WORD FORMATION PROCESS IN OUTDOOR ADVERTISEMENT

(A Case Study of Billboard Installed in Semarang)

A THESIS
In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University

Submitted by:

DESITA ANGGRAENI

NIM: A2B007034

FACULTY OF HUMANITIES

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PRONOUNCEMENT

The writer honestly confirms that she compiles this thesis by herself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer as certain also that she does not quote any material from other publications or someone's paper except from the references mentioned in the bibliography.

Semarang, December 2011

Desita Anggraeni

MOTTO AND DEDICATION

"It doesn't matter if I don't succeed in something, what matters is that I learn from my mistakes."
- Linda Evans -
"While we stop to think, we often miss our opportunity."
- Publilius Syrus -
"Yesterday is but today's memory, tomorrow is today's dream."
- Kahlil Gibran -

"At first dreams seem impossible, then improbable, then inevitable."
- Christopher Reeve -

"Know yourself and you will win all battles."
 - Sun Tzu -

I dedicate this simple work

For my beloved Ibu, Bapak and Adek

I do love you forever....

APPROVAL

Approved by,

Thesis Advisor

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       The writer realizes that this thesis is far away from being perfect. It will be very nice if any one gives critics and recomendation to make this thesis better.

       Finally, the writer expects that this thesis will be useful to the reader who wished to learn something about word formation process on billboard advertisement terms.

Desita Anggraeni

TABLE OF CONTENTS

ABSTRAK

Bahasa merupakan alat komunikasi yang penting bagi manusia, karena dengan bahasa kita dapat mengetahui informasi yang kita butuhkan. Bahasa muncul dan berkembang karena interaksi antar individu dalam suatu masyarakat. Kita menggunakan bahasa untuk berkomunikasi satu sama lain. Bahasa selalu berkembang seiring dengan berjalannya waktu. Sifat komunikasi yaitu komunikasi verbal (secara lisan maupun tulisan) dan komunikasi non verbal (bahasa isyarat maupun simbol-simbol). Dalam melakukan komunikasi verbal, masyarakat sering menggunakan media, biasanya media yang sering digunakan ialah media tulis atau media massa seperti surat kabar, majalah, billboard, tabloid dan spanduk. Penelitian ini mengkaji struktur kata-kata yang terdapat dalam iklan Billboard di Semarang. Penelitian ini bertujuan untuk mendeskripsikan proses pembentukan kata yang terdapat pada iklan-iklan Billboard Semarang.

Teori yang digunakan dalam penelitian ini adalah teori pembentukan kata yang dikemukakan oleh beberapa pakar linguistik seperti, Hatch & Brown (1995), Katamba (1993), dan O'Grady (1996).

Penelitian ini menggunakan metode kualitatif dan deskriptif, karena penelitian ini berusaha mendeskripsikan temuan-temuan dengan kata-kata. Data penelitian ini dukumpulkan dengan teknik dokumentasi dan Simak Bebas Libat Cakap (SLBC). Sedangkan dalam menganalisis data, penulis menggunakan teknik agih dengan teknik lanjutan teknik lesap dan perluas. Data yang digunakan dalam penelitian ini berupa kata-kata yang ditemukan pada iklan-iklan Billboard Semarang.

Penulis menemukan ada 100 kata slang yang terdapat pada iklan-iklan Billboard Semarang. 40 diantaranya merupakan proses compounding, 4 borrowing, 13 coinage, 7 initialization dan acronym, 11 blending, 9 clipping, 1 conversion, 9 inflection, and 6 derivation.

Dari analisis yang telah dilakukan, penulis berkesimpulan bahwa proses compounding merupakan proses yang paling sering terjadi di iklan-iklan Billboard Semarang ini.

CHAPTER I
INTRODUCTION

1.1. Background of the Study

Today, there are many kinds of advertisement we face in daily life. Indoor and outdoor advertisement can be seen everywhere and everytime. Advertisement itself is a kind of communication that has purpose to motivate the consumers to buy their products, and to promote their new product (Agustrijanto, 2002).

In brief advertisements are used by producers to advertise their products so that consumers will receive them. According to Suyanto (2006), there are two kinds of advertisement, indoor and outdoor. Outdoor advertisements, which exist in the open air, can be found in shopping centers, roads, etc., while the indoor one is found in magazines, brouchures, etc.

The language used in advertisements are very important for promoting its products. Consumers will know and remember the product if advertisers use interesting language in the advertisements. Advertisers will try to make the language as maximum as possible to reach the meaning and the curiousity of the target about the product itself. It must have a make-sense power to them. To put it more simply, advertisements must have hidden power to flatter their readers.

Recently, many billboards as one of outdoor advertisements are advertising about events held by a company to promote a new product or to

gather costumers in an event or activity. The events are usually about the music concert and the target are youngers. Besides, some billboards are advertising social activity, environtment-care activity, but the targets are still the youngers.

The phenomena happening on this advertisement are that words used are new words. The advertisers make new words which are unique and interesting, since the targets are youngers who like something different and unique. In addition, the words must be easy to remember and efficient since the medium to write is limited and people read them only in passing; for example : A – Mild, a brand of cigarette, has a routine activity called *"soundrenaline"*.

In this study, the writer limits the scope of the study in order to treat the topics more precisely and effectively. The writer chooses a morphological approach in analyzing the data. There are some ways of forming the variation of words, such as adopting, adapting or forming the really new words that never exist before. Besides that, the writer decide to study this topic, because there is few research that explains about word formation for advertisement. Therefore, the writer tries to explain considering anything.

This all suggests that the writer is eager to make a research about how far the process of new terms in billboard advertisement exist the rule of words formation. She decide to study the topic of the study "Word

Formation Process in Outdoor Advertisement (A Case Study of Billboard Installed In Semarang).

