The data are analyzed based on blending type theories stated by (Algeo, 1977) which are the type of blending are; 1) blends with overlapping, 2) blends with clipping, 3) clipping at morpheme boundaries, and 4) blend with clipping and overlapping. In addition, the rule of blending stated by (Plag, 2003) is the first part of the first word element combined with the second part of the second-word element. The letters A, B, C, and D refer to the different parts of the elements involved: $A B + C D = AD$.

According to the research, there are 31 English blending words that can be classified into three types, which are as follows: 1) blend with overlapping, 2) blend with clipping, 3) blend with clipping and overlapping. On the other hand, clipping at morpheme boundaries is a type that was not found in the music event flyer analysis since none of the English blending words is shortened along morpheme boundaries.

As a result, it can be concluded that the type of English blending words that are found in the music event flyers are mainly dominated by blends with clipping type. Blending also emerges from several patterns. Furthermore, the form of blending that are found in music event flyer generally emerge from a typical pattern which is where the first part of the first element combines with the second part of the second element; in terms of structure, is $A B + C D = AD$.

ABSTRAK

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Keywords: Blending, penggabungan, pemendekan kata.

Flyer acara musik muncul dari gabungan dua kata atau lebih, yang mana proses penggabungan itu adalah proses blending. Selain itu, pengguna bahasa dengan sengaja menghasilkan kata-kata baru menggunakan Blending tetapi tidak menyadarinya. Misalnya, dalam iklan pamflet acara musik, mereka membuat leksikon baru sebagai judul nama acara mereka. Namun, itu hanya bertujuan untuk menarik perhatian pembaca, dan mereka tidak menyadarinya meskipun mereka sengaja menghasilkan kata-kata baru. Oleh karena itu, penulis memilih topik ini untuk menyadarkan orang-orang akan adanya blending.

Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif yang berfokus pada analisis proses blending pada iklan flyer event musik yang diposting di platform media sosial Instagram dari November 2018 hingga November 2021. Data dianalisis berdasarkan teori blending type yang dikemukakan oleh (Algeo, 1977) yang menyatakan jenis-jenis blending adalah; 1) blend with overlapping, 2) blend with clipping, 3) clipping at morpheme boundaries, dan 4) blend with clipping & overlapping. Selain itu, kaidah blending yang dikemukakan oleh (Plag, 2003) adalah bagian pertama dari unsur kata pertama digabungkan dengan bagian kedua dari unsur kata kedua. Huruf A, B, C, dan D mengacu pada berbagai bagian elemen yang terlibat: $A B + C D = AD$.

Menurut penelitian, terdapat 31 kata campuran bahasa Inggris yang dapat diklasifikasikan menjadi tiga jenis, yaitu sebagai berikut: 1) blend with overlapping, 2) blend with clipping, 3) blend with clipping & overlapping. Di sisi lain, jenis clipping at morpheme boundaries adalah jenis yang tidak ditemukan dalam analisis pamflet acara musik karena tidak ada kata campuran bahasa Inggris yang dipersingkat di sepanjang batas morfem.

Hasilnya, dapat disimpulkan bahwa jenis kata campuran bahasa Inggris yang ditemukan di pamflet acara musik terutama didominasi oleh campuran dengan jenis kliping. Blending juga muncul dari beberapa pola. Selain itu, bentuk blending yang terdapat pada flyer acara musik umumnya muncul dari pola yang khas dimana bagian pertama dari elemen pertama bergabung dengan bagian kedua dari elemen kedua; dalam hal struktur, adalah $A B + C D = AD$.