

# CHAPTER I

## INTRODUCTION

This chapter explains background of the research, statement of problem, research objective, research significance, definition of key terms, and organization of writing.

### 1.1 Background of The Research

Language is therefore a means of understanding what it means to *be* (Birch, 2005: 5). For Heidegger, language is not about representing something; „it performs real actions in the world of beings“ (Birch, 2005: 5). On the other hand, Gelven (in Birch, 2005: 6), states that “language *shows* rather than *tells*”.

According to Concise Oxford English Dictionary, word a single distinct meaningful element of speech or writing, used to form sentences with others. From the explanations above word is a single unit of language which means something and can be spoken or written. It is the smallest meaningful unit. It is use for bunch and builds a language. It has part of speech there are noun, adjective, verb, and adverb.

A product of brand usually uses naming for the name of their product to classify, distinguish, or mark. Some of the product is used naming for giving people information of that product. Hence name is some important thing to identify something.

A name is a word or term used for identification. Using a name can make us clear to identify someone or something. It can identify a class or category of things, or single thing, either uniquely, or within a given context. Besides that, naming becomes very important because in that name there is sign system.

Nowadays, name is not only identify name of thing, situation, or person but can be use for identify a color. Color name commonly is used for distinguishing a color which has close kind color. So, it must have different name in order not to get accidently exchanged when we identify those colors.

Color name oftentimes appears in paint product. It case happens because in paint product there is a lot of kind of color. As people know to paint room is a comfortable room is depending on the color of that room. And for painting room it need a variety of color. Many company made colors. A variety of these colors can make our room different with other.

The study of similar topic has been undertaken by Riyadi (2006) which investigate compound words are found on Thomas Hardy's novel *The Return of the Native* and find out the processes of meaning formations of English compound words on Thomas Hardy's novel *The Return of the Native*. From his research, he found forty compound words on Thomas Hardy's novel *The Return of the Native*. Twenty one words are included to the noun compound word, eight words are included to the adjective compound word, one word is included to the verb compound word and ten words are included to the adverb compound word. Secondly, he found the compound words that are combined by adding hyphen [-] do not appear new meaning. While, the compound words that are combined

without adding hyphen [-] can appear new meaning, except the compound words showed “times”. And the other similar topic has been undertaken by Umayah (2012) which investigate the morphological process and the lexical meaning in lipstick colors” naming. She analyzes categories of word formation in the compound word of lipstick colors” naming by the syntax theory that is tree diagrams. She found seven categories of word formation. There are adjective + noun, adjective + adjective, noun + noun, adverb + adjective, adverb + noun, verb + noun, and noun + verb. From her research, she also found that the lexical meaning in lipstick colors” naming put the combination of several kinds of words, such as food names, fruit names, activities, characteristics, and feelings.

This research focused on the color name of *Dulux*’s wall paint colors. Wall paint products of course very necessity for every one who want paint their home. So that every paint company make a lot of color invention. For this case naming is very important thing in order to distinguish this color with that color. Sometimes, there is color which has close kind with other color. Caused of that, a paint company extends a name of color which has not use one word, for example, red, pink, blue, or green. Mostly those colors also have two words or more to extend the color name, it is called compound word.

That color name is compound word which has some other word that constructs it. For example, Sunny Side Up which has form with three words, or Apple White which has form with two words. Although the color”s name form by some word but that compound word finally just build one word. Cause there is some kind of word in that compound word so that this case need to research. This

research is going to analyze the structure of word formation and the lexical meaning of those color names from wall paint's color which is compound word. The purpose of this meaning is name color meaning from the form of compound words. Sometimes the aspect of meaning in that name color is ignored. But actually the case of that selection is having relationship with the representative of the real name color.

This research is similar to the previous ones as to describe the word formation process and its meaning. What make this research different from those previous researches are the data, and data resource. This research investigates the different object that is the color name of *Dulux*'s wall paint colors.

The data for this research are taken from *Dulux* website ([www.dulux.co.id](http://www.dulux.co.id)). There are color name of wall paint's color from *Dulux* paint. The researcher focuses on research the structures of word formation and types of compound meaning of this color name of *Dulux*'s wall paint colors.

## 1.2 Statement of Problem

Based on the explanation above the research concerned to the color name of wall paint's color from *Dulux* paint which is consist compound word. From that word it divides to the classification of compound word. And how it influence from area of morphology and semantic. So, the research will focus to investigate word by word in morphology especially from the structure of word formation and explain the lexical meaning from semantic. For Focusing on this research, the inquiry would be guided by the following general questions:

- a. What are the structures of word formation of compound words used in the color name of *Dulux*'s wall paint colors?
- b. What types of compound meaning are found in the compound words of the color name of *Dulux*'s wall paint colors?

### **1.3 Research Objective**

The aims of the research are:

1. To know and understand the structures of word formation and the types of compound words used in the color name of wall paint's colors.
2. To identify and analyze the types of compound meaning found in the color name of wall paint's colors.

### **1.4 Research Significance**

The significance of the research is this research expected able to contribute especially in morphology and semantic analysis. This study also expected as an additional references for those, student, lecturer, researcher, or who have the same interest in morphology and semantic analysis, especially in compound word.

### **1.5 Definition of Key Terms**

To clarified explanation in this research there are key terms include the following points:

- Morphology is the study of word formation, including the ways new words are coined in the languages of the world, and the way forms of words are varied depending on how they're used in sentences (Lieber, 2009: 2).
- Process is connected series of actions, changes, etc (Oxford Advanced Learner's Dictionary, 1987:666).
- Word is the smallest meaningful unit (McManis, 1987:117).
- Formation is forming or shaping (Oxford Advanced Learner's Dictionary, 1987: 339).
- Word formation is the concatenation of morphemes, conceived of as mini-lexemes (Spencer, 2001:2).
- Compounding is a joining of two separate words to produce a single form (George Yule, 2006: 54).

## 1.6 Organization of Writing

Chapter I describes about background of the research, statement of problem, research objective, research significance, definition of key terms, and organization of writing.

In chapter II discussed underpinning theory about morphology (morpheme, word, base, root, and stem), morphological processes (compounding and affixation), semantics, kinds of meaning, and the last is the kinds of compound meaning.

In chapter III describes about research method of the research such as research design, population and sample of study, types and source of data, research instrument, technique of collecting data, and technique of analyzing data.

Chapter IV explains about applying theory into the data that had collected by the researcher in this research. The theories of compound word are applied into the data so it has to be analyzed and produce the conclusion in the last chapter V.

In the last chapter explains about the conclusion and suggestion of this research for the next researchers who would continue this research.