1.2.   Scope of the Study

The discussion in this research will be specified on describing the Word Formation Process in Outdoor Advertisement which is classified into ten categories, according to Hatch and Brown (1995: 170-268), and O'Grady and Friends (1996: 151-158). The ten categories are the followings: *Blending*, *Compounding*, *Borrowing*, *Coinage*, *Initialization & Acronym*, *Clipping*, *Back Formation*, *Conversion*, *Inflection* and *Derivation*.

1.3.   Purposes of the Study

The main purposes of this study are :

1.3.1   Describing the word formation process of new terms formation on billboard advertisement installed in Semarang.

1.3.2   Classifying and analyzing the word formation process in the new term formation on billboard advertisement installed in Semarang.

1.4.   Previous Studies

The previous study on word formation is related to the study of word's structure or morphology as follows.

1.4.1   Fitria's Thesis (2009), entitled *Word Formation Process in Friendster Testimonials Used by Different Sex Users*, describe that

the most word formation is abbreviation and female users make more variation than male ones. In research method she used descriptive qualitative and quantitative method.

1.4.2 Edwin (2007) explains in his Thesis with title *Word Formation Process of Computer Jargons*. He choose qualitative methodology as his research method and the data collected are in words, sentences or pictures. The conclusion from this Thesis is there are 160 jargons created by back formation, 103 by initialization, 57 by acronym. The total of jargons are 333.

1.4.3 Wiwiek (2009) in her Thesis with title *Formation of English Terms in Restaurant's Menu*. She collected data and analyzed data as her research method. The conclusion from her thesis is that Restaurant used word formation to form the English terms of menu. The conclusion is there was food menu that used word formation process like compounding, blending, clipping, borrowing, abbreviation, derivation, inflection, coinage, conversion and acronym.

1.4.4 Noor (2004) in her Thesis with title *Word Formation on Medical Terms on TIME Magazines Published in June 2003*. She used descriptive research that is aimed to describe systematically the facts and characteristics of a given population or area of interest, factually and accurately (Isaac, 1987:46). The conclusion

is there were Medical Terms that used word formation process like compounding, blending, clipping, borrowing, backformation, conversion, derivation, inflection, initialization, acronyms, and coinage.

1.5. Organization of the Writing

CHAPTER I : INTRODUCTION

This chapter presents background of the study, scope of the study, purpose of the study, previous studies and organization of the writing.

CHAPTER II : LITERARY REVIEW

This chapter consists of theories that are related of the study, such as morphology, word formation, and advertisement.

CHAPTER III : RESEARCH METHOD

This chapter contains the type of research methods, data source of the research, population and sample, method of collecting data and method of analyzing data.

CHAPTER IV : DATA ANALYSIS

This chapter presents the analysis of word formation process in outdoor advertisement, that were found in the object of the study.

CHAPTER IV : CONCLUSION

This chapter contains the summary of the main points of the research and recommendation toward this research.

CHAPTER II
LITERARY REVIEW

2.1 Morphology and Morpheme

2.1.1 Morphology

According to Katamba (1993:19), morphology is the study of word structure. Yule (1985:67) identifies morphology as the study of the basic element of a language, and the element is called a morpheme. Alwasilah's (1993:19) definition for morphology is a part of language study or linguistics which studies morphemes. Morever, Alwasilah says that morphology studies and analyzes the structure of word forms.

2.1.2 Morpheme

From the definitions above, we find the term called morpheme. Ramelan says that the smallest unit arranged into a word is morpheme (1992:131). A word may consist of one or more morpheme. Langecker gives his definition of morpheme, that is, minimal units of grammatical structure. Matthews in Bauer says that a morpheme maybe defined as the minimal unit of grammmatical analysis (1983:14). Hatch and Brown (1995:261) state that a morpheme is, a meaningful linguistic unit that contains no smaller meaningful units.

From the definition above, we can make a conclusion that a morpheme is the smallest grammatical unit that cannot be separated again and it has a meaning where one or more morpheme can form a lexeme.

2.2 Root and Affixes

According to Katamba (1994:41), words have internal structure which is created by word-building elements. The elements include roots and affixes.

Root is the irreducible core of a word, with absolutely nothing else attached to it. It is the part that is always present, possibly with some modification, in the various manifestation of a lexeme (Katamba 1993:41). For example, walk is a root and it appears in the set of word-form. For example: Walks→ root: walk, inflectional affix: -*s* and Walker → walk (root), marker noun –*er*.

Affix is a morpheme which only occurs when it is attached to some other morphemes such as a root or stem or base. There are two kinds of affixes which are explained as follows, Prefix is an affix attached before a root or stem or base like re-, un-, and in- and Suffix is an affix attached after a root or stem or base like -ly, -er, -ist, -s, -ing and –ed.

2.3 Free and Bound Morpheme

2.3.1 Free Morpheme

Free morpheme is morpheme that can stand by itself, unlike bound morphemes, which only occur as part of words. For example: colorless and furiously. Color and furious are free morphemes, whereas -less, and -ly are bound morphemes.

2.3.2 Bound Morpheme

Bound morpheme is morpheme that can only occur when it is attached to free morphemes. Affixes are bound morphemes. Common English bound morphemes include; *-ing, -ed, -er,* and *pre-.*

2.4   Word Formation Strategies

According to Hatch and Brown (1995), Francis Katamba (1993), and O'Grady (1996), there are various of word formation process that may occur in a sentence. The kinds of word formation are :

2.4.1   Borrowing

Foreign words are always being borrowed from other languages, especially to acompany new ideas, inventions, products and so on. For example, the word *yogurt* derived from Turkish, *croissant* derived from French. In other cases, word that is borrowed may change in its writing or pronouncation, as seen in the word *democracy*, which derives from Greek, *democratos*.

2.4.2   Coinage

Coinage is words may also be created without using any of the methods described above and without employing any other word or word parts already in existance. O'Grady and Guzman (1996:160) state that 'coinage' or 'manufacture' is a new word created from names. It is common in cases where industry needs a name for a

product. Such brand names as *Xerox, Kodak, Linux* were made up without reference to any other word.

2.4.3   Compounding

Compounding is the combination of lexical categories (noun, verb, adjective or preposition) O'grady and Guzman (1996:151). There are three categories of compounding words, they are:

a. Noun Compound is two words or more combined to create a noun compound

E.g : *postcard, greenhouse*

b. Verb Compound is two words or more combined to create a verb compound

E.g : *spoon-feed, overlook*

c. Adjective Conpound is two *words* or more combined to create an adjective compound

E.g : *nationwide, redhot*

2.4.4   Initialization and Acronym

Initialization is another reduction process where each letter on the word is pronounced (Hatch and Brown, 1995:210). The examples are *LA* for *Los Angeles, US* for *United State*. Meanwhile, acronym is a word made up abbreviation, too, but the result is pronounced as a word, not as list of letters (Hatch and Brown, 1995:210), for examples

ILO (International Labor Organization), *CIFOR* (The Center For International Foresty Reaserch).

2.4.5 Blending

Blending is a combination of the parts of two words, usually the beginning of the word and the end of another. Well known examples of blends include B*runch* from *breakfast* and *lunch*, *Smog* from *smoke* and *fog*, *Gasohol* from *gasoline* and *alcohol*, and *Motel* from *motor* and *hotel*.

2.4.6 Clipping

Clipping is a process that shortens a polysyllabic word by deleting one or more syllables (O' Grady and Guzman, 1996:157). For examples; *Website* becomes *web*, *Television* becomes *teve*, *Fabulous* becomes *fab*, and *Gasoline* becomes *gas*.

We may shorten longer terms and then create new words. People usually use the longer term if the situation is more formal and the shorter term if the situation is more informal. However, the new term may entirely replace the longer original word but it does not change the word class and the meaning of the word itself.

According to Allan (1986:239), there are two kinds of clipping, they are Backlipped words and Foreclipped words. The example of backclipped words are *Examination* becomes *exam* and *Taximeter* becomes *taxi*. On the other hand, the example of foreclipped words are *Airplane* becomes *plane* and *Telephone* becomes *phone*.

2.4.7 Back formation

Back formation is a process that creates new word by removing a real or supposed affix from another word in language (O'Grady and Guzman, 1996:158). For examples :

a. *Regulation* (noun) becomes *regulate* (verb)

b. *Demonstration* (noun) becomes *demonstrate* (verb)

c. *Entertainment* (noun) becomes *entertain* (verb)

From the examples above we may conclude that backformation process changes the word class and the meaning of the word itself.

2.4.8 Conversion

Conversion is a process that assigns an already existing word to a new syntactic category. Even though it does not add an affix, conversion resembles derivation because of the change in category and the meaning that it brings about. For the reason, it is sometimes called zero derivation (O'Grady and Guzman, 1997:157). There are several types of conversions :

a. Verb that comes from noun, example; '*nail* the door shut!'

b. Verb that comes from adjective, example; '*dry* the clothes!'

c. Verb that comes from preposition, example; *to out* gay bishops

d. Noun that comes from verb, example; *a permit, a report*

2.4.9 Inflection

Inflection is a word formation by adding affixes so that it can create a new form without changing the word class or meaning (Hatch and Brown, 1995:285).

There are some kinds of inflections :

a. Regular plural, e.g. :

   noun + suffix –s = key + -s = keys

b. Irregular plural, e.g. :

   child→children

c. Zero plural morpheme, e.g. :

   Deer (singular)= deer (plural), sheep (singular) = sheep (plural)

2.4.10 Derivation

Derivation is achieved by adding affixes: prefixes – are added at the beginning of a word, suffixes added to the end of a word.

2.5 Advertisement

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.   Advertisement itself is a

kind of communication that has purpose to motivate the consumers to buy their products, and to promote their new product (Agustrijanto, 2002). The languages used in advertisements are very important for promoting its product. Consumers will know the product if they use an interesting word in its advertisement. The advertisers will try to delve the word as maximum as possible to reach the meaning and the curiousness of the target about the product itself. It must have a make-sense of power to them. On the other word, the advertisements must have hidden power to flatter their reader. Many billboards as one of outdoor advertisements are advertising about the event held by a company to promote a new product or to gather the costumers in an event or activity. The events are usually about the music concert and the target are youngers. Besides, some billboards are advertising social activity, environtment-care activity, but the targets are still the youngers.

CHAPTER III

RESEARCH METHOD

This chapter deals with the type of the research, the method of collecting data of population and sample, and the method of analyzing data.

3.1.   Kind of Research

The writer uses descriptive method in order to analyze the possible word formation in outdoor advertisement. In conducting this research, she also uses qualitative approach as the research data is word that cannot be counted systematically. This research is conducted by collecting, classifying, analyzing the data and draws some conclusions. The writer also uses qualitative approach to know the kind of word formation which most common in using. The data in this research are the new terms formation on billboard advertisement installed in Semarang.

3.2.   Data Source, Population, and Sample

3.2.1. Data Source

Data source are all information or subjects that should be collected and chosen by the research (Arikunto, 1998:114). There are two kinds of data, primary and secondary data**.** It is called as primary data when the data are directly taken as a result of collecting the data individually and it is an

original data from the source. On the other hand, secondary data is obtained from the second hand.

In this study, the writer uses primary data. The writer collects the data directly from the research subject. The data of this research are taken from Billboards installed in Semarang as outdoor advertisement.

3.2.2. Population

Arikunto (1992:107) says that if the object of a research is less than a hundred, it is better to take all of them into account, so that the research is called population research. However, if the object is larger than a hundred, we may take some of them in a percentage.

Population is a group of individuals with determined quality and characteristics. In the other words, population is the entire group from which the sample is chosen (Hadi in Setyaning, 2006). Populations of this research are all the words in the billboard installed in Semarang as outdoor advertisement.

3.2.3. Sample

Sample is a part of population that will be analyzed in the research (Arikunto, 1997:104). The sample which is used in a research should represent the population of the research.

Samples are taken from the population according to particular criteria based on the purpose of the research. In determining the sample, the writer uses purposive sampling method. Mardalis, (2003:58) says that purposive sample method is a method in which the chosen samples have to

be able to represent the population. The sample of this research is the word or term in billboard installed in Semarang as outdoor advertisements which contain word formation.

3.3.   Method of Collecting Data

In collecting the data, the writer uses documentation and observation method. Documentation method is a method of data collection by studying books, transcriptions, newspapers, advertisements, magazines, etc (Arikunto, 1998:149). This research uses documentation method because the writer gains the data source from advertisements. Observation method is a method of collecting data by analyzing an object systematically (Arikunto, 1998:9). Arikunto (1998:226-237) stated that there are 5 methods of collecting data, namely test, method questionnaires, interview method, observation method and documentation. In this method the writer tries to observe and examine the data source based on its phenomena. In the copied bilboards, there are 70 billboards installed in Semarang, included East Semarang, West Semarang, North Semarang and South Semarang. There are 185 terms in 70 billboards. Then, by using purposive sampling, the writer shortens the number of the data in 25 terms in each area, so there are 100 terms as the population. She did the shortening data in order to get equality in number of population, and why she chooses 25 terms of each different area, it is because she wants to maximize the data in order to get more evidences and accurate results.

The phenomena existed in this research is about the new terms of billboard advertisement. By observing systematically, the writer can reveal the pattern of the *Word Formation on Billboard Installed in Semarang*.

The writer also uses *Simak Libat Bebas Cakap* Techniques or *SLBC* acknowledged by Arikunto (1993:133), since the writer only acts as an observer without taking part on the process of creating the data source. Here, the writer observes only the words in the Billboard installed in Semarang. After observing the data source, the writer also uses the *catat* technique, which is the listing of the data source. *Catat* is technique of rewriting the data using certain writing tools since the writer takes some notes every time she finds possible word formation on billboard (Sudaryanto, 1993:135).

3.4. Method of Analyzing Data

In this research, the writer applies method of analyzing data by Sudaryanto (1993). He states that there are two kinds of technique in analyzing data. They are *Padan* method and *Agih* method. The writer uses *Agih* method in analyzing the data, because the writer studies the language internal factors (Sudaryanto, 1993: 15). Furthermore, the writer uses some advance techniques they are *Lesap* technique and *Perluas* technique. *Lesap* technique implemented by releasing, eliminating, or reducing certain elements of the concerned lingual unit, as in the word "fest" derived from the origin word "festival". The writer also uses *Perluas*

technique, implemented by extending the concerned lingual unit to the right or left, and the expansion itself uses certain elements; for example the word "incredible" derived from the origin word "credible" which get prefixes –*in*.

The steps to analyze the data are as follows:

1) The writer finds the word formation process in Billboard Outdoor Advertisement.

2) The writer takes a note the terms of the Billboard Advertisement which are found in the Outdoor Advertisement.

3) The writer describes the word formation processes of the Billboard Advertisement.

4) The writer analyzes the word formation of the Billboard Advertisement, which are found in the Outdoor Advertisement.

5) The writer will present data in tabular form so that we can compare the word formation process which are the most widely used and which are not. Finnaly, the writer draws a conclusion and gives recommendation.

CHAPTER IV

DATA ANALYSIS

In this chapter, the analysis of the research data will be presented. As mentioned before, the writer analyzes the Word Formation Processs in Outdoor Advertisement (A Case Study of Billboard Installed in Semarang). The writer found 100 data that belong to advertisement billboard terms. Those can be classified into ten categories of word formation.

After analyzing the data, the writer found out that there are ten strategies of word formation process. They are borrowing, coinage, compounding, initialization and acronym, blending, clipping, backformation, conversion, inflectional, and derivational. The category and frequency of the word formation strategies of advertisement terms in the data can be seen from the following table:

4.1. **The Word Formation Process Found in Outdoor Advertisement**

(A Case Study of Billboard installed in Semarang)

Table 1.

No.	Word Formation Process	The number of sample	Percentage
1.	Borrowing	4	4%

2.	Coinage	13	13%
3.	Compounding	40	40%
4.	Initialization and Acronym	7	7%
5.	Blending	11	11%
6.	Clipping	9	9%
7.	Backformation	0	0%
8.	Conversion	1	1%
9.	Inflection	9	9%
10.	Derivation	6	6%
	Total	100	100%

There are 100 terms that were found in Billboard Advertisement Installed in Semarang. Futhermore, there are nine processes of word formation that exist in those term. From the data above, we can conclude that compounding is the most common way of the formation of billboard advertisement installed in Semarang. It has 40% of the total terms. There are 40 terms Billboard Advertisements that undergo the process of compounding. There are some terms which undergo other word formation processes, namely borrowing 4%, coinage 13%, initialization and acronym 7%, blending 11%, clipping 9%, conversion 1%, inflection 9%, and derivation 6%.

4.2.   Word Formation Process in Outdoor Advertisement Installed in Semarang

4.2.1   Borrowing

Foreign words always borrow from other languages, especially to acompany new ideas, inventions, products and so on.

The writer finds three kinds of borrowing that is used in advertisement. Here are the examples :

4.2.1.1   Djarum *Black*

The word *Black* is borrowed from English. Black is a kind of color at one extreme end of the scale of grays. it is opposite to white, absorbing all light incident upon it**.** *Djarum Black* is the meaning of black needle which become a sign of the product. The location of the billboard can be found almost everywhere.

4.2.1.2   *Chicken Ramen*

The word of *Ramen* is borrowed from Japanesse word. *Ramen* is one kind of Japanese food. Usually it called Ramen Noodle. *Chicken Ramen* means ramen noodle that is served with slice of chicken. The location of the billboard can be found in some places, for example in Singosari Raya Street.

4.2.1.3   *Djarum Super Ramadhan*

The word *"ramadhan"* is borrowed from Arabic Word. *Ramadhan* is Muslim's holi month. *Djarum Super*

Ramadhan is an event held by a cigarette factory during fasting month of ramadhan**.** The location of the billboard can be found in many places in Semarang.

4.2.2 Coinage

Coinage is creation of a new word since there is no appropriate borrowed or native word to express it. O'Grady and Guzman (1996:160) state that coinage or in other words called word manufacture is a new word created from names. It is commonly used by an industry for a product name. The writer finds some coinage process that is used in outdoor advertisment installed in Semarang, such as:

4.2.2.1. L.A

The word *L.A* actually is brand of a cigarette. L.A derived from Los Angeles. L.A is one of cigarette's brand primarly known as the best cigarette with good taste. That can be found in almost everywhere.

4.2.2.2. *Flasholic*

The word *flasholic* is actually a tagline or term came from one of handphone providers named *Telkomsel Flash,* while *holic* is fanatic. So, *flasholic* means the provider users who are fanatic with Telkomsel Flash promo. The location of

the billboard can be found in some places, for example in Pandanaran Street.

4.2.2.3   *Martha Tilaar (Sariayu)*

Martha Tilaar is a prominent Indonesian woman entrepreneur - the owner and president director of Martha Tilaar Group. *Martha Tilaar* has a product named *Sariayu*, which is a cosmetic brand name. Actually, The name of *Sariayu* is inspired by ancient wisdom i.e. the tradition of bathing and beauty care. Throughout the lifecycle, it is combined with the "new age" trend of back to nature, "Beauty and Harmony Lifestyle Spa" has been created. The location of the billboard only found in ADA Supermarket.

4.2.2.4   *Clas Mild "Party with Nina"*

Clas Party with Nina is an event held by one of cigarette brands; Clas Mild. So, theme of this event is *Clas Party with Nina*. Because this event is held for the first time, the theme of this advertisement include in coinage. The location of the billboard can be found in many places, for example in Pudak Payung Street.

4.2.3   Compounding

Compounding is a process of word formation in which two different words are joined together to form a new meaning. The

categories of the word are noun, adjective, and verb. In this research, the writer finds four terms in Advertisement Billboard which belongs to compounding.

The analysis of compounding terms words are as follows :

4.2.3.1   Water blaster

Water blaster

Water   **blaster**

(n)   **(n)**
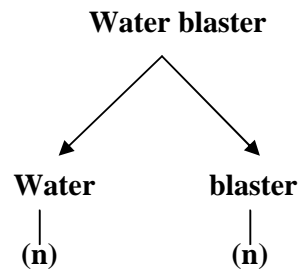
The words *'Water Blaster'* is made from the word *'water'* and*'blaster'*. Water means clear colorless liquid that falls as rain, is found in rivers etc and it is used for drinking, while Blaster means sensation sound produced from like a bomb that can make us amazed. By the lexical meaning, the target of this advertisement will be interested and curious about the recreation place. The target might think that the place is like its name, a water place like in the sea that stimulate the blaster process. The location of the billboard only foud in Candi Golf Street.

4.2.3.2   Green Field

Green Field
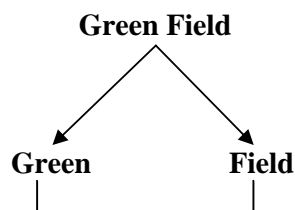
Green   **Field**

(adj)   (n)

Green Field is the combination of two words *green* [adj] and *field* [n]. *Green* means the color of growing foliage intermediate in the spectrum between yellow and blue. It is found in nature as the color of most grasses and leaves while growing. *Field* itself means an expanse of open or cleared ground, especially a piece of land which is suitable or used for pasture or tillage. *Green field* is an expanse covered by green growth or foliage. The purpose of this event is to spread green life issue (green life). The location of the billboard can be found in some places, for example in Jatingaleh Street.

4.2.3.3   Semarang Carnival

Semarang Carnival

Semarang   Carnival

(n)   (n)
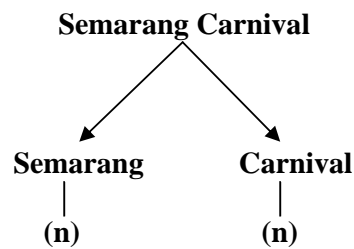
Semarang Carnival is obtained from the combination of two words, *Semarang* [n] which is the capital of Central Java province, and *Carnival* [n] which means a festive occasion or period marked by entertaining processions. On the whole, *Semarang Carnival* is an event held by the Semarang government every year to celebrate the

anniversary of the city. The location of the billboard can be found almost everywhere.

4.2.3.4   Sound Academy

Sound Academy

Sound → **Academy**

(n)   **(n)**
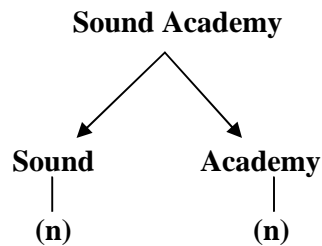
Sound Academy is the joint of two words *sound* [n] and *academy* [n].   *Sound* means the sensation produced by stimulation of the organs of hearing by vibrations transmitted through the air or other medium. Then *academy* [n] which means a school or college for special instruction or training in a subject. *Sound academy* is an event that held by one of cigarettes brand.   The purpose of sound academy is to fulfill the artistic performance especially for singing in school. The location of the billboard can be found in some places, for example in Tembalang Street.

4.2.4   Initialization and Acronym

Initialization

Initialization is another reduction process where each letter on the word is pronounced (Hatch and Brown; 1995:120).   In this

research, the writer finds two initializations. The explanations are as follows:

4.2.4.1   *ISEI*

ISEI stands for Ikatan Sarjana Ekonomi Indonesia

ISEI is the student economist association of the Faculty of Ekonomics which are creative and ready to accomodate small business from society that want to succed. ISEI organizing the exhibition. The location of the billboard can be found in some places, for example in Hayam Wuruk Street.

4.2.4.2   *VIP*

VIP comes from the abbreviation *Very Important Person*. Beside that, *VIP* have the other abbreviation, that is *Visually Impaired Person*. The location of the billboard only found in Singosari Raya Street.

Acronym

Acronym is a word made up of abbreviation, but the result is pronoun as a word, not as a list of letters (Hatch and Brown; 1995:120). The writer finds a kind of acronym in the data, they are:

4.2.4.3   SMANDA

*SMANDA* stands for <u>S</u>ekolah <u>M</u>enengah <u>A</u>tas <u>N</u>egeri <u>D</u>ua. In English *SMANDA* means State Senior High School Two.

The location of the billboard can be found in some places, for example in Singosari Raya Street.

4.2.5 Blending

Blending is a combination of the parts of two words, usually the beginning of the word and the end of another. In this research, the writer identifies four word belong to blending. Some of the results are as follows.

4.2.5.1   *Xtraligi*

Xtraligi

eXtra   **relig/religion**

(Adj)   **(n)**
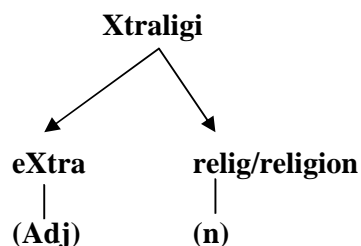
Xtraligi derived from the words *extra* [adj] and *relig* [n]. *Extra* means beyond or more than what is usual, additional, while *relig* means *religion* . *Extra* is used to show larger or better size than usual. Meanwhile, *Xtraligi* is a wooden puppet show and an artistic performance which represents spiritual journey of religious principles. The location of the billboard can be found in some places, for example in Kalibanteng Street.

Mathemagics

```
        Mathemagics
         ↙      ↘
     Math        Magics
      |            |
     (n)          (n)
```
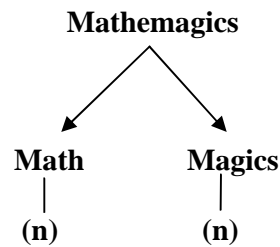
Mathemagics derived from *Math* [n] and *magics* [n]. *Math* is one of the science the subjects in the school (mathematics) while *magic*s is the art of producing a desired effect or result through the use of incantation or various other techniques that presumably assure human control of supernatural agencies or the forces of nature. *Mathemagics* is the place of mathematics course.   The teacher at mathemagics help students to learn easy mathematics which considered by some children are very difficult.   So the purpose of mathemagics is helping students to learn easy formula of mathematics from their teacher at the course. Therefore, it looks like magic which can be learned instantly.

Below is the terms include the word formation that is blending. But in this case, the word formation processes is using a different pattern. The pattern in this case is composed of two words which one word is complete and the other does not completely merged into one new word

and has a new meaning. Some of results are as follows.

The location of the billboard only found in Semarang.

4.2.5.3   Road to *Soundrenaline*

Soundrenaline

Sound   Adrenaline

(n)   (n)
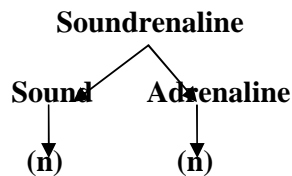
Soundrenaline derived from the words *sound* [n] and

adrenaline [n]. *Sound* means the sense that is produced by

pulse stimulation of the hearing organs conveyed through

the air or other object, while *adrenaline* is a hormonal sense

to response stress and raise heart rate, pulse rate, spirit and

blood pressure. Meanwhile, *Soundrenaline* is the sound of

music that is able to arouse our adrenaline hormones

resulted in the upbeat spirit inside our body and soul. The

location of the billboard can be found in some places, for

example in Sultan Agung Street.

4.2.5.4   Intermusic

Intermusic

International   Music

(n)   (n)
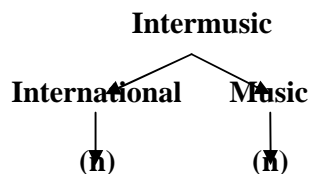
Intermusic derived from the words *international* [n] and

music [n]. International means global or worldwide zone,

while music is a string of synchronic sound that expresses

ideas and feelings in particular forms through the elements

of rhythm, melody, harmony, and color. Therefore,

Intermusic is a music event that is participated and

organized by various nations around the globe. The location

of the billboard can be found in some places, for example in

Jatingaleh Street.

4.2.6 Clipping

Cliping is the formation process which is shortening or reducing

language word in order to create a new word. The writer finds four

kinds of term that belongs to clipping.

4.2.6.1 d' Food <u>Fest</u>

Fest [n] → *Festival* [n]

Fest stands for *festival.* The changing of *Festival* become

fest included in backclipped word.

Festival is a period or program of festive activities, cultural

events, or entertainment. In this case the festival refers to is

food festival. The location of the billboard can be found in

Ngesrep Street.

4.2.6.2 Quick <u>net</u>

Net [n] → *Internet* [n]

Net stands for *internet*. The changing of *Internet* become

net included in foreclipped word.

Internet or Internet Networking is the single worldwide computer network that interconnects other computer networks. The Internet includes commercial, educational, governmental, and other networks, all of which use the same set of communications protocols. The location of the billboard can be found in some places, for example in Ngesrep Street.

4.2.6.3   *Traditional Wedding Expo*

Exposition [n] → *expo* [n]

Expo stands for *exposition.* The changing of *Exposition* become *expo* included in backclipped word.

Expo means the act of exposing or the condition of being exposed. Like the world's fair or international exposition. The location of the billboard can be found in many places, for example in Mataram Street.

4.2.6.4   *Specta Show*

Specta [n] → *Spectacular* [adj]

*Spec*ta stands for *Spectacular.* The changing of *Spectacular* become *specta* included in backclipped word.

Spectatacular is a word that expresses something in large scale like extraordinary event. The location of the billboard can be found in some places, for example in Tembalang Street.

4.2.7 Back Formation

Back formation is a process that creates a new word by removing a real or supposed affix from another word in language (See P. 12). In this research, the writer does not find the word categorized as backformation word.

4.2.8 Conversion

Conversion is a process which allows us to create additional lexical items out of those that already exist (See P. 13). In this research, the writer finds a kind word that categorized as conversion word. That is :

4.2.8.1 **Miracle Iinner Light**

Miracle Iinner <u>Light</u>

In this term *light* is a noun. Usually source of light is from the sun, the lamp, the candle, or the beacon (fire). The other function of *light* is a verb. For example, This table lamp won't *light*. The conclusion is that light has two functions ,as noun and as verb. The location of the billboard can be found in some places, for example in Atmodirono Street.

4.2.9 Inflection

Inflection is the process of forming words by adding affixes inflection on the word without changing the word class and without changing the meaning of the word. The writer finds seven samples of inflection that they are classified into two categories: inflection with plural makers (-s) and inflection present progressive (-ing).

I.   Inflection morpheme with the plural makers (-s)

There are four samples :

4.2.9.1 *Baby &* *Kids* *Fair*

Kid [n] + -*s* → *Kids* [n]

Kid (root) + -*s* (inflection morpheme with the plural maker)

Actually, *kids* is the child or young person, *Baby* is the youngest member of a family and *fair* is an exhibition and sale of articles to raise money, often for some charitable purpose or a periodic gathering of buyers and sellers in an appointed place. The location of the billboard only found in ADA Supermarket.

4.2.9.2 *Toys Kingdom*

Toy [n] + -*s* → *Toys* [n]

Toy (root) + -*s* (inflection morpheme with the plural maker)

Actually, *toys* is the object, often a small representation of something familiar, as an animal or person, for children or others to play. The location of the billboard only found in Ace Hardware Simpang Lima.

4.2.9.3 Two <u>*Thumbs*</u> *Up*

Thumb [n] + -*s* → *Thumbs* [n]

Thumb (root) + -*s* (inflection morpheme with the plural maker)

Actually, *thumbs* is the short, thick, inner digit of the human hand, next to the forefinger, while *thumbs up* is a gesture or expression of assent or approval. *Two thumbs up* is an expression of approval or hopefulness respectively. The location of the billboard can be found in many places, for example in Simpang Lima Area.

4.2.9.4 *Modern <u>Electronics</u>*

Electronic [n] + -*s* → *Electronics* [n]

Electronic (root) + -*s* (inflection morpheme with the plural maker)

Actually, *electronics* is the circuits and tools of a part of electronic equipment such as the electronics

of a television set. The location of the billboard can be found in many places, for example in Pandanaran Street.

II. Inflection present progressive (-ing)

There are two samples these categorizes that we can see the explanation is follow :

4.2.9.5 *Rockin' Land / <u>Rocking</u> Land*

Rock [v] + *-ing* → *Rocking* [v]

Rock (root) + *-ing* (inflection morpheme with present progressive)

Actually, *rocking* is derived from rock that is one of popular genres of music that has the driving beat characteristic of rock. Rocking also means as striking something or doing something spectacular. Usually it affects deeply, stun, move or sway powerfully with emotion. The location of the billboard can be found in some places, for example in Jatingaleh Street .

4.2.9.6 *"Soft <u>Opening</u> all you can eat"*

Open [v] + *-ing* → *Opening* [v]

Open (root) + *-ing* (inflection morpheme with present progressive)

Actually, *opening* is the act of making or becoming open. On the whole, *soft opening* all you can eat" is the act of making the object open. In this case the restaurant which held the soft opening offers all you can eat promo. The location of the billboard can be found in many places, for example in Hayam Wuruk Street.

4.2.9.7 *National Boxing Championship*

Champion [n] + *-ship* → *Championship* [n]

Champion (root) + *-ship* (inflectional morpheme)

Actually, *National Boxing Championship* is a series of competitions or contests of boxing in national level The location of the billboard can be found in many places, for example in Pandanaran Street .

4.2.10 Derivational

Derivation is a process of word formation by adding affixes and it changes the word class or meaning. It is divided into two categories, the prefixes derivation and suffixes derivation. The

writer finds out that there are five words that undergoes the derivation process. Here are the usages of the words:

I.   Derivational Suffixes

Suffixes are added to the end of the word. The sample of this data is *–al, -ion, ship.*

4.2.10.1 <u>*Professional*</u> *Mild*

Profession (job) [n] + *-al* → *Professional* (extremely competent in a job) [adj]

Profession (root) + *-al* (derivational morpheme which means adjective)

Actually, *professional mild* is a product related to a professional activity. It is characterized by or referring to the technical or ethical standards of a profession. The location of the billboard can be found in some places, for example in Tembalang Street.

4.2.10.2 *Distro Clothing* <u>*Exhibition*</u>

Exhibit (showing, or presenting to view) [v] + *-ion* → *Exhibition* (public display) [n]

Exhibit (root) + *-ion* (derivational morpheme which means noun)

Actually, *Distro Clothing Exhibition* is showing or presenting to view the public display clothing from Distro. The products are like clothes, trouser, skirt, dress, etc. The location of the billboard can be found in many places, for example in Mataram Street.

4.2.10.3 Traditional Wedding Expo

Tradition [n] + *-al* (derivational morpheme which means adjective)

Actually, *Traditional Wedding Expo* is the exhibition of all things related to marriage that contains elements of traditional. The location of the billboard can be found in many places, for example in Mataram Street.

4.2.10.4 National Boxing Championship

Nation [n] + *-al* (derivational morpheme which means adjective)

Actually, *National Boxing Championship* is a series of competitions or contests of boxing to determine a champion in national level. The location of the billboard can be found in many places, for example in Pandanaran Street.

II.   Derivational Prefixes

Prefixes added to nouns remain nouns but the meaning changes. The sample of this data is *In-*.

4.2.10.5 *Incredible Badminton Moments*

In - + Credible [adj] → *Incredible* [adj]

In- (derivational morpheme) + *credible* (root)

Actually, *Incredible Badminton Moments* is a moment of badminton competition when it is so extraordinary and become great event. It shows that the competition is excellent. The location of the billboard can be found in many places, for example in Hayam Wuruk Street.

CHAPTER V

CONCLUSION

5.1   Conclusion

After analyzing the data, the writer can conclude several things:

There are nine strategies of word formation process, which exist in Billboard Advertisement. They are borrowing, coinage, compounding, initialization and acronym, blending, clipping, conversion, inflection, and derivation. Based on the findings, there are 100 terms that are found in Billboard Advertisement installed in Semarang. The writer found 40 terms that exist the process of compounding, 4 terms that exist the process of borrowing, 13 terms that exist the process of coinage, 7 terms that exist the process of initialization and acronym, 11 terms that exist the process of blending, 9 terms that exist the process of clipping, 1 terms that exist the process of conversion, 9 terms that exist the process of inflection, and 6 terms that exist the process of derivation.

Based on the research, the process of compounding is the most common process that is found in Billboard Advertisement Installed in Semarang. It takes 40% of total terms or 40 term words from total 100 term words.

5.1. Recommendation

The writer realizes that this thesis is not perfect. Therefore, the writer will be glad if there are some readers who can use this thesis for further research. The writer also hopes that this thesis can be a reference for the next similar research. Hopefully, this thesis will be expanded the readers's knowledge on linguistics, especially on Morphology.

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APPENDIXES

4.2.1 Borrowing

    4.2.1.1   <u>Djarum</u> Black

    4.2.1.2   Chicken <u>Ramen</u>

    4.2.1.3   Djarum Super <u>Ramadhan</u>

    4.2.1.4   <u>Monologue</u> Butet Kertarajasa "Kucing"

4.2.2 Coinage

    4.2.2.1   L.A Mild

    4.2.2.2   Comforta

    4.2.2.3   Flasholic

    4.2.2.4   D.S Computer

    4.2.2.5   Hitman

    4.2.2.6   Patriotic' aholic

    4.2.2.7   Clas Party With Nina

    4.2.2.8   Clas Special Night

    4.2.2.9   Martha Tilaar Fair

    4.2.2.10 Informa

    4.2.2.11 Just Teaz

    4.2.2.12 Accelera

    4.2.2.13 Mc Delivery

4.2.3 Compounding

    4.2.3.1   Rocksolution

    4.2.3.2   Rastaline

    4.2.3.3   Rock Suspector

    4.2.3.4   Reggea Nation

    4.2.3.5   Yongki Komaladi Fair

    4.2.3.6   Indonesia Siap

    4.2.3.7   Bazaria n Funday

4.2.3.39   Semarang Great Sale

4.2.3.40   Christmas Wonder

4.2.4   **Initialization & Acronym**

 Initialization

4.2.4.1   ISEI (Ikatan Sarjana Ekonomi Indonesia)

4.2.4.2   VIP (Very Important Person)

4.2.4.3   BBM (Broom Berhadiah Motor)

4.2.4.4   LG (Life's Good)

4.2.4.5   PMS (Pujasera Mahasiswa Sejati)

4.2.4.6   SFF (Semarang Fashion Festival)

Acronym
4.2.4.7   SMANDA Semarang (Sekolah Menengah Atas Negeri
     Dua)

4.2.5   **Blending**
4.2.5.1   Xtraligi

4.2.5.2   Mathemagics

4.2.4.8   SemBaKo = Semarang Bazaar Komputer

4.2.5.3   SemarKomTek = Semarang Komputer dan Teknologi

4.2.5.4   Road to <u>Soundrenaline</u> = sound + adrenaline

4.2.5.5   <u>Autovaganza</u> = automotif + vaganza

4.2.5.6   <u>Intermusic</u> = internasional + music

4.2.5.7   <u>Soundsations</u> = sound + sations

4.2.5.8   Reagevolution

4.2.5.9   <u>Soundversity</u> = sound + university

4.2.5.10   <u>Teensational</u> = teen + sensational

4.2.5.11   Year & <u>Sale bration</u> = sale + celebration

4.2.6   **Clipping**
4.2.6.1   d' Food <u>Fest</u>

4.2.6.2   V-<u>net</u>

4.2.6.3   Quick <u>net</u>

4.2.6.4   Wow <u>Fest</u>

4.2.6.5   <u>Specta</u> Show

4.2.6.6   Traditional Wedding <u>Expo</u>

4.2.6.7   Grand Property <u>Expo</u>

4.2.6.8   <u>Fantastic</u> Big Sale

4.2.6.9   Distro Clothing <u>Expo</u>

4.2.7   Back Formation
No Data

4.2.8   Conversion

4.2.8.1   Miracle Inner <u>Light</u>

4.2.9   Inflectional

4.2.9.1   <u>Touring</u> Competition

4.2.9.2   <u>Rockin'</u> Land

4.2.9.3   Modern <u>Electronics</u>

4.2.9.4   Baby & <u>Kids</u> Fair

4.2.9.5   <u>Toys</u> Kingdom

4.2.9.6   Soft <u>Opening</u> All You Can Eat

4.2.9.7   Two <u>Tumbs</u> Up

4.2.9.8   3anniversary <u>Martinizing</u>

4.2.9.9   Christmas <u>Sensations</u>

4.2.10   Derivational

4.2.10.1   <u>Professional</u> Mild

4.2.10.2   Distro Clothing <u>Exibithion</u>

4.2.10.3   <u>National</u> Boxing <u>Chanpionship</u>

4.2.10.4   <u>Maxi</u>mum Beat

4.2.10.5   The <u>Redemption</u> Waves

4.2.10.6   <u>Incredible</u> Badminton Moments